Ganni launches first Mylo products, limited launch to be followed up next year

By Sandra Halliday - 7 June 2022

Danish affordable luxury brand Ganni on Tuesday launches its first ever products made from Bolt Threads’ Mylo material as it continues to phase out virgin leather from its collections by 2023 and to cut its carbon footprint by half with five years.

The small-scale — for now — launch includes a limited edition range of wallets and one-of-a-kind saddle bags. The wallets will be on sale at its Copenhagen flagship. And two first-of-its-kind hand-decorated bags will be given away as exclusive prizes.

And while the launch is starting small, the Bolt Threads link-up is ongoing, with more Mylo products planned for release in Q1 next year.
Mylo is a mushroom-based alternative to conventional leather and as well as reducing the need to use animal skins, it also has a much more ecological profile. It’s made from mycelium, the underground root-like system of fungi.

The products are being displayed at the brand’s public pop-up during the Global Fashion Summit on Tuesday and Wednesday.

Mylo has also famously been adopted by eco and animal rights campaigner Stella McCartney. Like McCartney, Ganni’s desire to move to non-animal-based leathers has been frustrated in the past by a combination of the lower quality of available materials and also the high level of plastics that they contain.

The Mylo material is certified bio-based, 100% animal-free, and is grown in cutting-edge vertical farming facilities that are powered by 100% renewable energy. Bolt Threads said the “branching network of fine mycelial fibres replicate fine collagen fibres, which gives Mylo its desirable hand-feel and robust performance, perfect for high quality accessories, shoes and apparel”.

Ganni founder Nicolaj Reffstrup added: “We have set a drastic goal of phasing out virgin leather by 2023 and seeing innovative materials like Mylo transform into high-quality, high-design products only makes me more ambitious. It’s our job to create responsible solutions that aren’t just at par with traditional product offerings but exceed them.”

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