



Press Release

October 15th, 2024

KERING ANNOUNCES THE TOP 11 FINALISTS OF THE KERING GENERATION AWARD X JAPAN

Kering Generation Award

Kering launched the Kering Generation Award in Japan in March 2024, an award program aiming to identify promising change-making startups and innovations that brings a positive environmental and social impact in Sustainable Fashion and Beauty. Under sub-themes of Alternative Raw Materials / Manufacturing (Group A) and Retail / Consumer Engagement (Group B), over 120 start-up companies and professionals had applied for this award and after a thorough round of preliminary screening and pitch events, the top ten finalists were chosen. These ten start-ups will participate in a special intensive program consisting of a mentorship session by the CIC Institute, a partner of the Kering Generation Award in Japan, and special lectures by leading professionals. On 8th November, they will participate in a pitch session held at the Kering Japan headquarters in Omotesando, Tokyo, where the final top three start-ups will be identified, which will be announced at an award ceremony held in March 2025 in Tokyo. The top three winners will have an opportunity to attend a special training session in Europe to network with innovation leaders in the Fashion and Beauty industry, and the first-place winner will also receive a monetary prize of 10 million yen to develop its project.

Watch the livestream of the Finalist's Pitch here (Registration Needed)

November 8th, Friday, 2024

3PM-5PM (JST)

<https://20241108keringgenerationaward.peatix.com>

To learn more about the award, visit [here](#):

https://jp.cic.com/cic-kering_generation_award/



Top 11 finalists of the 2025 Kering Generation Award x Japan

Group A: Alternative Raw Materials / Manufacturing

Algal Bio Co., Ltd <https://algalbio.co.jp/>

Algal Bio is a biotech venture company that owns various types of algae and develops their practical applications seamlessly. Algae can be grown without affecting forests, agricultural land, or food production, making it a sustainable raw material with an excellent CO2 fixation ability per unit area. Algae fixes CO2 through photosynthesis and contains various functional ingredients that contribute to anti-aging, UV absorption, and moisturization, as well as natural pigments. The company is developing technology that enables the ethical and sustainable use of algae as an alternative raw material, with potential applications in the beauty and fashion industries.

AMPHIBIO LTD (Trading as AMPHICO) <https://www.amphico.uk/>

AMPHIBIO LTD (trading as AMPHICO) is a materials startup company based in the UK and Japan that is developing various materials solutions to address environmental issues in the apparel industry. In particular, against the backdrop of regulations on the hazardous compounds known as PFAS in the U.S. and Europe, it has developed technology to create PFAS-free technical textiles that are breathable and waterproof for outdoor apparel, which have conventionally used the hazardous chemicals extensively, as well as waterless dyeing technology that significantly reduces environmental pollution such as water pollution.

Synflux Co., Ltd. <https://synflux.io/>

Synflux is a design startup that aims to achieve sustainable fashion through artificial intelligence, 3D simulation, and algorithmic design. By applying its unique design engine, "Algorithmic Couture," the company promotes alliance business projects with apparel and fashion brands that focus on environmental concerns. By digitizing the manufacturing process, Synflux makes it possible to minimize the amount of fabric waste generated during the garment pattern design process, thereby reducing CO2 and material costs.

FiberCraze Corporation <https://www.fibercraze.com/ja>

With the vision of "weaving together the future of humankind and the Earth through microscopic technology," the company is focused on developing high-performance materials using porous technology for textile and film materials, which originated from fundamental research at Gifu University. Through the use of invisible nanotechnology, it aims to address social issues globally. Additionally, the company strives to generate new value by leveraging the technological capabilities around the Gifu region, with the goal of creating materials that will serve as the cornerstone for people's lives and industrial development.



Fermentation Co., Ltd. <https://fermenstation.co.jp/>

Fermentation is a biotechnology startup committed to achieving a circular economy. By leveraging proprietary fermentation technology, the company transforms unused resources into functional materials and products. It converts abandoned biomass, such as sub-standard agricultural products and production waste from beverage and food factories, into various flavorings and high-performance cosmetic materials. Additionally, the company engages in co-development and manufacturing using these materials in its factories. Fermentation is certified B Corp since 2022.

MICRO BIO FACTORY CO. LTD. <https://microbiofactory.co.jp/>

Micro Bio Factory is working on producing chemicals through microbial fermentation using biomass-derived feedstocks to reduce the use of fossil fuels in chemical production. The company is advancing several compounds through its development pipeline with the goal of bringing sustainable chemical production to the commercial stage.

Group B: Retail/consumer engagement

ARCHIVESTOCK Inc. <https://archive-stock.com/>

The company's mission is to preserve and transmit fashion items of significant cultural importance across generations. It has developed and operates the resale platform "ARCHIVESTOCK," which enables users to record, store, and trade fashion items. The company is dedicated to fostering an environmentally and economically sustainable global community by promoting second-hand fashion and utilizing personalized features and AI technology.

