

USE OF ANIMAL BASED PRODUCTS



MISSION

In our mission to foster greater consciousness around the globe with our sustainably progressive values, the importance of considering animals' welfare is vital in maintaining balance on Earth. We believe in using next-gen materials and leather alternatives without plastic wherever possible, and are open to bio-fabricated materials that are environmentally responsible, efficient, and humane

NEXT GEN MATERIALS

“Next-gen materials” are livestock-free direct replacements for conventional animal-based leather, silk, fur, down, wool, and exotic skins (also referred to as “incumbent materials”).

Next-gen materials use a variety of biomimicry approaches to replicate the aesthetics and performance of their animal-based counterparts.” - Material Innovation report

ANIMAL STATEMENT

Veshin's use of the word “animal” refers to the entire Animal Kingdom, that is all vertebrates and all multi-cellular invertebrates. Veshin ensures that the manufacture of its products and their associated components do not and have not involved the use of any animal product or derivative. Veshin certifies the material's animal free integrity. Our products are vegan friendly, mostly coming from plant and vegetable origin.

Veshin understands that Fashion has contributed greatly to biodiversity loss, given that a large amount of deforestation happens for land use change for animal breeding and growing of feed, and that the production of animal leather is directly connected to the destruction of rainforests, and degradation of habitats that are essential to other species.

Veshin's goal is to encourage brands and suppliers to use plant-based products, that have minimal impact on the environment, giving feedback to material suppliers in terms of performance in the production process, and suggesting alternative to brands that want to produce animal-free products.

NOTE ON PLASTICS

Veshin understands that the use of plastic and fossil-fuel based materials is a threat to the animal world. Veshin is still using materials that have a percentage of plastic, however our long term goal is to achieve the status of being fully plant-based. The availability and performance of materials that are plastic-free is limited, therefore in the short term we are not in a position to not use them at all, and we believe that the environmental benefits that they provide is larger than the footprint of the plastic contained. Bags, differently to clothing, are not washed often, therefore the release of microplastics is present, but in lower amounts. Veshin is also partnering with brands to eliminate plastic from the packaging used, which is a major issue in our industry.

FUTURE STRATEGY

Once available, Veshin will support the use of lab-grown leather, which differently to traditional leather production is bio-fabricated, which is environmentally responsible, efficient, and humane. An environmentally sustainable Veshin product will be made to be made again using next-gen materials and leather alternatives, focussing on zero-waste & durable design while eliminating substances of concern.

As it currently stands, Veshin will be a similar factory model to Hermia, which is the factory using leather where we have built our expertise in bag manufacturing, however, the major difference will be any brand that works with Veshin will align with our core values on sustainability, radical transparency, using leather alternatives, raising consciousness & giving back to our wonderful planet.