

Unseasonal Bouquets

Background:

Finishing leather for fashion is one of the most toxic processes known to man. Hides are usually sprayed with fossil fuel-derived “forever chemicals,” adding massive amounts of carbon to the atmosphere.

Evolved By Nature, a life sciences company, found a way to finish leather using natural silk instead of the typical cocktail of environmentally destructive petrochemicals. Not only is our leather more sustainable, it also outperforms traditional petrochemical finishes. It's the kind of leather fashion brands have been asking for, but told doesn't exist.

The Problem

In an effort to keep the status quo, big chemical companies outspend startups like ours 100 to 1 in media, so it's very hard to get the legacy brands' attention. Even harder to get them to look at samples during one of their busiest times of the year – New York Fashion Week.

The Solution

So how do you outsmart Big Chem? You go small.

“Unseasonal Bouquets” is a direct mail piece created using local flowers that should've been out of season, but were still blooming due to climate change. Instead of the typical plastic sleeves, we wrapped them in samples of our carbon reductive leather and sent them to fashion brands – literally putting the power to make a difference in their hands.

The bouquets were sent to a few discerning and influential leather buyers at prestigious fashion brands, people we knew would appreciate the beauty of the bouquets, and the feel of the high quality leather sample, over big campaigns.

The Results

This direct mail piece announced Evolved By Nature as the best sustainable alternative to carbon-heavy leather finished with petrochemicals.

So far, we've received orders to finish over 10,000,000 square feet of leather more sustainably. Or enough to make over 2 million handbags.

We also removed thousands of metric tons of CO2 in the process (a 76% reduction compared to leather finished with traditional petrochemical systems).

And we completely eliminated fossil fuel-derived “forever chemicals” from the final products as a

result – shoes, jackets, handbags and accessories that are already in circulation and will one day biodegrade more easily.