Circular Amazon · Clean Industry

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Country: Peru · San Miguel, Lima **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 5 **Website:** —

Elevator Pitch

Circular Amazon is a circular economy startup that transforms paiche fish skin waste into sustainable leather for innovative fashion accessories, integrating traditional Kené designs of Indigenous communities in Peru’s Protected Natural Areas.

Climate Problem

We address waste pollution by transforming fish waste into sustainable materials and promoting circular economy practices. We also promote and preserve Amazonian culture by integrating traditional Shipibo-Conibo Kené designs into each fashion accessory.

Solution

Circular Amazon transforms Paiche fish waste into sustainable leather fashion. Besides that, we also want to commercialize Amazonian Sustainable Art & Decor to market sustainably sourced, handcrafted Amazonian products.

Revenue Model

Circular Amazon will generate revenue through the sale of sustainable fashion accessories made from paiche fish leather, including bags, wallets, and handmade products featuring traditional Kené designs and Amazonian Sustainable Art & Décor.

Target Market

Circular Amazon’s target market includes consumers seeking sustainable fashion, ethical lifestyle products, and eco-friendly home décor in national and international markets.

Social Impact

Indigenous Peoples, Persons Belonging to National or Ethnic - Religious and Linguistic Minorities, People Living in Extreme Poverty, Women

Demand Evidence

Sustainable fashion hit $8.1B in 2024 and grows 22.9% yearly to $33.1B by 2033. Shipibo-Conibo artist Sara Flores redesigned Dior's Lady Dior bags using Kené patterns on vegan leather—hailed worldwide.

Competitors

Nova Kaeru in Brazil and Qaya in Peru. However, Circular Amazon differentiates itself by integrating traditional Shipibo-Conibo Kené designs into each product and offering Amazonian sustainable art and décor products.

Founder Expertise

I bring international experience in sustainability, leadership, and social impact initiatives gained through programs in Peru, Taiwan, Germany, and South Korea. My background has given me a global perspective.

External Support

We collaborate with PescArte, a sustainable small business based in the Ucayali region that produces fish waste and works with Shipibo-Conibo communities. This collaboration supports access to sustainable raw materials and a community-based network.

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