

# GR W

Press Release | ILM Offenbach and MELINA BUCHER | For Immediate Release

## **GROW: The Future of Leather Goods – A Revolutionary Exhibition at ILM Offenbach**

**January 2025** – The International Leather Goods Fair in Offenbach (ILM), renowned for its leading role in shaping the leather goods industry, is proud to unveil a groundbreaking exhibition titled "**GROW – The Future of Leather Goods**". Curated by Melina Bucher, this forward-thinking exhibition will debut at the 161<sup>st</sup> edition of ILM, taking place from **15 to 17 February 2025** and will offer exclusive insights into the revolutionary materials shaping the future of the industry.

### **Exploring the Future of Leather Goods**

As consumer preferences evolve, brands are responding to increasing demand for products made of more sustainable materials. **GROW** addresses this shift, presenting an inspiring look at materials that combine functionality, sustainability, and design excellence. These next-generation materials, including those derived from fungi, bacterial nanocellulose, fruit waste, and algae, aim to dramatically reduce environmental impact compared to traditional leather, offering solutions that are grown rather than extracted or processed from animals.

Mycelium-based materials, for example, offer durability and flexibility comparable to animal leather but with a fraction of the environmental footprint. Bacterial nanocellulose provides a lightweight yet strong alternative, while fruit waste and algae-based materials repurpose agricultural byproducts into high-quality textiles. Together, these materials demonstrate the potential to reshape leather goods with their ethical and ecological advantages.

*"The exhibition is about broadening the horizons of what is possible", explains **Melina Bucher**, a pioneer in biobased materials and sustainable design. "GROW is aimed at inspiring retailers and brands alike to explore a range of the most ethical and sustainable material options available to date and reflect on opportunities and innovations that complement traditional craftsmanship."*

### **An Immersive, Hands-On Experience**

Designed to engage and educate, **GROW** offers an interactive environment where visitors can explore and experience next-generation materials. Recognizing the industry's hesitance to adopt new materials, the exhibition invites visitors to ask questions, feel the materials, and visualize their applications while engaging directly with innovators.

### **Why GROW Matters**

Sustainability and material innovation are becoming central to the future of design and production. By creating a welcoming space for discovery, **GROW** aligns with ILM's mission to drive innovation and foster dialogue across the industry. It serves as a bridge between tradition and modernity, showcasing how biobased materials can meet the high standards of quality and style that the leather goods industry is known for.

ILM remains a vital meeting point for the leather goods industry, attracting a global audience of retailers, brands, and other industry players. **GROW** reaffirms the fair's commitment to relevance in a rapidly evolving market by bridging traditional craftsmanship with cutting-edge innovation. As the industry grapples with challenges like consumers' shifting preferences, the exhibition showcases how the next generation of leather goods can meet these needs.

### **Join Us at ILM Offenbach**

Be part of the movement reshaping the future of leather goods. Visit **GROW – The Future of Leather Goods at ILM Offenbach** and discover how innovation and sustainability can coexist without compromising quality or design.

**Dates:** 15–17 February 2025

**Location:** Messe Offenbach, Hall C1, Booth 32

#

The press release as well as high-resolution logo files in different formats are available for download [at this link](#).

### **About ILM Offenbach**

ILM is one of the world's leading trade fairs for leather goods, bags, travel accessories, and fashion items, bringing together industry professionals from around the globe. Renowned for its tradition and innovation, ILM continues to be a driving force in shaping the leather goods industry. For more information, visit [www.ilm-offenbach.de](http://www.ilm-offenbach.de).

### **About Melina Bucher**

Melina Bucher is a pioneer in biobased materials and sustainable design, creating products that unite innovation, ethics, and aesthetics. Her visionary approach to materials and fashion positions her as a leader in the movement toward a more sustainable industry. For more information, visit [www.melinabucher.com](http://www.melinabucher.com).

### **Contact**

For more information, press inquiries, or interviews with the curator of this exhibition, please contact the team of Melina Bucher at [press@melinabucher.com](mailto:press@melinabucher.com).