

Leather in society today - why our industry needs Leather Naturally

Leather is often portrayed negatively in mainstream media and by activist groups with another agenda. How can individual companies fight these attacks on a global scale and at the same time promote the benefits of leather, both as a material and for society in general? Is there a future for leather if we don't build a strong voice for the industry?



Changing headlines : the Leather Naturally influence

"Fashion's Leather Misinformation Problem And Why 'Vegan' Doesn't Mean 'Sustainable'" *Brooke Roberts Islam, Forbes*

"Vegan Leather' or Plastic? A Materials Marketing Battle Heats Up" *Sarah Kent, Business of Fashion*

Textile Exchange aligns with EU Directive on definition of leather

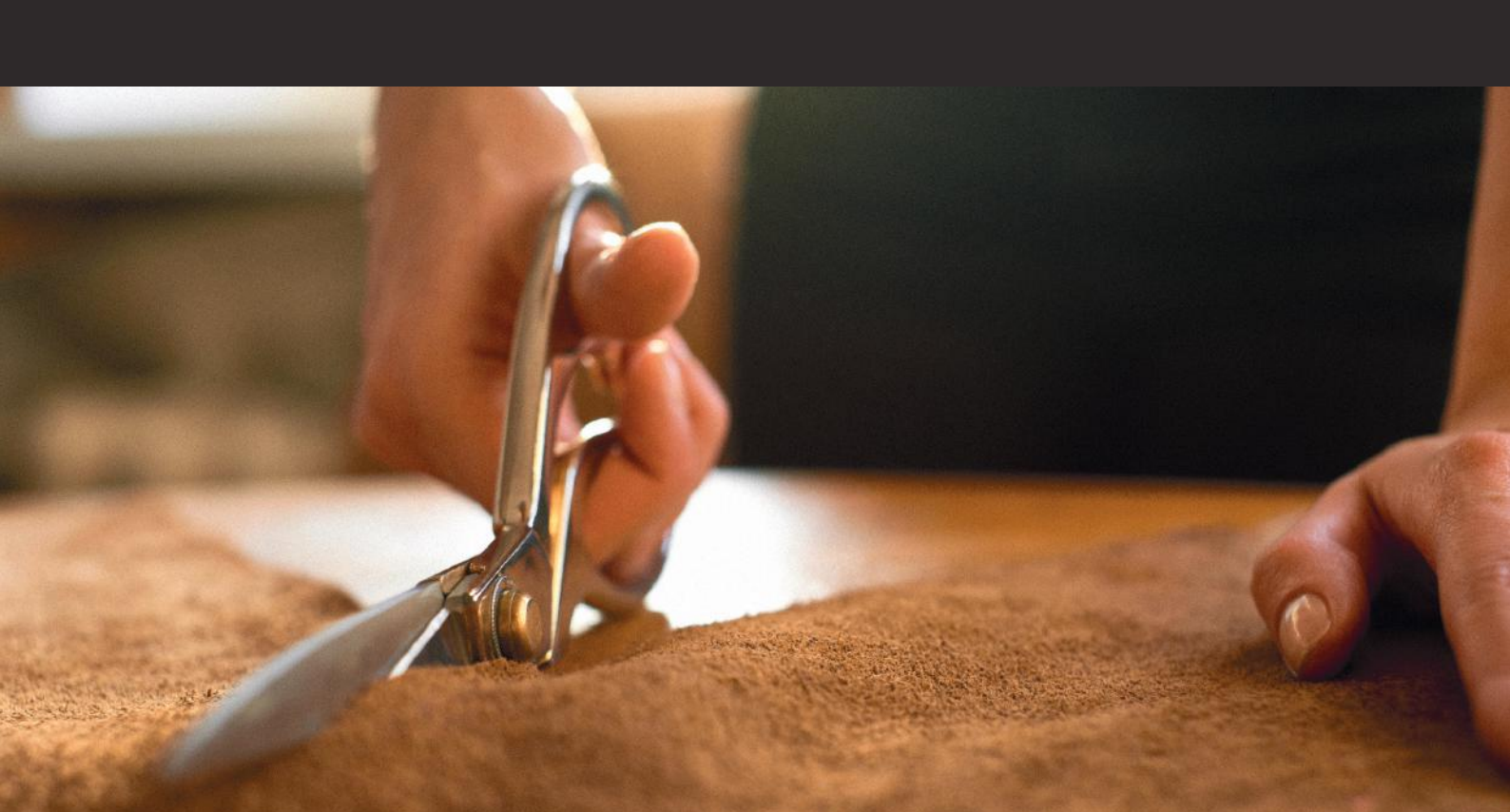
"Yes you can be sustainable and wear leather" *The Times*

