Wrap yourself in plants
Plant Gear

Plant gear is a line extension for Matt & Nat in the form of jackets, bags and gloves, using plant-based leathers.

Now the Sassy Tofu can truly embrace her vegan lifestyle and wrap herself in her true soulmate: plants.
Plant Gear offers plant-based products, so vegans can wear their friends on their sleeves.
Introduction

This book of wisdom serves as a concept book for the new line extension by Matt & Nat: Plant Gear. Plant Gear offers apparel and accessories made from pineapple leaves and mushroom leather, so vegans can wear their friends on their sleeves.

In order to elevate Matt & Nat as the number one vegan brand in the European market, Matt & Nat should gradually replace all current plastic materials (PVC and PU) with natural alternatives. Through Plant Gear, the brand can take its first steps towards this ambition and approach a greener future, while experimenting with new materials.

Plant Gear fits Matt & Nat’s product extension ambition and their desire to increase their market share in Europe¹, while at the same time responding to the increasing consumer demand for vegan apparel².

To bring this line extension to its right market (The Sassy Tofus) we will approach our communication strategy in the same self-ironic approach she takes towards her vegan lifestyle. Plant Gear embraces all vegan stereotypes while laughing the hardest.
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Matt & Nat (material and nature) is a leading vegan brand from Canada which offers a wide range of bags and shoes.

Matt & Nat aims to live in harmony with the planet while offering reinvented classics for the modern idealist. Matt & Nat works closely with material labs to create high-quality vegan textiles that last beyond one season. Quality and functionality are combined with sleek design and sophisticated colours.

Matt & Nat derived from a specific demand for stylish vegan products. The brand started with the aim to remove animal products from the fashion industry. Compassion is an important value for the brand; there has and never will be any animal products used in Matt & Nat products. Matt & Nat believes that being vegan doesn’t mean you should compromise on your style nor the quality of your products. This is what drives Matt & Nat to create fashion-forward products.

You are entering a cruelty-free zone.
“The quality of Matt & Nat products are great. They are innovators in that field”.

Sara, brand strategist and sustainable blogger
“Being inspired by MAT(T)erial and NATure means exploring the synergy between the two, the reflection of one on the other. We are inspired by the textures and hues of nature and, to better protect it, we aim to constantly better our ways”.

MATT & NAT
VISION

We believe in curating a modern vegan lifestyle without sacrificing style nor quality.
MISSION

Our mission is to offer cruelty-free products which make you feel warm inside.
THE PROBLEM WITH PVC AND PU

Most products Matt & Nat sells are made from PVC and PU (Polyvinylchloride & Polyurethane), which are leather alternatives made from plastic fibers. While it’s great that there are cruelty-free alternatives on the market, the plastic fibers are still very harmful to mother earth.

Lately, the ugly truth about PVC is popping up. Magazines like I-D write articles called: “Is fake leather fashion’s secret polluter? “Vegan leather” might be labeled “cruelty-free” but that’s only true if we ignore the environment.

PVC is labeled as the most harmful plastic used in the world by greenpeace¹. PU is labeled as the ‘better’ and ‘less harmful’ option, yet this is measured using a very low standard, by comparing it to PVC². (Any material looks great next to this sneaky polluter).

Matt & Nat’s latest collection is the first collection made entirely from PU, which shows the brand takes responsibility and prefers to work with the “less harmful” option.

However, the Sassy Tofu is critical and desires natural alternatives. Plant Gear is an opportunity for Matt & Nat to work with natural-based materials, which the Sassy Tofus prefer to wear.

If Matt & Nat wants to stay true to their brand promise: “we aim to constantly better our ways” (mentioned on their website bio), it is time to slowly replace PU and PVC (current primary materials) after working with it for over 15 years.
"In the sustainability scene, consumers are critical towards Matt & Nat. They still use PVC and PU, which are harmful materials".

Sara, brand strategist and sustainable blogger

Is fake leather fashion’s secret polluter?
The opportunity

Matt & Nat wants to become a true lifestyle brand and expand in product category wherever possible. Today, Matt & Nat is sold in over 500 stores worldwide. The brand has had a growth of 400% since 2013 and responds successfully to the growing demand for vegan products, by offering modern and qualitative pieces that last beyond one season.

