

APPAREL AND ACCESSORIES

LVMH names 2020 Green Trail winners for sustainable innovation

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Jiyong Kim used the sun to mark his textiles, reducing waste. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury group LVMH Mot Hennessy has announced the 2020 winners of its annual sustainable innovation event in partnership with the Central Saint Martins design school.

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The Maison/0 Green Trail event invites students to present projects that demonstrate how design can respond to climate change. The winning projects, selected from 27 finalists, span disciplines including industrial design, fashion and furnishings.

Green Trail winners

LVMH and Central Saint Martins began the program in 2017, building on an already existing relationship ([see story](#)).

This year's winners covered a wide range of challenges.



Scarlett Yang's biodegradable lace creation. Image credit: LVMH

Alberto Giordano's "Public Atelier" platform created a network of makers to help designers create their garments locally with recycled or upcycled textiles. The platform's tools allow users to personalize their clothes, choosing the

design, fabric, makerspace and maker.

La Hiralal used a material called SCOPY, Symbiotic Culture Of Bacteria and Yeast, to create biodegradable body pieces. The raw material grows differently each time, posing an interesting design challenge.

Jiyong Kim faded secondhand fabrics using the sun, rather than water or chemicals, a process that can take months before the textiles are used for garments. While time-consuming, the method reduces waste and water pollution.

A project from Irene Roca Moracia pitched "unfinished architecture structures" as way to ensure more equitable architecture and construction across Europe.

Finally, Scarlett Yang's project "Decomposition of Materiality and Identities" featured garments that grow, decompose and change shape over time.

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