

Mashu launches latest collection 'Kaleidoscope of Nature'



31st May 2022 - Contemporary, vegan accessories label Mashu launches their latest collection, 'Kaleidoscope of Nature' and announces the use of two materials – Vegea, a leather alternative made from grapes and Frumat, a leather alternative made from apples. A continuation of the brand's efforts to optimise its responsible production, 'Kaleidoscope of Nature' marks Mashu's most sustainable collection yet.

Available from 31st May 2022, the new collection features colour and print updates to the Cassiopeia, Amaryllis, Philippa, Aphrodite & Nicole, and introduces 2 new styles; The Irene – the brand's first soft bag available in deadstock satin or Frumat, and The Calliope – Mashu's latest evening bag inspired by the best-selling silhouette of the Cassiopeia made from Frumat and BioVeg.

Informed by the colours found in nature during the Spring and Summer seasons, the new collection's rainbow palette references yellow sunshine, blue glistening water, bright green grass and the purple and pink hues found in a summer evening sky. The optimistic colours of the collection also symbolise a sense of hope for a more sustainable future felt by the brand's founder & creative director Ioanna Topouzoglou in the last 6 months.

"When I founded the brand in 2017, no one was interested in the materials we were using or the way we produced – a far cry from the engaged and educated community that we've got today. Looking at the industry in the last 6 months, I have felt a rare feeling of optimism that sustainability amongst both fashion brands and consumers is slowly shifting from a nice-to-have to a must-have. Whilst I'm all too aware of the amount of work left to do, I feel optimism for the future. I've been able to create my most sustainable collection yet for eco-conscious customers who are more informed than ever."



Since inception, Mashu has been focussed on creating vegan accessories that don't harm people, animals or the planet. After making the decision to move to a seasonless structure last year, Ioanna and the team have had time to research, experiment and evolve Mashu further. The result of this has been:

- 1) The launch of the Mashu Repair Portal, where customers can enjoy free repairs on their bags for life.
- 2) Donation partnerships with environmental charities including Cool Earth and eXXpedition.
- 3) The launch of 2 new vegan leather alternatives, Vegea and Frumat, which can be found in the new collection.

'Kaleidoscope of Nature' joins Mashu's core collection, as part of the brand's seasonless offering of contemporary bags. A total of 70% of Mashu's bags are now made using leather alternatives that are by-products of the farming industry that would otherwise be burned or discarded.

A further 20% is made using recycled or deadstock materials to avoid textile waste in the fashion industry, and the remaining 10% is made from organic cotton. Mashu has now removed all PU based materials from production.

In addition to the brand's materials, Mashu has also optimised its production efforts. 90% of the supply chain is now based in Europe, reducing the brand's carbon footprint significantly. Every person in the Mashu supply chain is celebrated and supported. Artisans are paid the national living wage or above, are paid overtime, and are given 22 days annual leave a year + national holidays.

Mashu is now focussing on improving customer transparency. The brand has rolled out third party verification across their website via Compare Ethics, who verify the water and carbon emissions saved on each bag. Later this year, the brand plans to add QR codes to the interior of each bag so customers can access material information, supply chain data and care instructions that live longer than a swing tag or receipt. The brand hopes the internal QR codes will also provide product information for anyone who come across a Mashu bag through secondary touch points, such as circular services like resale or rental.

The collection launches on www.mashu.co.uk on 31st May 2022. For more information, please contact Katie McNaughton pr@itsmashu.com or katie@vertcommunications.com