Now that the success of Matt & Nat in the Canadian market is a fact (the brand owns 5 Canadian stores and has just positively expanded in shoewear), the brand is ready to take their next step and fulfill their desire to fully conquer the European market by expanding in product category.

Material innovation

Within each collection, Matt & Nat works with unique and unconventional materials (like cork, recycled rubber, old bicycle tires, cardboard and plastic bottles). Since 2007, the brand committed to only using lining made out of 100% recycled plastic bottles.

These insights show that working with new, ‘greener’ materials is a logical and exciting next step for Matt & Nat since material innovation is integrated into the core and expressions of the brand, and they use this value to minimize their impact as a brand.
The opportunity
VEGANISM

The amount of vegans around the world is rapidly growing\(^1\). This is caused by multiple factors and realizations by consumers. **Firstly**, there is an increased awareness that a vegan diet can contribute to a healthier and longer life\(^2\). **Secondly**, with the world being under attack and climate change hotter than ever, the realization that factory farming is very harmful to the environment and vegan/vegetarian diets are a way to reduce this, also results in a growth\(^3\).

A plant-based diet requires only one-third of the land needed to support a meat and dairy diet\(^4\). Eating one hamburger for lunch, equals 3 months of showering, in terms of water consumption\(^5\). These are just some of the facts communicated to society by multiple social, health and environmental organizations.

With the arrival of revealing documentaries like ‘Cowspiracy’ and ‘What The Health’, which encourage a vegan diet and are rapidly spreading on social media, veganism is reaching a new, younger audience\(^6\).

“Veganism is on the rise. In 2006, 150,000 people in the UK opted for a plant-based
VEGANISM IS CHANGING INTO AN ASPIRATIONAL LIFESTYLE.

diet. Today, 542,000 do. That's a 350% increase.

The movement is driven by the young millennials - close to half of all vegans are aged 15-34 (42%), compared with just 14% who are over 65. When the Guardian asked people about being vegan, 67% of the 474 who replied were under 34.

Most vegans questioned live in urban environments (88%).

Veganism is evolving from just a "diet" to a lifestyle. It is no longer about what you eat, with the lifestyle comes a set of strong moral ideals and standards. Consumers are busy redefining their own moral standards and expect brands to do the same. Brands are using this insight by offering vegan apparel, accessories, make-up and healthcare products. Examples are Stella Mccartney, Free People, Cut the Crap, Bleach London and Matt & Nat. These brands are rebranding the vegan lifestyle into an aspirational and enjoyable lifestyle, therefore removing it’s radical and "dull" image from the past.
The Sassy Tofu is one of a kind. She has self-discipline, a strong set of moral standards, a positive spirit mixed with a healthy dose of self-irony. This girl is ready for some action. **She takes a celebratory approach towards veganism and looks for brands who meet her in this state of mind.** She is proud of her vegan identity and aware of all the stereotypes that come with it. She aims to change the perception of the vegan lifestyle by taking a humorous approach.

Even though she is the toughest cookie in town, the social aspect of veganism can be hard for her too. **She feels like she often has to defend herself 24/7,** or she feels like others think her lifestyle is very high-maintenance. **To deal with the social pressure, she uses humor and self-irony, to make sure her vegan message doesn’t become too heavy or preachy.** Some of her taglines are “Eating plants till I photosynthesize”, “The Veggie Badger” and “Bitch peas”. She doesn’t take herself too seriously, yet tries to make a change wherever she can.

She sees veganism and sustainability as intertwined values and longs for a natural leather alternative which is still fashion forward. She looks for a product that lasts beyond a few seasons and which has a minimal impact on the environment. She struggles to find an alternative for animal-based materials such as leather and suede.

**Plant Gear is an opportunity for Matt & Nat to expand in product category and cater to the specific demand of the Sassy Tofu, a rapidly growing consumer segment.**
The Sassy Tofu is the chosen consumer segment for Plant Gear because she is characterized by her big fashion factor and trendy lifestyle. Her fashion needs aren’t served yet by any vegan brand in the European market.

