Lululemon to make accessories from mushroom leather

By Jennifer Braun - July 11, 2021

Vancouver-based athleticwear company Lululemon revealed last week that it has begun creating products grown from mushrooms with the debut of the world's first yoga accessories made from Mylo material.

The lineup includes the launch of a concept yoga mat made entirely from Mylo, and two bags featuring the material. Beyond demonstrating Lululemon's continued dedication to sustainability, the product line is innovative and showcases new functional purposes.

Inspired by the brand’s Take Form Mat, which includes 3D zoned alignment patterns, the woven Mylo yoga mat experiments with varying patterns to complement the placement of hands and feet during a yoga practice.

Likewise, the Lululemon Meditation and Yoga Mat Bag, and the Lululemon Barrel Duffel Bag, were thoughtfully created with Mylo featured in the accessories’ handles and braided pulls for guests to experience the premium look and feel of Mylo in its products. The bags will be available for purchase in early 2022.

“As a premium athletic brand, having innovative and proprietary fabrics and other materials that help guests feel their best to perform their best is something we’re proud of,” said Sun Choe, chief product officer at Lululemon.

“Mylo is made from renewable mycelium, the root structure of mushrooms, and was created by a team of scientists and materials experts at Bolt Threads. Lululemon joins brands like Stella McCartney who was recognized as the first to use Mylo mushroom leather for clothing, earlier this year, and ethical footwear producer Allbirds with its debut of a plant-based ‘leather’ sneaker.

Furthering its commitment to sustainability, earlier this year, it equally announced two new sustainability initiatives including the brand’s first-ever recommerce program, ‘Lululemon Like New’.

Last month, Lululemon reported net revenue of $1.2 billion for the first quarter, an 88 percent increase compared...
to $652.0 million in the prior-year period, driven by continued e-commerce growth and the return of store traffic.

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