

Welcome back to The Alt. Way — Alt. Leather's Newsletter

Thank you for following along as we create the ultimate 100% bio-based leather alternative.



Ayo Edebiri (left) and Jodie Turner-Smith (right) both wowed at the Met Gala this month in leather-centric looks. We love seeing leather make a statement like this, but only when the impact can be high on the style and low on the environment.

We're working on it.

Image credits: Dimitrios Kambouris/Getty; Burberry.

Industry Radar

- While it might seem like a retreat, sustainability policy has instead entered a phase of recalibration across the U.S. and EU, where key regulations and guidance continue to advance. The need for 100% bio-based, low-impact alternatives like Alt. Leather remains urgent and strategic for brands.
- Award-winning and innovative young fashion designers continue to lean into next-gen materials.
- Adidas has stopped sourcing kangaroo leather, joining the likes of Puma and Nike in eschewing the material.
- Recent data from Blue Yonder says ¾ of U.S. consumers want to prioritise sustainability when shopping, but don't always follow through. Education might be the key.



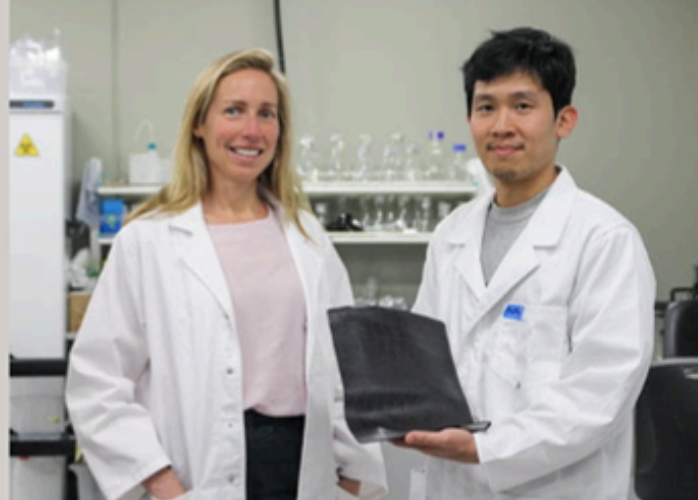
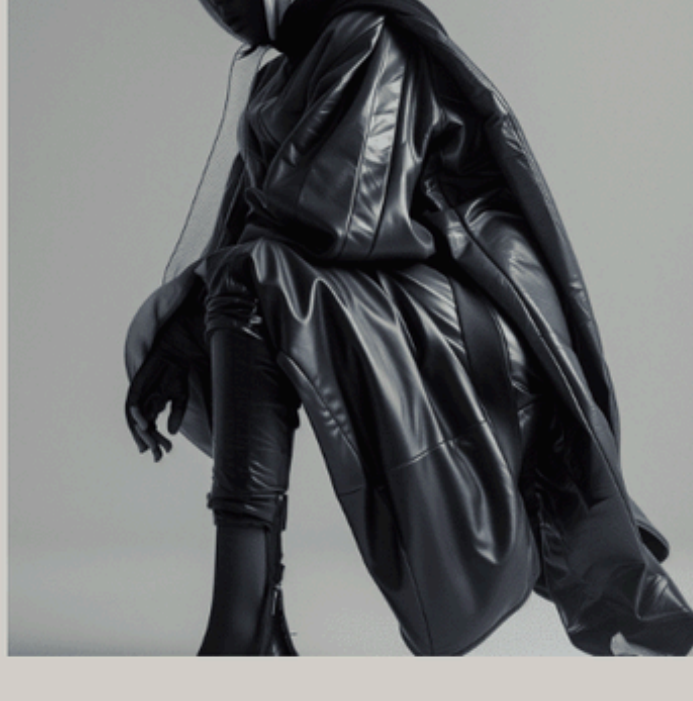
Don't forget you can discover Alt. Leather in-person at the Future Fabrics Expo in London next month. [Get your tickets here.](#) (Online expo also available!)

Fast Fact

We want to empower you to make informed choices when it comes to leather alternatives, so we put together our top five considerations.

