

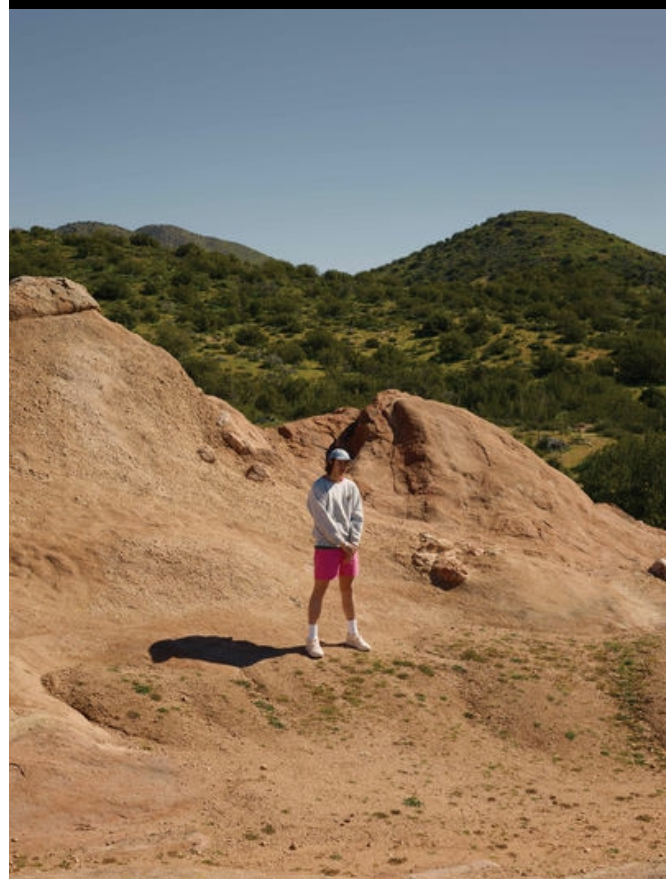
EVERLANE LAUNCHES A LOW-IMPACT SNEAKER

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Tread by Everlane



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Los Angeles – **Tread by Everlane** is a collection of unisex sneakers made from recycled plastic, leather and rubber.

The brand is applying its transparent business model to the highly disposable, hype-driven sneaker industry. Its debut shoe is a carbon offset leather trainer with a sole that is 94.2% free of virgin plastic. For its leather, Everlane partnered with a gold-certified, eco-friendly tannery in Vietnam, while the shoe's lining and laces are created from recycled water bottles.

Launching today at £76 (\$98, €88), the shoes are more accessible than many eco-friendly sneaker brands such as Stella McCartney or Veja. Although the collection is not completely zero impact or virgin plastic-free, Everlane openly admits this: 'it's still far from perfect. But it's the first step on a long path to changing an industry,' reads the press release.

As explored in our macrotrend **Uneasy Affluence**, eco-conscious, inconspicuous objects such as sneakers and reusable water bottles are fast becoming status symbols.