Beauty is skin deep
Leather has resulted in 140 million pieces of leather wasted every year.
And the chrome methods used to tan leather are just as bad for environment.
Tanning 1 ton of hide results in 20-80 cubic meters of wastewater.
It is hard to believe that all of this waste comes from the production of these beautiful leather bags.
But herein lies an opportunity to have leather goods that waste less leather and toxic wastewater.

One that is transparent with its consumer about how their leather goods are being both sourced and produced.
The radical consumer

They seek bold statements. They want rawness, authenticity, originality & stylistic rarities.
The radical consumer

This consumer seeks bold statements; they want rawness, authenticity, originality & stylistic rarities. They want to engage in fashion that has more of an environmental impact or is charitable.
The radical consumer

This consumer seeks bold statements; they want rawness, authenticity, originality & stylistic rarities.

They want to engage in fashion that has more of an environmental impact and/or is charitable.

But they don’t know much about their purchases or how they came to be—no transparency.
Upcycle
Upcycle | a fashion brand that uses old leather goods and repurposes that material to create new leather bags.
In addition to buying surplus leather, we engage in the use of non-toxic tanning methods.
Rather than using chrome tanning, there is a rare value in utilizing the ancient method of vegetable tanning.
Rather than using chrome tanning, there is a rare value in utilizing the ancient method of vegetable tanning.

This results in a natural raw appearance with woody, earthy smells. By using the vegetable tanning process, we create goods that are unique in their imperfections.
No two pieces of tanned leather are the same.
Vegetable tanning creates these beautiful imperfections that the radical fashion enthusiast would love to have.
How would Upcycle work?
You are prompted by our website to mail in your old leather goods.

Skilled workers take the material and then carefully undo the leather so it can be repurposed.

This process is known as **upcycling**. We will use the old material to create a new product, such as our backpack.

**Through Donations**
Through Surplus Leather

Surplus leather

This is the material that leather suppliers no longer need or use and sell to artisan brands such as Upcycle.
Through Surplus Leather

Buy surplus material from leather suppliers.

Vegetable tanning will be used on the material that has not been processed.

This material will then be upcycled. We will use the material to create a new leather bag.
Upcycle Four Tenets

Higher Purpose

Stakeholder Integration

Conscious Culture

Conscious Leadership
Our higher purpose is to build a fashion brand that incentivizes actions and solutions towards sustainability and engagement with consumers.
We want to lead healthy business systems, where the business creates value for its consumers, employees, communities, and investors.
Our value comes from understanding individuality:

“...being unique is infinitely better than being perfect.”
A fashion brand in which interacts with the environment and reduces waste products that significantly diminishes the harm caused by mainstream fashion businesses, in which in return inspires a path for the consumer to be a part of.
Don’t wait for the industry to become transparent and conscious.

Start now with Upcycle
We are motivated by a purpose to provide a radical and authentic product to our customers.

We want to establish a precedence of building great products that do less environmental damage, and also are more transparent & conscious on how our materials are sourced.
Companies cannot offer attractive, innovative products if they do not have engaged employees and high quality suppliers like we do.
By understanding the consumer’s individuality and uniqueness, we know to highlight consumer’s strengths, which leads to extraordinary artistic expression of fashionable rarities.
Thank You
### The 5 E’s

<table>
<thead>
<tr>
<th>ENTICE</th>
<th>ENTER</th>
<th>ENGAGE</th>
<th>EXIT</th>
<th>EXTEND</th>
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</thead>
<tbody>
<tr>
<td><strong>Leather Users:</strong></td>
<td>From this the fashion is flowed, before the leather is monogrammed to entire users.</td>
<td>Advertisements in fashion magazines, showing leather garment promotion.</td>
<td>Create a community platform where you can debate on leather goods for a discount on the leather goods company's efforts.</td>
<td>Company has a line of leather in a major city that is used with the customer.</td>
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<tr>
<td>Create a narrative for warmth, color, style, and value.</td>
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<tr>
<td>Give users opportunity to buy unique, high-quality, leather garments.</td>
<td>Create a leather platform where customers can sell and purchase leather products.</td>
<td>Coming back to the customer base that uses less. Durable, changing value to unique leather (recycled leather).</td>
<td></td>
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<tr>
<td><strong>Non-Leather Users:</strong></td>
<td>Will users think on the sustainability of the practice of vegetable tanning?</td>
<td>Offer a leather cleaning service through the company.</td>
<td>You make a political statement by wearing a product from the company.</td>
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</tr>
<tr>
<td><strong>Non-Leather Users:</strong></td>
<td>Be transparent with the backbone, when the leather is produced and also the team of animators that tell the story.</td>
<td>Talk about the limited nature of leather in production (in order to be conscious of water usage from veg tanning).</td>
<td>Write a social company, social media presence will keep people coming back.</td>
<td></td>
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### POEMS - Karen

**People**
- Environments
- Interactions
- Messaging

**Objects**

**Systems**
- Goal: Gradually change consideration around fashion and consume materials responsibly.
- Principles: Resistance of materials, including responsibility, prevent waste and participation in slow fashion movement.
- Aspirations
- 1. Relocate forever poured into soil, into the air, and water
- 2. Change synthetic dye practices
- 3. To make a balance line that is truly circular (waste that can be recycled, etc.) back into the system and be reproduced

### User Journey

### Tombstone

1. Ethically made
2. Transparent
3. Environmentally
4. Forward-thinking
5. Sustainable
6. Ethically sourced
7. Focus & Equity-driven
1. closed loop recycling where a product is recycled back
2. for same product
3. (half is 9-15 years later)
4. ‘Biodesign’ (designing for different ages)
5. value, and work to remove seeking of a commercial product
6. lab planes seeks that design human behavior does not require an element
7. out and they are developed by growing and multiplying or (high fertility) species
8. make use of microbes
9. many scientific research, new fashion companies, and movements are happening.

Abstraction Ladder

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<tr>
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<td>Process</td>
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<td>Channels</td>
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<td>Process</td>
<td>Offering</td>
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</table>
The chemical lime is used to remove the hair from the pelt.

Then the skins are placed into these drums for calcination (decomposes the lime).

Then a wet-splitter is used to cut the best parts of the skin.

Finally, the hides are put into another drum of tannic acids to be tanned, dyed, pressed and sorted.

How does Vegetable tanning work?