



FOR IMMEDIATE RELEASE

New Report Shows Pathway to Scale Next Gen Materials for Fashion

Paris, June 25, 2024 — Today, Sustainabelle Advisory Services announced the publication of its "Next Gen to This Gen: Scaling Material Innovations in the Fashion Sector" report supported by Kering and The Laudes Foundation, with Fashion For Good and Biofabricate as knowledge partners. As a fashion industry first, the report comprehensively explores the dynamic landscape of Next Generation materials, analyzing the sector's unique challenges and outlining strategies for their widespread adoption.

As the fashion industry stands at a crossroads, "Next Gen to This Gen: Scaling Material Innovations in the Fashion Sector" serves as a crucial guide for stakeholders committed to driving innovation uptake. The new report is based on interviews with 157 stakeholders and 62 experts to capture a comprehensive survey of materials innovation available today, including diverse perspectives from innovators, brands, suppliers, investors, and support organizations. Exploring leadership best practices as well as the primary challenges that hinder the scaling of Next Gen materials, the report decodes the "hot topics" to provide brands with a roadmap to incorporate these materials into their sourcing strategies. With a deep understanding of the operational requirements of a business, key issues like price premiums, performance limitations, and implementation difficulties, as well as offtake agreements, exclusivity, intellectual property and impact are covered. Furthermore, the report drills down into different types of material innovations to understand their unique challenges and the support levers required from the fashion industry.

Through its detailed analysis, the report also outlines a strategic roadmap for scaling Next Gen materials across the fashion industry, focusing on three main priorities: Information Creation; Optimized R&D and shared resources; and Catalytic Funding. Key report findings in support of the scaling of Next Gen materials include:

- 70% of surveyed stakeholders believe Next Gen materials are a necessary solution to achieve their climate and business goals
- Offtake agreements are seen as the number one factor for success of Next Gen materials adoption, however out of the 55 innovators surveyed only 17% have offtake agreements in place
- With numerous innovators and proven solutions available, stakeholders are investing actively, leading to a 400% increase of material innovation start-ups since 2017
- Key drivers, including regulatory pressures and ambitious impact targets, are propelling brands to embrace these materials with more urgency
- Lessons from climate tech sectors, like solar and electric vehicles, suggest a similar growth trajectory for Next Gen materials for fashion

- Through coordinated action and leveraging the appropriate mechanisms, the fashion industry can effectively realize Next Gen material innovation today

“The momentum for Next Gen materials remains strong even in the face of recent closures of leading material science companies over the last year,” shared Christine Goulay, Founder and CEO of Sustainabelle Advisory Services, “It is within our power to transform the sector by addressing its challenges and harnessing the collective potential of Next Gen materials innovation. Our new report provides a pathway to do just this through actionable insights and strategies to accelerate their adoption and integration into the mainstream so that these crucial solutions truly support the decarbonization of the fashion industry.”

“Kering is proud to sponsor this study aimed at accelerating the adoption of sustainable material innovations within the fashion industry. Our decision to support this research is driven by the urgent need for fashion to reduce impacts inherent in today’s system, and the important role that Next Gen materials will play in doing so. The valuable insights emerging from this study will be of great importance for the entire industry.” said Geraldine Vallejo, Sustainability Programme Director at Kering.

The Laudes Foundation expressed similar sentiments for their support: “Laudes Foundation is pleased to support Sustainabelle in this effort to understand the barriers and enablers to scaling next-gen materials in fashion. Next-gen materials have a pivotal role in securing a circular, regenerative, and sustainable fashion system. This kind of assessment is critical to support the industry and its broader network of actors such as our partners, Canopy and Fashion for Good, to ensure the fashion industry meets its climate targets and achieves the goals it has set for itself.” Anita Chester, Head of Fashion, Laudes Foundation

To download the “Next Gen to This Gen: Scaling Material Innovations in the Fashion Sector” report, click [here](#).

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About Sustainabelle Advisory Services

Sustainabelle Advisory Services, launched in 2021 by Founder and CEO Christine Goulay, provides specialised guidance at the nexus of sustainability and innovation, focusing on the fashion industry. Sustainabelle caters to a diverse client base, including investors, innovators, NGOs, and brands. Services offered encompass the development of innovation and sustainability strategies, advisory roles and board positions, and ESG assessments as well as access to a wide network of stakeholders and investors. The firm places a strong focus on leveraging sustainable practices to achieve environmental and social benefits alongside business success. To discover more: www.sustainabelle.net

Note to Editors: High-resolution images and interviews with Christine Goulay and other key stakeholders are available upon request