Mulberry Eyewear: Crafted with Purpose by De Rigo

At De Rigo, we're deeply committed to blending innovative design with purpose-driven approach to manufacturing. Our partnership with Mulberry is rooted in a shared vision for a sustainable future, reflected in every pair of glasses we create. This commitment drives our adoption of advanced, circular materials, ensuring that Mulberry eyewear not only looks exceptional but also makes a positive impact.

Embracing Eastman Acetate Renew: A Step Forward

We're proud to integrate **Eastman Acetate Renew** into the production of Mulberry eyewear collections. This material guarantees the same premium quality and sophisticated aesthetic expected from Mulberry, but with a contribution to the circular economy.

Eastman Acetate Renew is an innovative material that marries bio-based content derived from sourced wood pulp with ISCC certified recycled plastic waste. This is made possible through **molecular recycling technology**, a cutting-edge process that breaks down hard-to-recycle plastics into their fundamental molecular building blocks. These recycled components are then used to create new, high-quality acetate that's identical in performance and appearance to conventional acetate.

Our Commitment to Traceability: ISCC PLUS Certification

Transparency and accountability are paramount to our sustainability efforts. The Eastman Acetate Renew used in Mulberry eyewear is **ISCC PLUS[1] (International Sustainability & Carbon Certification)** certified. This globally recognized certification ensures the traceability and sustainability of materials throughout our supply chain. This certification reinforces our dedication to purpose-driven approach to manufacturing.

Frame Material Composition: A Closer Look

[1]Boilerplate ISCC PLUS: The ISCC PLUS standard, in particular, supports the transition to a circular economy and bioeconomy. This voluntary certification standard validates the sustainability characteristics of alternative feedstocks throughout the entire supply chain, from origin to end consumer.

We believe in full transparency regarding the materials we use. The Eastman Acetate Renew in our frames is meticulously composed:

43 % bio- based cellulose from wood pulp.

27% ISCC PLUS-certified recycled material (mass balance approach)

30% plasticizers, stabilizers and pigments.

Understanding the Mass Balance Approach

The mass balance approach is a chain of custody method used to trace the flow of alternative feedstocks through complex value chains. During the production process, certified feedstocks are mixed with conventional materials, resulting in products that are physically indistinguishable from those made solely from conventional feedstocks.

This method is vital for scaling up the use of alternative materials, as it avoids the need for entirely separate, inefficient production lines. It ensures that for every kilogram of certified material entering our system, an equivalent amount is accounted for in our certified products, maintaining environmental integrity and verifiable claims.

By leveraging circular materials like Eastman Acetate Renew and adopting robust certification systems, De Rigo reinforces Mulberry's profound commitment to a more sustainable future. Every pair of Mulberry glasses we produce reflects this shared ethos, offering a stylish choice that also contributes to the circular economy.