Fashion for Good selects seven participants in Asia Innovation 2022 programme

By Chenu Alexis · April 7, 2022

Innovation organization Fashion for Good, which brings together groups like Adidas, C&A, Kering and PVH, has picked the seven start-ups it will support as part of the Asia Innovation 2022 programme. The latter was launched in 2020 and has already assisted the development of 28 innovative companies.

The seven start-ups were selected at an online and in-person summit held in Mumbai, India, by Fashion for Good and its members. They will participate in a nine-month programme through which they will benefit from know-how assistance and networking help to develop and implement their solutions.

The programme participants include An Herbals, Fermentech Labs and Sodhani Biotech from India, and Gaiacel from the USA, which specialise in developing plant-based dyeing solutions, in the pre-treatment of textile yarns and in new technologies for reducing water waste by using organic processes, nanocellulose (a material based on plant extracts and paper) and micro-organisms.

The other participants are UKHI Hemp (from India), which carries out R&D work exploring alternative materials such as hemp; Vaayu (from Germany), which works on reducing CO2 impact; and Picvisa (from Spain), which specialises in “artificial vision” for the recycling industry.

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