



PRESS RELEASE

February 6th, 2025

THE FIRST KERING GENERATION AWARD X JAPAN CEREMONY WILL BE HELD ON MARCH 13, 2025

Kering has announced that a ceremony to announce the winners of the first Kering Generation Award X Japan will be held on Thursday, March 13, 2025 in Tokyo. This award program was first launched in 2018 in China, and the program has been expanded to Japan, Saudi Arabia, and to the Jewelry industry on a global scale. The Japanese version was launched a year ago with the support of CIC Institute, a dedicated team supporting startup growth, and it aims to discover and foster innovations that have a positive impact on the environment and society in the fashion and beauty industries.

The program, which called for applications under the sub-themes of Alternative Materials/Manufacturing Processes and Retail/Consumer Engagement, received over 120 applications from domestic startups and researchers. The top three startups, selected through document screening and two pitch events, will be announced on the day of the ceremony. The top three startups will be provided with comprehensive mentorship and networking opportunities through a training program in Europe during which they will interact with Kering's innovation leaders in the fashion and beauty fields. Furthermore, the first prize laureate will be awarded 10 million yen. A dialogue between François-Henri Pinault, Chairman and CEO of Kering, and Kazuhide Sekiyama, Director and Representative Executive Officer of Spiber Inc., a bio-startup developing and producing Brewed Protein™ fibers, is also scheduled during the ceremony. The event will gather the members of the jury (listed below), advisory board members, as well as Marie-Claire Daveu, Chief Sustainability and Institutional Affairs Officer of Kering.

Kering Generation Award X Japan Ceremony

Date and Time: 5:30PM – 7:00PM (Door opens at 5PM) Thursday, March 13, 2025

Venue: TOKYO NODE HALL

46F-47F Toranomom Hills Station Tower, 2-6-2 Toranomom, Minato-ku, Tokyo

Live streaming link : <https://peatix.com/event/4265541/> (Registration required)

For further details, please visit to a dedicated page on the Kering Generation Award:

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

Jury Members

Amelia Juhl

Country Director, Conservation International Japan

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| Kathy Matsui | General Partner, MPower Partners Fund L.P. |
| Daijiro Mizuno | Professor at Kyoto Institute of Technology, Specially Appointed Professor at Keio University Graduate School, Design Researcher |
| Satoshi Yamazaki | CEO, Satis Pharmaceutical Co., Ltd. |
| Takao Watanabe | President, Goldwin Inc. |
| Francois-Henri Pinault | Chairman and CEO, Kering |
| Marie-Claire Daveu | Chief Sustainability Officer and Head of International Institutional Affairs, Kering |
| Raffaella Cornaggia | CEO, Kering Beauté |
| Thierry Marty | North and Southeast Asia Pacific President, Kering |

Advisory Board Members

Tomomi Ishida (Capitalist/Impact Officer, Environmental Energy Investment), Hiroyoshi Iwata (Doctoral Program in Technology Management Strategy, Future Vision Research Center, Research Assistant Tokyo University), Akihiro Omatsuzawa (Technical Group Leader, Japan Chemical Fibers Association), Kanako Kajihara (President, KAJIHARA DESIGN STUDIO Inc.), Arisa Kamada (Co-Representative Director, unisteps), Yoshio Nakamura (Reporter, Senken Shimbun), Takashi Hasegawa (Director, International Commerce Publishing Co., Ltd., Editor in Chief of International Commerce), Chiaki Hayashi (President, Q0 Inc.), Kenji Higashi (Executive Officer and European Branch Representative, Spiber Inc.), Yasushi Hibi (Head of Sustainability, Nozomi Energy K.K), Chizuru Muko (Sustainability Director, WWDJAPAN), Takako Yano (Editor in Chief of BeautyTech.jp, istyle Inc.), Tak Umezawa (Japan Chairman, Kearney / Chairperson, CIC Japan), Angie Yu (Kering Greater China, Venture Manager)

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/>

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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://fermentation.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."

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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”

Sustainability was placed at the core of Kering's strategy over almost 15 years ago, committing to a longer-term, all-round, and authentic sustainability from environment and ecology perspectives. Kering's Sustainability Strategy incorporates the Group's Houses and is underpinned by a series of milestone targets across three key pillars: Care, Collaborate and Create.

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.

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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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