

APPAREL AND ACCESSORIES

## Hugo Boss debuts sustainable shoes made from pineapple leaves

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*The Pinatex shoes use far fewer resources than regular leather. Image credit: Hugo Boss*

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By STAFF REPORTS

German fashion brand Hugo Boss is taking a unique spin on sustainable fashion design with the launch of new footwear created with pineapple leaves.

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The products are called Pinatex shoes and they use specially treated pineapple leaves in place of more traditional leathers to create a product that is more sustainable while remaining stylish. The focus on unique materials is in response to a growing trend among fashion consumers desiring products that have less of a drastic negative impact on the environment.

### Sustainable materials

Leather is one of the most commonly used materials in the creation of apparel and footwear pieces today.

But creating the amount of leather needed for fashion takes up massive amounts of resources, including all of the food and water needed to feed the animals that eventually become that leather.

As consumers become more interested in sustainable materials, Hugo Boss is experimenting with a much less resource-intensive material for its new footwear collection.

Pinatex is a leather substitute made from the fibers of pineapple leaves. The leaves of pineapples are thick and strong and can be broken down into a convincing facsimile of real leather.



*The shoes are made from the fibers from pineapple leaves. Image credit: Hugo Boss*

What is more valuable though is that pineapple leaves require no excess resources to grow, since they are usually discarded from pineapples that are already grown for food.

The Pineatex material allows Hugo Boss to take an already existing resource, pineapples, and repurpose what would usually be excess material into new shoes. In addition to being far more sustainable than animal leather, the use of Pineatex also allows for extra income to be directed to farming communities.

Synthetic and sustainable materials will be the future of luxury due to their programmability.

At the Cond Nast International Luxury Conference on April 19, futurist Sophie Hackford explored the myriad ways that scientific advances will change the process of luxury manufacturing. She argued that the mutability and sustainability of these products will make them complete game-changers in the way luxury goods are manufactured in the future ([see story](#)).

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