



CASE STUDY: RETAIL

Circular economy never looked so good.

The Challenge

A global luxury brand focused on haute and consumer fashion, fragrance, beauty, watches, and fine jewelry approached Material ConneXion seeking information and material recommendations around circular economy for their retail stores.

Key Requirements

- + Durability
- + Ease of Implementation
- + Circular Economy

The Discovery

Through Material Advisory, MCX identified and sourced more than 35 innovations that addressed the company's main objectives; among them were materials intended for industrial service areas, playgrounds, and yachts.

The Material Solution

The company's retail division is aiming to put some of the new materials into storefronts in the near future.

The process and results were so effective, MCX was retained as a sustainable treatments advisory for the brand.

Material Advisory provides in-depth, experienced guidance for your next project. A true extension of your team, our experts partner with you to provide material research, customized suggestions, and cross-industry solutions at the speed of innovation – saving you time and resources.

**Material
ConneXion**[®]
Every idea has a material solution.™

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