

Allure Sauvage

Plant-based alternatives to leather

Allure Sauvage transforms luxury leather craftsmanship by using innovative plant-based alternatives to leather to create beautiful, ethical & sophisticated designs.

The idea emerged from the lack of choice in handbags: "They were either made of recycled or new plastics, or didn't fit my style", explains Natacha, founder of the brand. "I wanted to show that sustainable fashion didn't have to be categorized a certain way". And so she did.

The first two collections are made with Piñatex®, a non-woven fabric made with pineapple leaf fibers. The leaves are a bi-product of the pineapple production which are often discarded in landfills or burnt. By turning them into this Piñatex®, not only do we reuse waste, but farmers also receive a second income. 480 leaves, or 16 pineapples, are required to make one square meter of Piñatex®, or two Allure Sauvage handbags. No additional raw materials are necessary to make the textile and no chemical from the Cradle-to-Cradle® list are used, as the aim of the supplier is for Piñatex® to soon become biodegradable! Moreover, the production is made in a closed-circuit, meaning that leftover leaves are used as natural fertilizers.

The aim of Allure Sauvage isn't to solely use Piñatex®, but to experiment and widen the offer of plant-based alternatives to luxury leather handbags.

Thanks to the IHDS Master's degree, Natacha was able to meet like-minded people and develop skills necessary to the pursuit of entrepreneurship. The accelerator has funded projects such as the Fashion Hackathon and Fashion Show for Sustainability, and Allure Sauvage has received funds to launch the first production of twenty handbags.

In the near future, Natacha hopes to find resellers to showcase the Allure Sauvage handbags, of which craftsmanship is French, more precisely from Paris, where the expertise and dexterity is world-renown. "We aim at keeping our production as close as possible, so we can easily visit our suppliers' workshops." While Natacha agrees that this comes with a cost, she insists that the quality of the work is well worth it.

In addition to leather-like items, Allure Sauvage offers a small range of organic cotton t-shirts, which are both Fairwear and GOTS certified. "Certifications are a crucial part of sustainability", says Natacha. "They allow

more transparency and build trust with an informed customer. We are currently working on our BCorp certification as well."

Don't hesitate to share your thoughts on social media with #jesuissauvage

@alluresauvage_
www.alluresauvage.ch



Natacha Reymond
Natacha.Reymond@etu.unige.ch





AllureSauvage

plant-based alternatives to leather

