Luxury fabric resale platform Nona Source has launched its first UK showroom at The Mills Fabrica in London. The platform, which re-values deadstock fabrics and leathers from LVMH Fashion & Leather Goods Maisons, is a start-up that’s “committed to serving the creative community, and dedicated to a new form of fashion”.

It was “designed for creative talents by materials sourcing experts Romain Brabo, Anne Prieur Du Perray and Marie Falguera from LVMH”.

Professionals from the fashion and design industries are able to buy exclusive materials originating from LVMH Maisons at up to 70% off the original wholesale price.

Nona Source said it’s already used by labels such as Stella McCartney, Richard Malone and Bianca Saunders and is now “bringing its ethos from Paris to London”.

The use of deadstock materials has become a key part of the sustainability efforts of the fashion industry and the ability to access materials created for the luxe brands owned by LVMH is undeniably appealing.

Romain Brabo, co-founder of Nona Source, said: “I am so glad that for our first anniversary we are opening a London showroom in one of the most creative places in the world. It is such a major step forward in Nona Source’s commitment to develop circular creativity and creative re-use as well as supporting young and emerging designers, talent and brands.”
Since launching its London outpost in 2021, The Mills Fabrica, has become a key player in advancing regenerative solutions and sustainable innovations across fashion and agri-tech.

Nikita Jayasuriya, GM of The Mills Fabrica, said: “Nona Source's profound mission not only strongly aligns with ours around sustainability, but they are pioneering a new form of fashion that puts circular and no waste ethics at the forefront of luxury and cutting-edge design. We at The Mills Fabrica are so proud to support Nona Source on their journey and to welcome them to our community.”

By Sandra Halliday

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