Polestar calls seat labels that detail provenance of leather, a 'badge of honour'

Over the past year we have seen a real change in the headlines about leather. Consumers and journalists are starting to understand that sustainability is a complex journey, not a destination. Leather Naturally, with its educative approach, fact-filled website and proactive press work is making a difference.

“ Always proud to be a member of Leather Naturally and witnessing the positive progress being made for our industry.”

Casino Hide Tanners

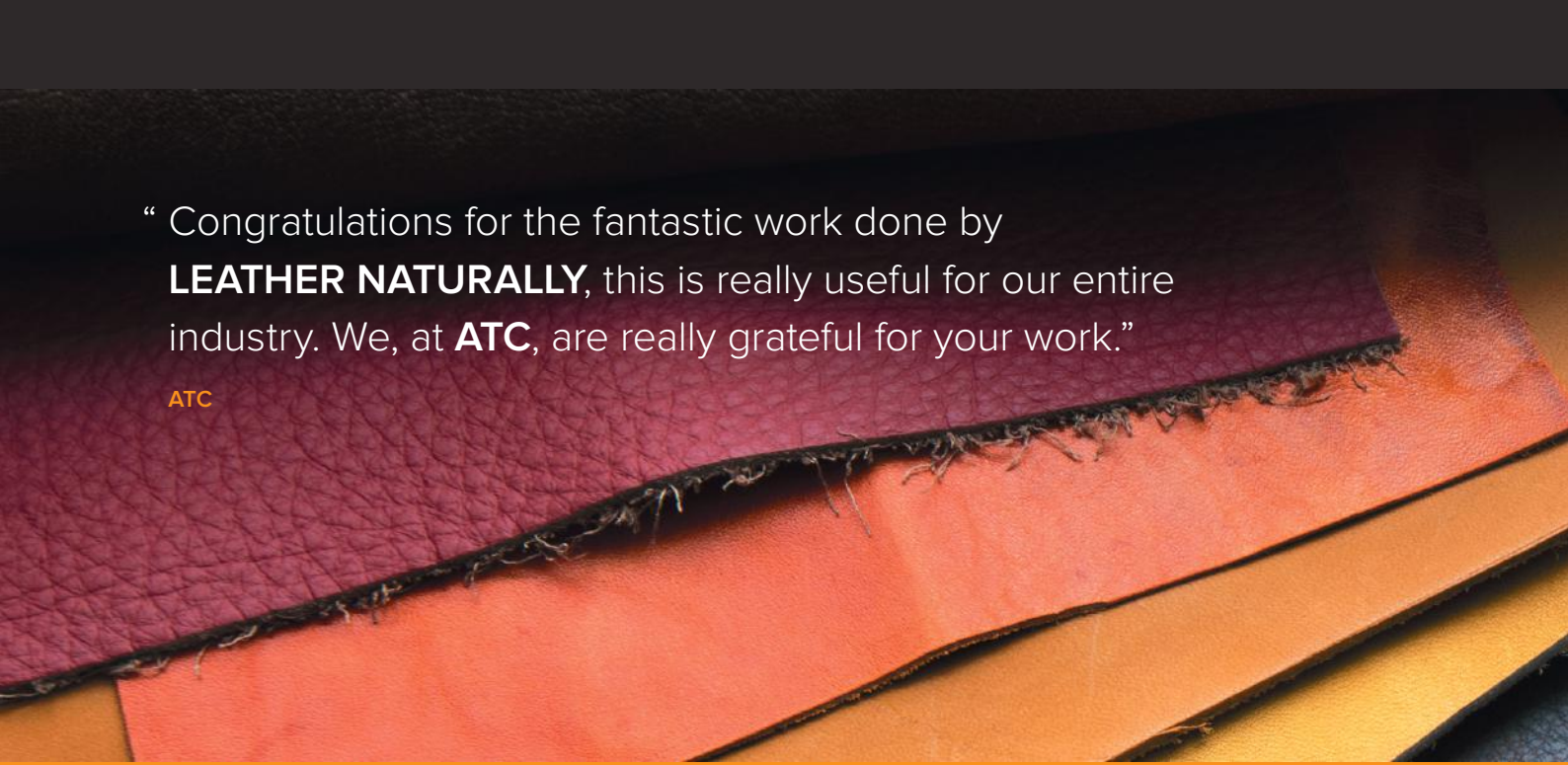


What does Leather Naturally do?

Leather naturally is a not-for-profit industry members association that is a global voice for the Leather industry to promote the use of certified, responsibly made leather by providing trusted facts and inspiration for consumers, designers and brands.

- Our website has been developed to be the number one resource for anyone that wants to find information about leather. It contains multi-language fact sheets that can be downloaded, articles, interviews and longer reads
- Our education team continually analyses, (via search engine results) the questions that are being asked about leather and creates content that answers them in easy-to-understand language, with around half a million pages read to date
- We amplify that website content by SEO means, paid search and positive social media campaigns
- Our promotional team ensures that Leather Naturally is visible at live and online brand focused events, where we speak about the sustainability of leather
- Leather Naturally has been a catalyst for action on the initiatives that matter in order to unite the industry, such as COP manifestos, consulting with Textile Exchange on the definition of leather and working with the HIGG index on industry data
- Leather Naturally responds to negative attacks on leather by pushing back with the facts and reaching out as a resource for future information
- In 2022 we launched the #LeatherTruthfully proactive PR initiative to build relationships with mainstream press, to date our coverage has been published on platforms with a combined audience of 100 million
- We undertake supportive, collaborative projects with other organizations, such as One4Leather and Choose Real Leather, Leather UK
- In collaboration with LWG we established World Leather Day as a point in time when the industry can come together to celebrate leather, with distribution of free social media content to all participating organizations
