

Evolved Leather ID

Background:

Leather for fashion is typically sprayed with fossil fuel-derived forever chemicals to enhance performance. Chemical companies have the fashion industry convinced that sustainable leather can't perform as well. But the truth is, sustainably finished leather often outperforms petrochemical finishes.

Idea:

To prove it, we created Leather Evolved By Nature. The world's largest marketplace for sustainably finished leather—powered by our own AI, ELI.

ELI is a leather profiling system that matches your performance needs with low-carbon, more sustainable, PFAS-free leather.

Execution:

Every time you search, ELI analyzes your input to generate a unique visual ID—a kind of performance fingerprint—that captures the specific characteristics of your ideal leather. Just like a fingerprint, no two ELI IDs are the same. Each one represents a unique combination of attributes like durability, hand-feel, flexibility and more. These visual IDs can be saved or shared, making it easy to return to, re-specify, or collaborate on leather choices specs that meet performance requirements and sustainability goals.

Results:

So far, thousands of unique IDs have been created, generating orders to finish 10,000,000 square feet of leather—more sustainably.

Removing 2,000 metric tons of carbon in the process (a 76% reduction compared to leather finished with traditional petrochemical systems).

And 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.

Leather.EvolvedByNature.com changed the fashion industry's perception of sustainable leather. By proving it isn't just better for the planet, it makes for better products as well.