She is an aspirational vegan, and will, therefore, be an influencer and gateway for other vegan sub-groups. She shares Matt & Nat’s brand vision; you shouldn’t sacrifice style nor quality for your chosen lifestyle.

There is a desire from the Sassy Tofu for a brand that communicates more about what it is like to be vegan, instead of only focusing on the product and the materials. (The vegan market is characterized by being very product focussed) Matt & Nat can add emotional value to the brand, by tackling stereotypes and translating vegan values into their communication and brand expressions.
In order to attract the Sassy Tofu from the European market, Matt & Nat needs to make the following changes to their brand:

- Develop an authentic and innovative vision on veganism and share this in a celebratory manner.

- Upgrade their sustainable actions as a brand; the Sassy Tofu is aware of the environmental impact of their current material usage and is looking for a new, natural leather alternative.

- Expand to the apparel market, jackets specifically, which is a product that the Sassy Tofu is currently missing in the European market.
The concept

Plant Gear
Wrap yourself in your true soulmates and allies: plants.
Plant Gear is about embracing your vegan lifestyle and literally wearing your greens on your sleeves.

Plant Gear aims to inspire vegans around the world to share their lifestyle with spirited confidence. Being vegan is something to be proud of, not something to hide! We take a self-ironic approach towards veganism, by embracing all stereotypes, while laughing the hardest; ‘Eating plants till we photosynthesize’, ‘Waking up early to milk the almonds’, ‘Lost in vegetation’ are some of our slogans.

Through self-irony and sarcasm, our message stays lighthearted, while adding some smiles in the meantime. Get off your high horseradish, you silly vegan!
We believe being vegan is a blessing in disguise.
We offer innovative vegan-proof products, for you to not only survive but to thrive in the vegan lifestyle.
Plant Gear

Values

CORE VALUES
Positive compassion
Cheeky empowerment
Quirky sophistication

FUNCTIONAL VALUES
Material innovation
Timeless practicality

EXPRESSIVE VALUES
Sophisticated irony
Subtle playfulness

POSITIVE COMPASSION
Compassion is what guides us as a brand. We try to minimize our impact on the planet, therefore we prefer to work with leather alternatives. We are proud to be a vegan company. No furry friends are used making our clothes. Why? They have spirited personalities and are simply too fluffy to wear.

CHEEKY EMPOWERMENT
We are here to support all vegans worldwide. Don’t let anyone ever tell you that being a Mother Theresa is not cool. We aim to make vegans feel confident and positive about their chosen lifestyle.

QUIRKY SOPHISTICATION
Everything we do, say and bring into the world is done in a sophisticated manner, in order to meet the style of the Sassy Tofu. We believe that as a vegan, you shouldn’t compromise on the style nor quality of your (fashion) products.
Talk vegan to me
Our tone of voice is very important since this is one of the media we use to add self-irony and cheekiness to our brand.

Using our tone of voice we put emphasis on blowing up vegan stereotypes/references and empowering vegans in a positive manner. We focus on what it means to be vegan (mindset and behavior) instead of dropping the vegan-word wherever we can or putting ourselves on a pedestal.

We use clever wordplay and whenever we make a powerful/informative statement, we make sure we put a lighthearted message next to it.
Lost in vegetation
Eating plants till we photosynthesize
Plant Gear offers vegan garments and accessories made from the true allies of vegans, which of course, are plants. We allow vegans to wear what they care for, while at the same time let them reduce their environmental impact on the planet. That’s a win-win situation.

The products have modern characteristics and come in different shades originated from nature, which will always be our source of inspiration for any collection. For now, we work with 2 plant-based materials, Spiky Pineapple and Funky Fungus. We look at the characteristics and colours of these materials and implement these in our design process.

Plant Gear will function as an introduction collection towards a greener future. The goal of this collection is to slowly but surely replace all harmful materials (PVC and PU) from Matt & Nat’s product range. Yay!
The application
For the new line extension, we stay true to the current identity of Matt & Nat. We do this to create coherency and recognition.

