H&M invests in materials science company Kintra Fibers

What is it?

Kintra Fibers has developed a bio-based and biodegradable polyester designed to address the environmental impact caused by traditional polyester at every stage, from the start to end of life.

Why does this matter?

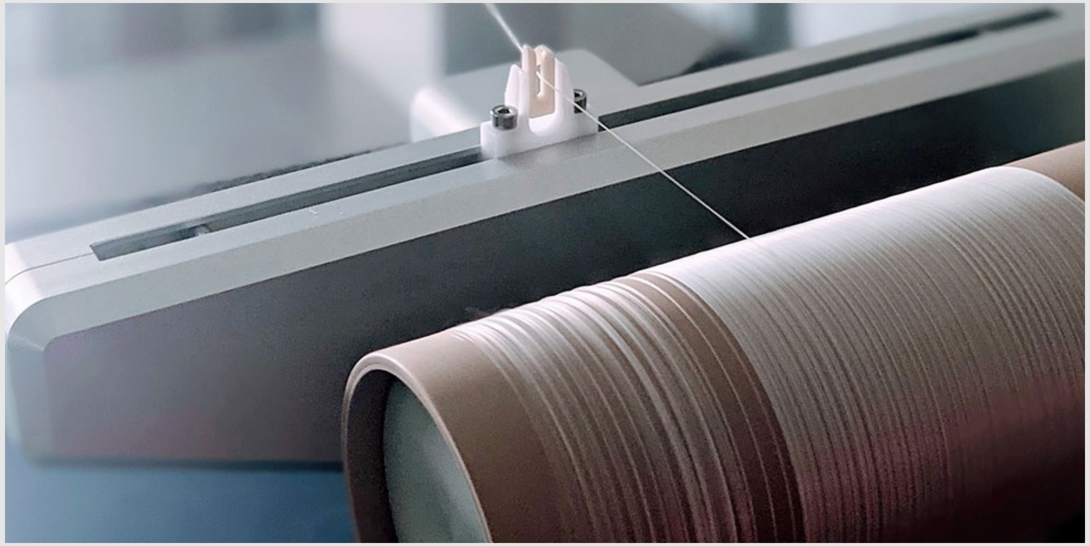
The fashion industry is focused on cutting emissions from its supply chains, with textiles a key polluter.

Strategic implications:

Tech is being utilised to solve the climate crisis. Retailers will invest in start-ups to accelerate change.

STEPIC drivers/winning strategies:

- Innovation and ingenuity
- Innovative sustainable materials



Co-founders of Kintra Fibers Billy McCall and Alissa Baier-Lentz at its lab in Brooklyn, USA

"We are thrilled to have H&M Group as an investor in Kintra Fibers. With their support, we have the unique opportunity to combine our innovative materials technology with their extensive supply chain, deep industry expertise and market influence, enabling us to accelerate the adoption of sustainable fashion on a global scale."

Billy McCall
Chief executive and co-founder, Kintra Fibers