

# THE RISE OF CONSCIOUS DESIGN

How future-facing businesses, designers and organisations are adopting considered, long-term, sustainable and circular approaches to design.




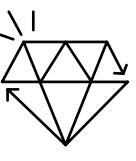
“The future of premium and luxury will revolve around basic ‘R’ principles – recycle, repair, reduce, re-use, repurpose and rethink.”

WEN ZHOU, CO-FOUNDER, 3.1 PHILLIP LIM

## THE NEED FOR A NEW MATERIAL WORLD

Global demand for new textile fibres is expected to increase by 150% by 2050. <sup>1</sup>	The vegan leather market is expected to reach £63.2bn in value by 2025. <sup>2</sup>	Circular economy strategies could cut global greenhouse gas emissions by 39%. <sup>3</sup>	67% of global consumers support the desire for greater carbon transparency. <sup>4</sup>
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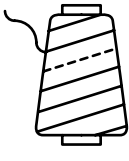
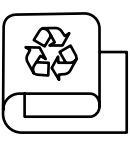

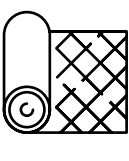
## KEY TRENDS DRIVING CONSCIOUS DESIGN

	<b>WHOLE-SYSTEM THINKING</b> We are developing a more holistic understanding of sustainability and ethics.		<b>NATURE RENAISSANCE</b> The pandemic has led to a renaissance of love for wildlife and nature.
	<b>TRUST FATIGUE</b> There is an epidemic of widespread mistrust of institutions.		<b>LUXTAINABILITY RISING</b> Sustainability, regeneration and circularity is driving new directions in luxury.

“We have a vision of where we need to go in the future, with the first step to ensure we harness sustainable, natural, and recycled materials.”

ROBIN PAGE, HEAD OF DESIGN, VOLVO CARS

## TOMORROW’S MATERIALS

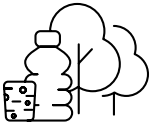
			
<b>NATURAL LUXURY</b> Responsibly sourced wool. Linen.	<b>REPURPOSED RICHNESS</b> Circulose. Regenerated cellulose. Recycled polyester.	<b>BIO-POSITIVE PREMIUM</b> Totomoxtle. Piñatex. Leap. Algae. Biovyn.	<b>EXPERIMENTAL TEXTILES</b> Mycelium. Microsilk. Zoa.

### VOLVO CARS MATERIALS

Instead of leather interiors, Volvo Cars will offer customers alternative choices such as:



A new Volvo-created material made from bio-based and recycled sources.



Different types of premium textiles, including textiles made from recycled PET bottles, bio-attributed materials from sustainable forests in Sweden and Finland, and corks recycled from the wine industry.

### CONSCIOUS DESIGN PRINCIPLES



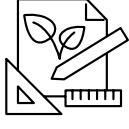
**CIRCULAR ECONOMIES**  
Moving from linear consumption models towards closed-loop systems.



**REGENERATIVE RESILIENCE**  
Spearheading new practices when sourcing raw materials.



**TOTAL TRANSPARENCY**  
Where every material and its impact is fully traceable.



**OPEN-SOURCE SUSTAINABILITY**  
Insight and education making design output more sustainable and ethical.

<sup>1</sup> <https://www.axfoundation.se/en/projects/the-swedish-wool-initiative>

<sup>2</sup> Research from Infinium Global Research

<sup>3</sup> <https://www.circularity-gap.world/2021>

<sup>4</sup> <https://www.carbontrust.com/news-and-events/news/2020-consumer-research-shows-sustained-support-for-carbon-labelling-on>