
MELINA BUCHER



INTRODUCING THE DREAMER BAG: THE WORLD´S FIRST 100% BIO-BASED HANDBAG COMBINING MIRUM VEGAN LEATHER, ECOVATIVE MYCELIUM FOAM, BIOPUFF AND MORE

Author: Elena Wacker, 18.07.2024

Are you ready for a trip to the vegan and plastic-free land of dreams?

We admit, we've often dreamed of a vegan and plastic-free bag and as we know, some dreams, if you firmly believe in them, actually become a reality. Not only have we firmly believed in it over the past few years, but we have found amazing partners worldwide that worked together with us on our dreams. And this plastic-free July, we are very proud to announce our DREAMER bag made from amazing 100% bio-based materials including materials made with natural rubber, hemp, mycelium and plant technologies!

Bye bye microplastics - we've had enough! From the outer material and filling to the reinforcements and threads, the components of the innovative DREAMER handbag

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are plastic-free. This is because we rely exclusively on bio-based materials such as MIRUM®, BioPuff®, LOVR® and Forager®. We can't be happier about this fact.

Animal leather or synthetic alternatives? We say no to both!

You may have noticed that there has been a heated debate in recent years about which is better - animal leather or synthetic alternatives. But what hardly anyone mentions in this debate is that regardless of whether it's a product made from animal leather or a vegan product, all bags use various plastic-based components such as reinforcements, threads, foams or fillings. These components make it impossible to recycle leather goods – this is a 500 billion dollar industry that manufactures products that can only end up in the trash after use. Isn't it crazy? And isn't it a sign that we should reach for our DREAMER to end such discussions once and for all?

Let us introduce you the dreamy, innovative materials

You may know MIRUM® from our previous handbags like BAILEY. The next-gen material utilizes an innovative technology that unlocks the potential of natural, FSC-certified rubber and uses natural colorants, such as naturally-derived charcoal, to completely avoid plastics or synthetic dyes. This material has a significant positive impact on greenhouse gas emissions as well as water scarcity, and biodiversity.

As filling material, BioPuff® from Ponda is used. Unlike conventional fillers such as feathers and polyester, this next-generation material is produced by extracting fibers from the Typha plant, thereby regenerating precious wetland ecosystems. As reinforcements, a non-woven material based on hemp residues from hemp fields in Germany by Revoltech, as well as pure mycelium Forager® Foam from Ecovative are used. Forager® mycelium foam, grown in solar-powered vertical farms, is ready to harvest in just 9 days. This high-performing foam requires minimal energy and water, and is fully circular, returning nutrients to the earth instead of pollutants at the end of its life.

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Excellent craftsmanship

The innovative DREAMER bag is meticulously designed and handcrafted in MELINA BUCHER's own atelier in Germany. The cushioned and glittering look of the handbag in combination with its precise geometric lines symbolizes the unique craftsmanship of the brand. The circular DREAMER silhouette not only invites you to dream, but its shape is also reminiscent of a metaphorical cycle.

The use of next-generation materials combined with its timeless and visionary design, opens up a new, forward-thinking path for the leather goods industry. *"This handbag could only be developed because there are people out there like our partners that are dreaming of a better future. The DREAMER handbag is encouraging everyone to dream big and work towards the brighter future we all wish for."* says the founder Melina Bucher.

The DREAMER Bag is handcrafted in the MELINA BUCHER atelier in Germany and can be pre-ordered now on melinabucher.com/dreamer