

## LEATHER REIMAGINED: MEET THE DUO CONNECTING MATERIAL CULTURE WITH REGENERATIVE AGRICULTURE

**LONDON, 19 September 2022:** A Mulberry “Alexa” bag, a Bill Amberg chair and a pair of New Balance sneakers made from leather traceable to British regenerative farms will be some of the objects on display at London Design Festival, this month.

“[Leather from British Pastures](#)” (19-25 September 2022) will be the first showcase by [Grady + Robinson](#) which aims to ignite a new conversation around leather and its connection to agriculture, food and design.

Inspired by a belief that regenerative agriculture is a critical solution in renewing soils, stewarding land, and reforming food and fashion systems, Sara Grady and Alice Robinson set out to make meaningful use of one of the most under-valued, often discarded materials in agriculture - the cattle hide.

A year and a half later, they have now created the first supply of leather from regenerative farms in the UK. Called *British Pasture Leather*, their innovative supply network includes farms where cattle are raised on pasture, and historic tanning and leather finishing facilities, all in Britain. Designers are clamouring to work with it.

The exhibition at Rochelle School in Shoreditch will feature first-of-its-kind objects from furniture to footwear, handbags to a bike saddle, by highly respected brands and makers including [Ally Capellino](#), [Bill Amberg](#), [Carréducker](#), [Charlie Borrow](#), [Grafton Saddlery](#), [Mulberry](#), [New Balance](#), [OTZI](#), [Simon Hasan](#), and [Tabitha Ringwood](#). Photographs by [Jason Lowe](#) will describe Grady + Robinson’s production process.

Short talks will feature designer Sebastian Cox, design writer Max Fraser, Jack Millington of Billy Tannery, and Jimmy Woodrow of Pasture for Life in conversation with Grady + Robinson. Onsite restaurant [Rochelle Canteen](#) will be serving dishes using meat from the same [Pasture for Life](#) farms whose hides have been used for the leather items on display.

Co-founder Sara Grady says “*Considering the care and resources that regenerative farmers invest in their livestock, hides are a valuable part of the herd. Furthermore, once made into leather, the hide becomes the most enduring product of an animal raised for meat. Making meaningful use of the hide is a natural extension of a nose-to-tail culinary approach that fully values the animals we raise for food, and which provide great benefits to soil health and land stewardship.*”

Interest in ethical and ecological materials echoes our food culture's discernment for good meat: just as we expect an option to choose pasture-raised meat at the butcher counter, designers and consumers increasingly seek materials that come from regenerative systems.

With traceability largely absent in leather production, buyers have little opportunity to align the sourcing of leather with their values. Grady + Robinson hope to change this by giving designers a new choice: leather that originates in practices which improve the welfare of animals, ecosystems, and communities.

*"The leather we can produce from a regenerative, pasture-based system has a beautiful natural grain and will develop patina over time. Its character tells a story of how the animal lived, and of the natural processes inherent in its production. By celebrating these qualities in our British Pasture Leather, we can forge new connections between the farming and design communities, and share a positive story about regenerative practices both in the field and in the design studio."* - Alice Robinson, co-founder, Grady+Robinson.

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**"Leather from British Pastures"** is part of the Shoreditch Design Triangle  
Rochelle School, Arnold Circus, 16 Playground Gardens, London, E2 7FA  
Open daily from 19-25 September, free entry

**For more information on talks and ticketed dinner go to:**  
<https://www.londondesignfestival.com/partners/grady-robinson>

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**ENDS**

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**About Grady + Robinson:**

Founded by Sara Grady and Alice Robinson, Grady + Robinson is the first supplier of British-made leather that is traceable to regenerative farms raising cattle on pasture. Cattle hides are sourced from farms certified by Pasture For Life whose agroecological practices have myriad benefits, including: land stewardship, soil carbon sequestration, increased biodiversity, animal welfare, and ecosystem resilience. Leather is made with a traditional tanning process and natural finishing methods. All production takes place in the UK.

[www.britishpastureleather.com](http://www.britishpastureleather.com) (launching soon)