

APPAREL AND ACCESSORIES

LVMH's Nona Source expands with London showroom

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Nona Source has a new showroom open in London. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton has opened the first British location for its high-end materials resale platform.

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Nona Source's first U.K. showroom is now open at the Mills Fabrica in Kings Cross. Incubated by LVMH's DARE intrapreneurial program, Nona Source allows emerging brands and designers access to leftover or deadstock textiles at competitive rates encouraging re-use and circularity.

"To foster greater creative circularity in the fashion industry is one of the ambitions of the LVMH environmental strategy LIFE 360," said Hlne Valade, group environment director at LVMH, in a statement.

"Hosted by the Mills Fabrica, the opening of the Londoner Nona Source showroom is a great illustration of this commitment," she said. "By supporting the London- and U.K.-based creative community, we also aim at boosting circularity and upcycling of our unused fabrics as we have done with the Parisian showroom for one year now."

Circularity collaboration

The new showroom, which opened on May 11, will serve as a tool for designers who prioritize sustainability. It is located in the Mills, itself a revitalization project that meant to encourage collaboration between organizations and entrepreneurs in the fashion and technology spaces.

"Nona Source's profound mission not only strongly aligns with ours around sustainability, but they are also pioneering a new form of fashion that puts circular and no waste ethics at the forefront of luxury and cutting-edge design," said Nikita Jayasuria, general manager of the Mills Fabrica, in a statement.



A silk polyester blend deadstock available on LVMH's Nona Source. Image credit: Nona Source

Visitors need to visit the Nona Source website to book a private appointment to meet in-store with an expert.

Last spring, LVMH made the B2B platform open to all online, including other LVMH houses, independent designers and even competing luxury brands. The brand source of the materials is not revealed and only exclusive patterns or branded fabrics are not made available ([see story](#)).

"[The London showroom] is such a major step forward in Nona Source's commitment to develop circular creativity and creative re-use as well as supporting young and emerging designers, talent and brands" said Romain Brabo, cofounder of Nona Source, in a statement.

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