

APPAREL AND ACCESSORIES

Mark Cross embodies future vintage' with sustainable, traceable leather goods

October 1, 2020



Mark Cross used jacquard fabric made from recycled plastic bottles in its new men's collection. Image courtesy of Mark Cross

By SARAH RAMIREZ

U.S. leather goods house Mark Cross is relaunching its men's collection in the United States with an emphasis on sustainability and supply chain transparency.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

For the first time in the U.S. market, TrueTwins technology will be used to provide a digital passport for each piece. This will empower consumers with information about a product's environmental impact, authenticity and valuation.

"Mark Cross has always been a brand that cares about sustainability and supporting a slow fashion cycle, which is reflected in the longevity and inherent resale value of our pieces," said Ulrik Garde Due, CEO of Mark Cross. "I believe this exceptional pandemic period will accelerate some consumer shifts already in motion, such as the growing antipathy toward fashion-related waste, and in doing so, elevate consumer expectations for transparency of a brand's purpose-driven, sustainable actions."

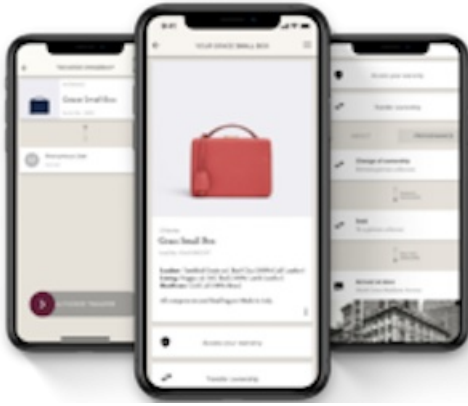
Tech and sustainability

The new men's collection spans from large hold-alls to small leather goods. Many items feature signature jacquard fabric, with a modernized version of the brand's monogram.

In another modern touch, the jacquard fabric was milled with yarn that was made from recycled plastic bottles. The upcycled material was woven in the same structure as Mark Cross's original jacquard from the 1960s, at the same factories in Como, Italy that the brand has trusted for decades.

"The Mark Cross men's relaunch collection is very special to the brand as we are pioneering digital innovation in the luxury industry, while paying homage to the brand's 175-year heritage," Mr. Garde Due said. "The men's relaunch collection has created a union between sustainability, practicality, and style, as the pieces truly embody our concept of future vintage' pieces to covet today and collect for tomorrow."

Each item has a built-in TrueTwins digital chip, which will be implemented in all Mark Cross collections going forward. Using a digital passport mobile application, owners can learn more about the production of their pieces.



The TrueTwins digital passport mobile app provides information about products' sourcing and authenticity. Image credit: TrueTwins

"Partnering with TrueTwins, Mark Cross is creating a digital identity for all their products in the form of a digital passport," Mr. Garde Due said. "Anyone purchasing a Mark Cross piece will be able to access TrueTwins technology moving forward, no matter where they're located.

"What's more, existing customers can request their products to be authenticated for a TrueTwins Digital Passport," he said. "With this proof of authenticity, Mark Cross customers will gain access to repair service, product valuation service and potentially sell the product on the Mark Cross Vintage website which launched last year."

Digital investments

In late 2019, Mark Cross opened its first standalone store in years and a brand-operated vintage platform, nearly a decade after the brand was revived.

Founded in 1845 in Boston as a saddlery, Mark Cross grew into a lifestyle brand in the early 1900s under the leadership of Gerald and Sara Murphy, but the house was shuttered in the 1990s. Revived in 2011, the label's current collections are tied to its roots, using the same Italian factories to produce styles inspired by classic pieces.

Mark Cross has also celebrated its heritage by taking ownership of its secondhand market, the first luxury brand to do so with an owned platform. Its resale platform retails vintage items dating back before the 1990s, showing how a more sustainable, circular model can be successful for luxury accessories ([see story](#)).

The brand has also enhanced its digital capabilities in light of the pandemic, with new services and experiences to reimagine the in-person experience seamlessly offline and online.

Mark Cross debuted a digital platform called Hero, which sales associates can use to interact with customers digitally, giving associates a way to deliver personalized shopping experiences at a distance. Additionally, the company has created an app called Toshi that works to bring in-store services directly to customers' homes ([see story](#)).

The label's new work with TrueTwins is the latest example of how Mark Cross balances sustainability and technology, perhaps setting new standards for luxury.

"Our partnership with TrueTwins will play a vital role in promoting the circular economy model for the luxury accessories resale market," Mr. Garde Due said. "As the first brand to launch with this technology in the U.S., we hope we can help encourage other luxury brands to meet our level of transparency with consumers.

1 thought on "Mark Cross embodies future vintage' with sustainable, traceable leather goods"

1. experts@hand-made24.de says:

December 14, 2020 at 1:23 am

Supply chain transparency is a big issue normally – best example at the moment is BMW who needed to recall their leather jackets due to exceeding amounts of Chrome IV – as they buy their leather cheap in India and alike, that transparency is not always easy to achieve and maintain. Wonder how they will assure this.