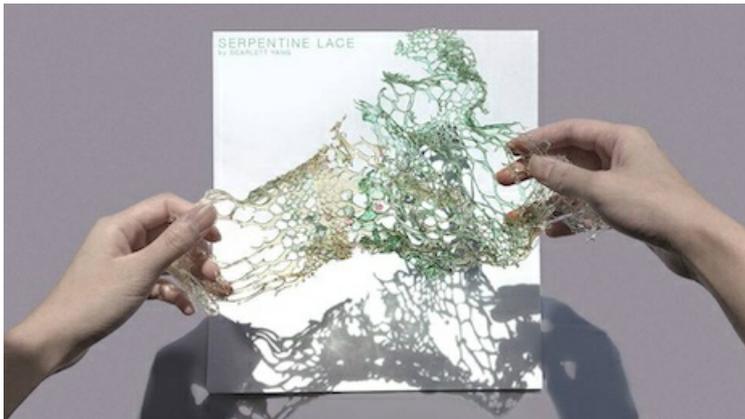


APPAREL AND ACCESSORIES

LVMH, Fendi tap research partners to develop biomaterials

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Central Saint Martin student Scarlett Yang's biodegradable lace creation. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is partnering with two educational institutions to develop new biotextiles.

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LVMH and its Italian fashion label Fendi have announced a strategic collaboration with Imperial College London and Central Saint Martins, University of the Arts London for a two-year research initiative. The goal is to leverage academic research to prototype new lab-grown fur fibers for luxury fashion.

"The LVMH Life 360 environmental strategy integrates a research and innovation program dedicated to sustainable luxury: inventing new materials, new regenerative practices and new technologies will enable our maisons to achieve their climate and biodiversity ambitions," said Hlne Valade, environmental development director of **LVMH**, in a statement.

"We are pleased that the Central Saint Martins-LVMH program dedicated to regenerative luxury, Maison/0 set up in 2017, leads to concrete results, such as this initiative," she said. "The first of its kind, this collaborative approach, with also Fendi and the Imperial College London, will allow the creation of new lab-grown biomaterials."

Regenerative luxury

The collaboration will focus on keratin, a protective protein that makes up hair, skin and nails, with the hopes of developing a fiber that can mimic luxury materials such as fur.

A growing number of luxury labels, including rival Kering's entire portfolio ([see story](#)), have ditched animal fur in response to changing consumer mindsets and growing emphasis on sustainable and regenerative materials.



LVMH has been partnering with Central Saint Martins for several years. Image credit: LVMH

Taking the lead on the study are Imperial College London's Tom Ellis, a professor in synthetic biology, and Central Saint Martin's Carole Collet, a professor in biodesign. Prof. Collet is also the director of Maison/0 and recently designed a new course on regenerative design ([see story](#)).

The collaboration is LVMH's latest endeavor focusing on "regenerative luxury" as it looks to a more sustainable future.

For instance, Dior creative director Kim Jones designed a beachwear collection using recycled Parley Ocean Plastic in an Earth Day effort focusing on pollution and circularity ([see story](#)).

"Today we are actively and constantly engaged in the research and development of new resources that can offer even more sustainable options and we are proud of this new step alongside these globally renowned institutions and LVMH," said Serge Brunschwig, chairman/CEO of [Fendi](#), in a statement.

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