

## **Texon Sees Increase In Demand For Sustainable Vegan-Friendly**

### ***Texon Vogue For Fashion & Home Accessories***

Texon has seen a significant uplift in interest in its paper-based Texon Vogue material over the last five years, which it attributes, in part, to the increasing number of people becoming vegan.

Around the world a growing number of people are adopting plant-based diets. The United Nations estimated that in September 2020 there were around 78 million vegans worldwide<sup>1</sup>. This increase is driving demand for vegan-friendly food, but also consumer goods including footwear and bags. According to The Vegan Society, the vegan leather market is set to overtake the animal leather market by 2025 and will be worth nearly \$90 billion<sup>2</sup>.

Texon Vogue is a vegan friendly material that is widely recognized as a sustainable, viable alternative to leather. Made from 100% natural cellulose fibre, this durable, practical, washable material was first launched in the late 1980s, as Texon T484. Originally developed for the manufacture of jeans labels, the Texon Vogue range has subsequently grown and is now used by many world leading designers and fashion brands to create bags, luggage tags, jacron labels, stationery items, home furnishings and more.

Based on 100% FSC cellulose wood pulp, Texon Vogue is produced using efficient, eco-friendly production and finishing methods. Certified to Class 1 Standard 100 by OekoTex, the material is free from harmful substances and has outstanding environmental credentials.

Holger Hoffmann, Senior Sales Manager at Texon, said: "Texon Vogue is an incredibly versatile material, from a sustainable source, which offers designers limitless creative possibilities. We've really seen its' appeal grow over the last few years as many brands have joined the plant-based movement and started to actively embrace the use of vegan-friendly materials in the design of mainstream product lines. This year we are celebrating the characteristics and popularity of Texon Vogue - showcasing its many varied applications across our social media channels."

The Texon Vogue portfolio of products is wide-ranging and includes a luxury series of materials that have unique finishes and textures designed specifically for high end

products. Other Texon Vogue lines include Texon Vintex, a 'vintage' version of Texon Vogue, which has a wrinkled effect like aged leather. Texon Buffalo Stark and Texon Derby also have leather-like finishes and can be used to produce bookbindings, bags, labels or leather-effect goods. Texon Vogue is responsibly sourced. Accredited by Oeko-Tex, which tests for harmful substances and is also available as a Forest Stewardship Council (FSC) approved product.

Texon Vogue is available in multiple colours and is incredibly easy to work. Simple to cut using common tools such as steel dies and laser knives, and suitable for printing using multiple different techniques, Texon Vogue can be sewn with typical lockstitch or overlock machines. It can also be embroidered, painted and embossed.