- Our Modern Leather Making Guide is the definitive publication for brands or retailers that want to gain an understanding of how leather is made today, expressed in clear, well illustrated terms

What don't we do? Leather Naturally does not attack alternative materials or go to war with any activist organizations.



“ Congratulations for the fantastic work done by **LEATHER NATURALLY**, this is really useful for our entire industry. We, at **ATC**, are really grateful for your work.”

ATC

Why should you join as a Leather Naturally member?

The leather industry is stronger together. It is better able to defend itself from attack and better able to speak globally with one voice. The voluntary structure of Leather Naturally means that its funds are dedicated to active campaigns not administrative costs.

The industry must unite and build a strong organisation that can be active in the education and promotion of leather on a global, not individual company or country scale.

Leather Naturally is an association with a volunteer Management Board that is regulated and supported by a Supervisory Council. The Board and the Council are made up of high level industry professionals who understand and prioritize the importance of uniting as an industry. It reports back to its members through an annual report and accounts, half-year update and regular newsletters. Over 2,000 volunteer hours a year make Leather Naturally happen.

Members get access to a full page advertisement space on the Leather Naturally website as well as the full body of content and educational materials. The social media content is available to share and repost and Leather Naturally also provides its members with exclusive, ready-to-use posts on the benefits of leather.

Members also have access to Leather Naturally events at leather fairs and webinars, and are authorized to use the Leather Naturally logo.

Most importantly however, members are taking shared responsibility for the future of the industry as a whole and the important role it has to play in a circular and responsible society. They are ensuring that leather is promoted in way that makes it relevant, visible and understood by brands, journalists and consumers.

Leather Naturally has worked to make its membership accessible to all companies and fees are based on a simple scale.

- Company turnover <USD 1m \$250
- Company turnover >USD 1m <USD 5m \$500
- Company turnover >USD5m <USD10m \$1,000
- Company turnover >USD 10m \$2,000

. If you would like more information about joining, please email info@leathernaturally.org