Plant Gear uses the current Matt & Nat logo in 3 different colours.
We work with 2 serif fonts called Neuzeit Grotesk Regular and Futura Medium. Futura is used for headers and Neuzeit is used for body text.

Neuzeit Grotesk Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&* (?)

Futura (TT) Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&* (?)
COLOURS AND PACKAGING

Our colour palette should always feel sophisticated, never overdone, always stylish. We adapt our palette differently each season, yet tones and shades of nature always come back.

HANG TAGS

The Plant Gear hangtags are very important for communicating our vegan identity, materials and cheeky spirit.

Since Plant Gear mainly sells in concept and department stores in Europe, the hangtags are often the first encounter with the consumer.

Hangtags will either have a pineapple leaf or mushroom element, to communicate the new materials Plant Gear is using.
MATERIALS

All of our paper use is recycled, to minimize our impact on the planet.

Our delivery boxes are boxes of the past and will be re-used.
VISUAL LANGUAGE

The goal is to communicate a cheeky attitude towards veganism while always keeping it sophisticated.

The visual communication of Plant Gear makes vegan lifestyle references without dropping the vegan-word everywhere, so the Sassy Tofu feels heard, yet not bombarded with veganism. The vegan references should be subtle and ironic, yet never rude.

The visual language is still recognizable as Matt & Nat by using sleek environments and mature colours, which come back in ton-sur-ton colour schemes. Models need to have a refined and classical appearance with a cheeky attitude shining through every now and then, so the brand keeps the lighthearted yet stylish image which attracts the Sassy Tofu.
COLLAGE ELEMENTS

The collage elements are a tool to communicate new materials and vegan references, whilst creating an authentic and distinctive visual style for the brand. The collage elements are used in a subtle manner and collide with the existing colours in the visuals. The overall sophistication of the brand should never get lost.
The collection
THE COLLECTION AND MATERIALS

Matt & Nat is known for their experimentation with unusual materials - like cork, recycled rubber, and bicycle tires. In every collection, new materials are introduced. Plant gear takes a natural approach and works with unusual plants & fungus with great qualities.

Meet our heroes: friendly, cheeky and plant-based. It’s like leather, but cruelty-free.

Spiky Pineapple is a natural based material made from pineapple leaf fiber, a by-product of the existing fruit industry. This sustainably sourced material shares the same characteristics as leather and is a cruelty-free material.

Funky Fungus is made from extracts from the top of a mushroom and is processed in a similar matter to that of animal leathers. Funky Fungus can grow the same size of fabric in 2 weeks as a cow does in 3 years. That’s like a weed on speed. Funky Fungus (MUSKIN) is made from extracts from the top of a mushroom and is both 100% degradable and tanned using chemical-free methods.
Spiky Pineapple
Funky Fungus
The first Plant Gear collection exists of jackets, bags, and gloves. Together these products form the vegan plant armor. Matt & Nat is known for reinventing classics using modern aesthetics, therefore this collection is dedicated to classic items.

For the first collection, Plant Gear will reinvent 6 classic jackets: the blazer, the belted coat, the biker, the trenchcoat, the blouse and the safari jacket.

Next to jackets, 5 iconic Matt & Nat bags will be upgraded using Plant Gear’s newest materials and colour schemes. The backpack, the tote, the shoulder bag, the body bag and the clutch.

Gloves, which is also a new product category for Matt & Nat, will come in 2 different lengths and are made using different finishings and shapes.
The first Plant Gear collection is female only. The shapes and sizes of the jackets are made for women specifically, to reassure a sophisticated fit and look. Women are Matt & Nat's main consumer and target audience. Eventually, Plant Gear’s aim is to expand to the male market.

Design inspiration for the first Plant Gear collection is based on 2 main trends from WGSN AW 18/19 The Vision. The main trends that Matt & Nat will base their first collection on are form-follows-concept & re-wilding.
**Trends**

*Form-folls-concept* is about sustainable ingenuity. Products are made from single materials to minimize waste. Innovation will reinvent classics in a new manner and sustainability will be softened with a sense of understated luxury.

