

APPAREL AND ACCESSORIES

Mulberry puts sustainability in focus with new podcast

May 16, 2022



The British leather goods brand is pushing its sustainability agenda forward with new mediums. Image credit: Mulberry

By LUXURY DAILY NEWS SERVICE

British leather goods house Mulberry is exploring sustainability in leather making through a new podcast, "Made to Last," hosted by fashion journalist Susie Lau.

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

The podcast features a range of influential guests and fashion experts who dissect how leather can be used as a product in a regenerative future and how the fashion industry may be shifted by it. The first three episodes of the series have already been released and feature Emma Winder, Miquita Oliver, Alexander Fury, Nicholas Daley, Rob Percival and more.

Made to Last

In the first episode, Ms. Lau speaks with TV and radio presenter, fashion lover and sustainability advocate Miquita Oliver about the power of thrifting, menswear designer Nicholas Daley about the cultural significance of materials and fashion blogger Bryanboy about his love of leather.

In the second episode, Ms. Lau discusses the implications of leather Rob Percival, head of food policy at The Soil Association. Mr. Percival shares his thoughts on the role of cows in the regenerative farming system.

In this episode, Ms. Lau also speaks with vlogger and model Emma Winder about Gen Z's role in reshaping fashion consumption, how they approach the industry and how their values have shifted.

Susie Lau interviews various fashion insiders so audiences may better understand how the leathermaking industry is shifting toward a regenerative future

In the most recent episode, fashion historian and author Judith Watt explains how the significance of leather has changed throughout history and how it has become a luxury material, and Amy Hunt, raw materials technologist at Mulberry, discusses how attitudes within leather production are changing.

Ms. Lau also spoke with fashion journalist Alexander Fury about how the Mulberry brand has evolved from a British heritage brand to a symbol of progressive luxury.

In a continued effort toward achieving a regenerative and circular business model, the podcast follows Mulberry's launch of a series of low-carbon leather bags, as well as its restoration edit in partnership with Vestiaire Collective.

Through a short film produced by BBC StoryWorks, titled "Can a bag help save the world," Mulberry explored its mission of blending sustainable innovation with contemporary British design and craftsmanship ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.