Comvey, Inc. <https://comvey.jp/>

Comvey has developed and launched Share Bag®, a reusable packaging solution for e-commerce companies, along with an operational system to manage it, with the vision of "creating beautiful logistics."

STANDING OVATION.inc <https://www.s-ovation.jp>

Aiming to achieve the vision of "creating a circular fashion experience where you carry your own wardrobe with you," the company has developed two main offerings: (1) XZ (pronounced "closet"), a BtoC app where AI stylists recommend outfits based on the user's existing wardrobe, and (2) XZ-biz, a BtoB service that enables customers to check how well products for sale match with their own clothes through its OMO platform, providing a sustainable shopping experience.

**Spacewasp Co., Ltd. <https://spacewasp.studio.site/>**

Spacewasp is a company that manufactures and sells plant-based interiors (interior decoration, furniture, building materials) from plant waste sourced from various industries. The number of companies involved in interior space construction is declining in the interior space industry. The company is working on creating the interior space infrastructure of the future by developing a system that can automatically design spaces and a cyclical interior that can be redesigned multiple times. It will allow them to provide customized interior spaces for hotels, offices, shops, and other businesses in need of interior design services.

MANGATA Co., Ltd. <https://man-gata.com/>

MANGATA is a startup that works with 16 leading cosmetic companies to upcycle cosmetic ingredients. In addition to BtoB (material development, planning and management, IP business), it also engages in BtoC (product development) business. By utilizing the company's unique excess cosmetic resources and patented technology, it develops a wide range of industrial materials from cosmetic ingredients. MANGATA also develops systems to improve distribution efficiency, provide traceability, and support certification, thus becoming the hub of the entire cosmetics industry's recycling scheme.

Kering's Sustainability Strategy: "Crafting Tomorrow's Luxury"

Kering and sustainability share a long history. Reflecting the deeply held conviction of François-Henri Pinault that "Luxury and sustainability are one and the same", sustainability was placed at the heart of Kering's strategy 15 years ago.

Care, Collaborate, Create. Three pillars to develop a more sustainable and responsible Luxury. Three pillars that shape Kering's 2025 Sustainability Strategy in a world where reducing resource consumption and respecting people are absolute necessities. Three pillars that embody and drive our ambition: Crafting Tomorrow's Luxury.

Six years into the Group's "Crafting Tomorrow's Luxury" strategy, Kering published its "2020-2023 Sustainability Progress Report" in March 2023, showcasing key achievements including reduction of its total environmental impacts by 40% in 2021, 4 years ahead of agenda. The Group announced in the meantime a new commitment to reduce its absolute greenhouse gas emissions by 40% by 2035, on a 2021 baseline. This new target covering scopes 1, 2 and 3 of the greenhouse gas protocol.

About Kering Generation Award

In 2017, as part of the Group's sustainability strategy, Kering joined the "Plug and Play – Fashion for Good" accelerator in Europe, scouting innovative solutions across the entire fashion industry chain, as well as thinking about changes from perspectives such as "alternative raw materials to recycling technology" and thereby extending product lifespan.

Aligned with Kering's vision of "Crafting tomorrow's luxury", the "Kering Generation Award" was founded in China in December 2018, aiming to recognize and support Chinese startups that can bring about positive environmental and social impact and address challenges in alternative raw materials, green supply chain, retail & use and the circular economy.

In 2021, the second Kering Generation Award focused on biodiversity and beyond, seeking startups working in the areas of ensuring clean water, building healthy soil, supporting wildlife and animal welfare as well as empowering people with knowledge of the relationship between fashion and nature.

K E R I N G



In December 2022, Kering announced the third Kering Generation Award around the theme “Coming Full Circle”, promoting the complete development of the circular economy at every link of the fashion industry. The Award Ceremony was held on 16 October 2023 in Shanghai.

About Kering

A global Luxury group, Kering manages the development of a series of renowned Houses in Fashion, Leather Goods and Jewelry: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, Ginori 1735 as well as Kering Eyewear and Kering Beauté. By placing creativity at the heart of its strategy, Kering enables its Houses to set new limits in terms of their creative expression while crafting tomorrow’s Luxury in a sustainable and responsible way. We capture these beliefs in our signature: “Empowering Imagination”. In 2023, Kering had over 49,000 employees and revenue of €19.6 billion.

About CIC Institute

CIC Institute leverages its expertise in building innovation ecosystems and supporting startups, particularly in the deep tech sector, to collaborate with government bodies, local municipalities, universities, and others. Our team focuses on supporting the growth of startups capable of global success and facilitating ecosystem development. Currently, CIC Institute is engaged in various projects with government agencies and universities, contributing to economic development through ecosystem advancement and innovation. Moving forward, we will continue to execute more projects in response to the increasing demand from government agencies and private enterprises, closely coordinating with CIC, including CIC Tokyo, to promote innovation and foster collaboration.

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