

more kind nature - Clean Industry

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Country: Peru · Lima **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Prototype **Team Size:** 3 **Website:**
https://www.instagram.com/mkn.pe?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDc0MzIxNw==

Elevator Pitch

A sustainable fashion brand (slow fashion) that seeks to restore the value of clothing and promote responsible consumption through personalization and garments made from recycled materials. Inspired by the ocean and surf style.

Climate Problem

My project addresses textile waste and unsustainable fashion production by promoting more conscious manufacturing and consumption. In Peru, the textile industry has huge potential, but sustainable production systems are still underdeveloped, making climate

Solution

We are building a sustainable fashion brand that transforms discarded materials into personalized products through ethical local production in Peru, reducing textile waste and promoting responsible consumption through lasting design.

Revenue Model

We generate revenue through personalized, limited-edition fashion made from repurposed materials. By creating unique, long-lasting pieces through slow production, we increase product value, encourage conscious consumption, and support premium pricing.

Target Market

Our target audience is high-income, environmentally conscious consumers in Lima and global lifestyle destinations who value sustainability, travel, nature, and adventure sports. They seek unique, long-lasting products that reflect their identity and value

Social Impact

Indigenous Peoples, People Living in Extreme Poverty

Demand Evidence

There is a growing niche of high-income consumers linked to travel, nature, and adventure sports who already purchase high-end international lifestyle brands but no brand that produces clothes using the very equipment used in the sport recycled.

Competitors

International premium sport fashion brands targeting consumers connected to travel, outdoor culture and adventure sports. There are few local brands in this niche, but none combining sustainability, recycling, personalization, and premium design.

Founder Expertise

As a creative director I bring experience in advertising, branding, and storytelling to shape the project's identity and positioning. I have lead brands for years but now I work with skilled local makers combining creativity with technical expertise.

External Support

Brand collaborations

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