

APPAREL AND ACCESSORIES

Phillip Lim partners with Volvo on sustainable handbag

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3.1 Phillip Lim and Volvo launched a sustainable weekend bag. Image credit: Volvo

By LUXURY DAILY NEWS SERVICE

American fashion designer Phillip Lim is partnering with Swedish automaker Volvo to release a sustainable weekend bag.

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A partnership based on the brands' shared commitment to sustainability, the accessory is made from a new environmentally conscious material for Volvo interiors called Nordico. The bag is being released in an exclusive limited-edition run and is not available for purchase, but can be obtained by consumers through competitions, charity auctions and giveaways.

"Sustainability has been a part of the 3.1 brand from the beginning; working to achieve a sustainable balance in everything we do," said Mr. Lim, cofounder and creative director of **3.1 Phillip Lim**, in a statement. "Our brand mantra is to make less, mean more."

Sustainability on the go

The 3.1 Phillip Lim brand is known for its dedication to sustainable luxury.

Nordico, the material that is used for the designer weekend bag from Mr. Lim and Volvo, consists of textiles made from recycled material such as PET bottles, bio-attributed material from sustainable forests in Sweden and Finland and corks recycled from the wine industry.

The accessory is designed to be the ultimate weekend getaway companion, an ivory handbag inspired by the essence of Scandinavian design, featuring sophisticated storage, a double strap and a signature pouch.

The sustainable weekend bag is not available for sale

The use of Nordico for Volvo interiors followed the announcement from the automaker that all new fully electric Volvo models will be completely leather-free, reflecting the automaker's commitment to sustainable sources. This commitment is reverberated through Mr. Lim's work.

"Connecting with Volvo Cars on this sustainability project was an instant alignment of values," Mr. Lim said.

"I strongly feel that in our collective current state of mind, we have the freedom to find sustainable solutions with new materials, while still being able to achieve high design, which is the ultimate luxury."

As ecommerce offerings are constantly revolutionized and people return to in-store shopping, contemporary consumers continue demanding authenticity and sustainability.

During a webinar hosted by Luxury Daily on June 29, panelists discussed how brands must continue leveraging technology to assist consumers in making ethical choices. Brands should evolve and adapt to meet the new consumers' needs, prioritizing ethics, including sustainability and authenticity ([see story](#)).

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