1. Is it petro-plastic-free?
2. What is it made from?
3. How is it made?
4. Will it last?
5. Is it green or greenwashed?

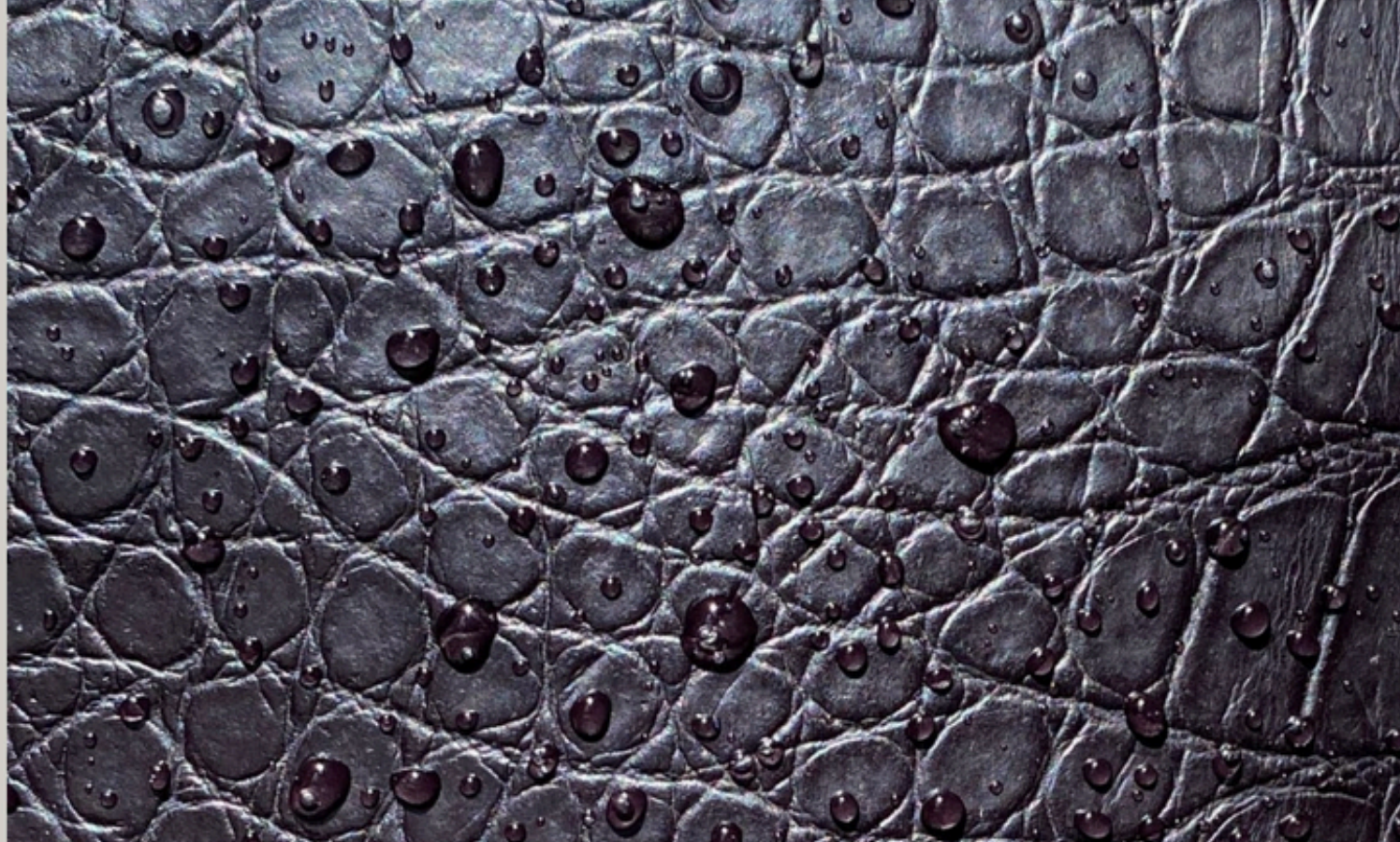
Check out the post [here on Instagram](#), [here on LinkedIn](#).



5 Reasons Why We Needed to Create Alt. Leather

Leather

We took a hard look at the problems with both conventional leather and existing bio-based options, and we responded with intention and innovation. [Here's what fuels us.](#)



Keeping Water Clean

"Water scarcity and pollution are no longer just environmental challenges—they are operational, financial, and reputational liabilities that the industry can't afford to ignore," said Ken Katz in a recent op-ed for Sourcing Journal. And with Kering's new "water positive strategy", H₂O is on our mind. Alt. Leather was designed from the start to have a minimal water footprint. We only use it for cleaning, and our dyes are waterless. Our water-resistant material uses up to 57%* less water than animal leather. Although PU and PVC options also use little water, they rely on fossil fuels and pose toxicity issues.

*Early LCA data, not yet peer-reviewed.

[Read more on Alt.'s impact here](#)

That's all for now.

Stay green,

The Alt. Team

alt-leather.com

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