*Re-wilding* is derived from a growing desire to go back to nature. Consumers are looking for tactile products made using materials that give us a feeling of mysticism. New materials will be made from natural waste.
COLLECTION COLOURS

We take inspiration from WGSN AW 18/19 Womenswear Colour and mix warm neutrals and organic greens to create a sophisticated and natural colour palette.

These 2 colours translate our natural based materials and are backed up with ecru and forest shades.

WARM NEUTRALS

ECRU
**FOREST & EMERALD**

---

**ORGANIC GREEN**

---

Plant Gear
Deep organic hues forest & emerald sleek cut, detailed, textured, sharp, spiky.

SPIKY PINEAPPLE
Smooth, soft, refined, subtle, camel tones, natural, skin, warm neutrals, organic ecru.
Smooth, soft, refined, subtle, camel tones, natural, skin, warm neutrals, organic ecru.
TEXTURES AND COLLECTION PIECES

Textures pineapple leather

Textures mushroom leather
BELTED COAT
Spiky Pineapple
- Small, spiky lapel
- Two inseam side pockets
- Large belt with side belt loops
- Above knee length
- Medium oversized fit

BLAZER
Spiky Pineapple
- Large, spiky lapel
- Two pockets
- One button
- Waist length
- Feminine & classic fit
**THE BLOUSE**
Funky Fungus

- Small lapel
- 2 stitched on pockets
- 6 small buttons
- Waist length
- Supple fit

**THE TRENCHCOAT**
Funky Fungus

- Big supple lapel
- Two inseam pockets
- Belt with 2 front belt loops
- Elastic finished sleeves
- Over the knee length
- Supple fit
**BIKER JACKET**
*Spiky Pineapple*

- Medium sized lapel
- Two side pockets with zippers
- Hidden zipper in the middle
- Elastic finished sleeves
- Hip length
- Sturdy fit

**SAFARI JACKET**
*Funky Fungus*

- Small lapel
- Four stitched on pockets
- Hidden zipper
- Elastic finished sleeves
- Waist length
- Supple fit
BAGS & PURSES

- Backpack
- Shoulder bag
- Tote
- Bodybag
- Clutch

Collection pieces

Plant Gear

070
GLOVES
**FUTURE MATERIALS**

**BIO-ENGINEERED LEATHER**
This alternative is made in labs using DNA which is put in new cells and multiplied. Bio-engineered leather lets cells do the work. Fibers are assembled to create a material structure, which is durable and easily manipulatable.

**FRUIT LEATHER**
Fruit leather is currently made using waste from restaurants and other eating facilities. 45% of all fruit produced is eventually thrown away. New initiatives, like ‘Fruit Leer Rotterdam’, are transforming these fruit leftovers into a durable, leather-like material.

**NETTLE**
Called cottons sustainable replacement, Nettle is a fabric that needs less water and pesticides and is versatile in qualities. Nettle can be used for future knit-wear and/or product lining.

**TENCEL**
Also known as the environmentally friendly viscose, TENCEL comes from eucalyptus trees grown in managed sustainable forests. Tencel can be used for lining, shirts/blouses or knitwear products.
Future materials

Plant Gear
Marketing Strategy
EUROPEAN AND CANADIAN MARKET

Plant Gear is based on the wants and needs of the European market. Yet, the concept will also be implemented in the Canadian market. While Plant Gear functions as an introduction collection for the European market, it can function as a ‘next step’ to further grow the brand in the Canadian market. Both markets desire a natural alternative.

PREVIOUS COLLECTIONS

While Plant Gear launches, there is still the possibility to shop previous collections. It is not realistic nor feasible to replace all plastics in one collection, this process will happen slowly but surely.

THE CAMPAIGN

For the Plant Gear campaign, 4 images are central. These images communicate the new materials Matt & Nat will at the same time visualizing the new Plant Gear concept.

