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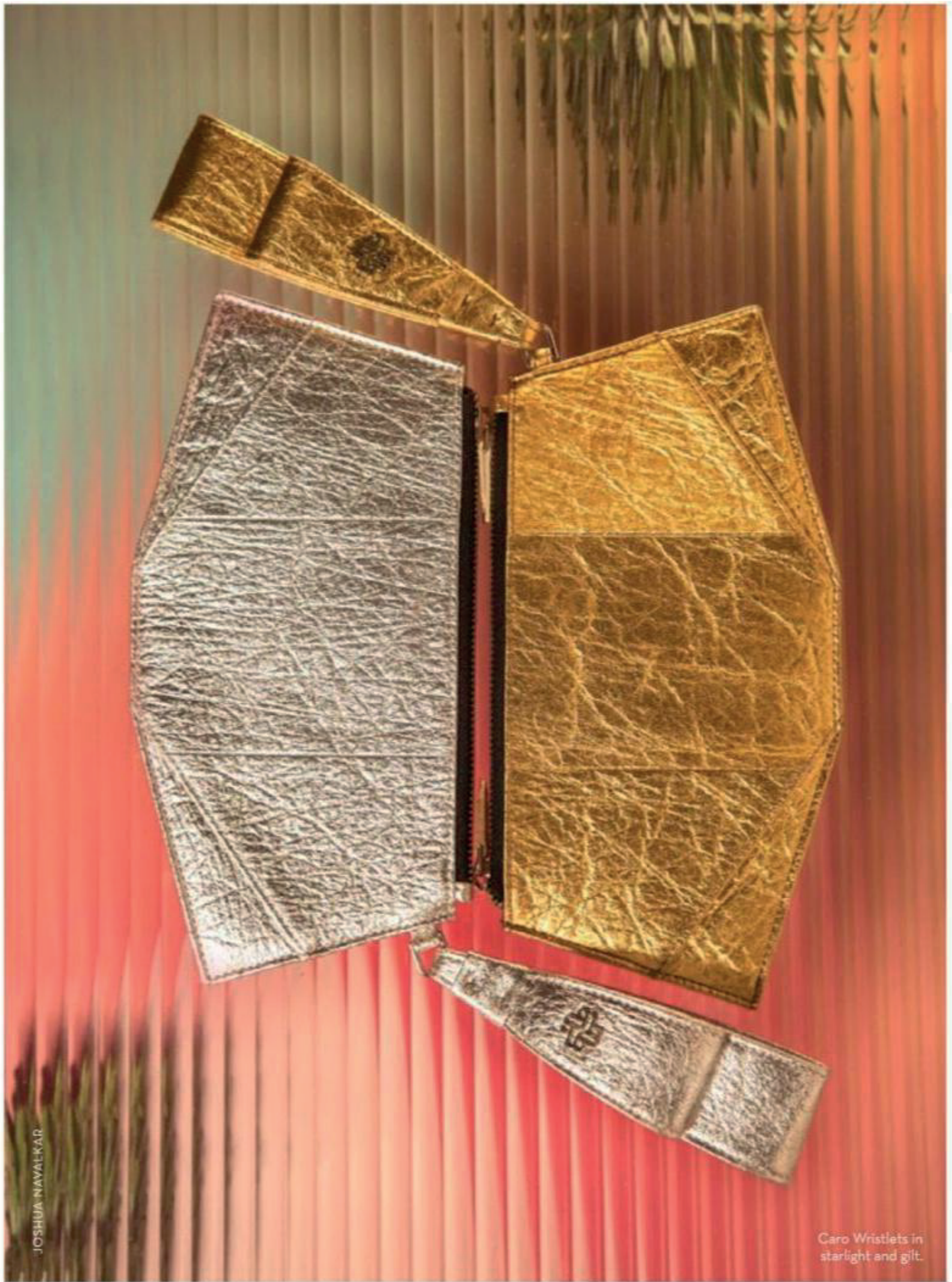
NERVE

₹ 150

*Chef and author
Diya Sethi*
HAS A LOT
ON HER
PLATE

the
FOOD
ISSUE
YOU ARE
WHAT YOU
EAT





Fresh Stock

The consumer today is woke and closely observing the market. As per McKinsey's The State of Fashion 2020 report, they are prioritising the environment in the choices they make, driving the industry to focus on effective innovation rather than greenwashing. One such example is Mayu. Founded by Mayura Davda, the label specialises in accessories made from alternate leather – the kind that doesn't harm animals and is created using by-products instead. One of the materials used is, surprisingly, vegan-certified as well. Davda elaborates, "I took a trip to Iceland in 2015 with a bunch of friends while I was in grad school. Whenever I visit a new city or town, I like to explore and learn about the native arts and crafts apart from understanding the history, language and cuisine. As I was browsing through the local markets, my eyes fell upon this beautiful set of small goods that were made from interesting and exotic-looking leather. Upon enquiring, I learned that they were created sustainably from salmon skin and other types of fish skin that are by-products of the fish processing units nearby; fish skin leather has been a part of the Nordic culture for centuries. This concept was intriguing enough for me to start researching it as a potential business idea in order to make it accessible to people from different parts of the world who had never heard of it."

After using fish leather for Mayu's debut collection of handbags and wallets, Davda moved to Piñatex next. A natural textile made from pineapple leaf fibre, Piñatex was the first fabric to receive a PETA-Approved Vegan stamp. "When searching for our next material, our criteria included merits like innovation, sustainability (also plant-based), made from a by-product of an industry that would otherwise not be put to better use, premium look and feel, durability, cruelty-free, GOTS (Global Organic Textile Standard) and PETA Vegan certified. Piñatex checked all of these boxes. Unlike fish leather, which has size constraints, Piñatex comes in the form of sheets and rolls, allowing us to reduce the extensive panelling that we adopt when working with the former. Pineapple leaves are a great choice also because of high fibre content, which gives it tensile strength and bending modulus," says Davda. This new collection comprises clutches, handbags and wallets for men and women in black, gold and silver. ①

-RUSHMIKA BANERJEE