Peelsphere wins first prize for green innovation at Kering Generation Award

By Dominique Muret - 9 December 2021

Kering has announced the winners of its sustainable innovation prize, the Kering Generation Award. The luxury group chose biodiversity as the theme of the event's second edition, staged with Plug and Play China on December 6 at the Pudong Museum of Art in Shanghai, with first prize going to Chinese start-up Peelsphere.

Peelsphere stood out for its innovative circular approach, inventing a new leather-like material that is both waterproof and durable, made from fruit and seaweed waste through a cutting-edge engineering process. With the first prize, Peelsphere won a €100,000 purse.

Otex, the second-placed start-up, well-known for its biological and natural textiles, was recognised for its work on soil health. The Zeno Technology start-up was ranked third for developing, using next-generation biotechnology, an innovative solution applicable to the entire dyeing process, from dye production to fabric printing.

The Kering Generation Award for sustainable innovation was launched by the luxury group in Beijing at the end of 2018, in partnership with start-up accelerator Plug & Play. The goal was to identify Chinese start-ups capable of developing disruptive solutions that can make fashion and luxury goods sourcing more sustainable.

The Kering Generation Award’s second edition was characterised by its focus on biodiversity. “This year's award aims to promote the development of green innovation in the fashion industry, and to play an active role in the conservation and restoration of biodiversity,” the group stated in a press release.

“As a global luxury group, it is our duty to lead the conversation when it comes to sustainability, and I am happy to say this year’s award has seen a renewed series of impressive innovations in biodiversity and conservation,” said Marie-Claire Daveu, chief sustainability and institutional affairs officer at Kering.