The aim of the campaign is to translate the sassy spirit of Plant Gear while sharing Matt & Nat’s new take on veganism.
Eating plants till we photosynthesize

Spiky Pineapple
Funky Fungus

Lost in vegetation
**Place**

Plant Gear will be available online and offline in European concept/department stores where Matt & Nat is currently selling. Some of the selling points in the Netherlands will be Hutspot, Hudson Bay, T.I.T.S, NUMBER 9, Geiten Wollen Winkel, Muze The Store and Klevering.

**Online Focus**

The Plant Gear launch will have an online focus since this is where the Sassy Tofu interacts with Matt & Nat most. The main channels are the Matt & Nat website, Instagram and Facebook. These channels will be used to update the consumer with the newest materials and products.
Instagram is the biggest tool for Matt & Nat’s communication and it is where the Sassy Tofu spends most of her time, therefore it is an important communication tool for Plant Gear. Lookbook photography and materials will be used as a tool to inspire the consumer, while ‘slogan visuals’ will make the vegan consumer feel understood and appreciated.
MATT & NAT
We are busy photosynthesizing. Discover our Plant Gear collection here:
shop.mattandnat.com
MATT & NAT
We are busy photosynthesizing.
Discover our Plant Gear collection here:
shop.mattandnat.com
matt_and_nat

Mushroom jacket in light camel.
Now you can wear your fungus on your sleeves.
AKA a vegan dream #mattandnat #funkyfungus
matt_and_nat

Our gloves are made from Funky Fungus.
#funkyfungus #vegan #plantbased #mattandnat
During the introduction of Plant Gear, the collection will be in the center of attention on the Matt & Nat website, just like any new collection does.

The Plant Gear introduction visualizes itself as a one-pager-website where the new concept and materials will be introduced. GIFS are used to excite the consumer and to translate Matt & Nat’s material innovation into their visual style.

Next to the Plant Gear section, there is still the possibility to shop the old products, made from different materials. At the end of the one-pager you can either shop Plant Gear or ‘previous collections’.
PLANT GEAR

Wrap yourself in your true allies and soulmates: greens.

Discover our new plant-based collection, made from pineapple leaves and mushroom leather.

MEET OUR HEROES

Spiky Pineapple is made from pineapple leaves and is a by-product from the existing fruit industry. In other words, legendary.

NOW LET’S GET LOST IN VEGETATION!

FUNKY FUNGUS

Funky Fungus is made from extracts of the top of a mushroom and grows like a weed on speed without harming mother nature.

MEET OUR HEROES

Discover our new plant-based collection, made from pineapple leaves and mushroom leather.

shop jackets
shop bags
shop gloves

mushrooms not included

scroll down for the previous collection
SOURCES

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1. Interview with Inder Bedi, founder of Matt & Nat “Matt & Nat is known in Canada, but there is more ground to be covered in global terms. www.bigcityvega.com

2. Article: New Vegan Values, VIEWPOINT MAGAZINE #39

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1. Greenpeace article (www.greenpeace.org.uk/plastic-not-fantastic)

2. I-D article: (https://i-d.vice.com/en_au/article/7x-bqmq/is-fake-leather-fashions-secret-polluter)

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1. Interview with Inder Bedi, founder of Matt & Nat “I want this to become a lifestyle brand. I want to push the envelope and create clothing, belts, and other items” (http://www.bigcityvegan.com/blog/interviews/inder-bedi-interview-founder-matt-nat)


3. Online article: 2017 Brands to watch (http://strategyonline.ca/2017/10/03/2017-brands-to-watch-matt-nats-vegan-venture/)


5. Interview with Inder Bedi, founder of Matt & Nat “Matt & Nat is known in Canada, but there is more ground to be covered in global terms. www.bigcityvega.com

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1. Online article: The rise of vegan teenagers (https://www.theguardian.com/lifeandstyle/2016/may/27/the-rise-of-vegan-teenagers-more-people-are-into-it-because-of-instagram)


6. Online article: The rise of vegan teenagers (https://www.theguardian.com/lifeandstyle/2016/may/27/the-rise-of-vegan-teenagers-more-people-are-into-it-because-of-instagram)

7. Viewpoint magazine The Morality Issue #39
Embrace your true soulmates by wearing them on your sleeves.

Plant Gear
Wrap yourself in plants