



ANIMAS ANIM

THE BRAND

Ananas Anam pioneers sustainable materials by turning **pineapple leaf waste** into **eco-friendly textiles**. Their **Piñatex®** material is used in fashion, footwear, and interiors, helping brands replace animal leather and **synthetic alternatives**.

With operations across three continents, the company has created hundreds of rural jobs while preventing thousands of tons of **CO2 emissions**.

By partnering with **global brands**, Ananas Anam is leading the shift toward circular, **plant-based materials** in the textile industry.





Nike Air Force 1 (Happy Pineapple Collection)

Brand	Industry	Collaboration with Ananas Anam
Carolina Herrera	Luxury Fashion	Created the Táchira Bag using metallic Piñatex®.
Calvin Klein	Footwear & Apparel	Developed the first shoe upper knit using Piñayarn®.
ECOALF	Sustainable Fashion	Produced lightweight sneakers using Piñatex®.
Cat Footwear	Footwear	Designed eco-conscious shoes with Piñatex®.
Willa Phoenix	High-Fashion Footwear	Launched the first plant-based shoe at the Oscars.

BRAND COLLABORATIONS

Carolina Herrera TÃchira Bag





Challenge :

- Calvin Klein sought sustainable alternatives for their footwear line.



CALVIN KLEIN X PINÑAYARN®



Solution :

- Used PinÑayarn® to create the first-ever shoe upper knit from pineapple fiber.



Results :

- Enhanced Calvin Klein's sustainability profile.
- Expanded PinÑayarn® adoption in footwear industry.
- Contributed to waste reduction & CO2 emission prevention.



BUILDING STRONG PARTNERSHIPS WITH GLOBAL BRANDS TO AMPLIFY IMPACTS



EXPANSION VISION



HOME DECOR



**INTERIOR/FURNITURE
SHOWROOM**



RUGS & CARPET



TECH ACCESSORIES



HOME DECOR LINE - 'ANANAS LIVING'



VISION

- A dedicated product line for sustainable interiors
- Inspired by Zara Home or H&M Home – minimal, luxurious, ethical

OPPORTUNITIES

- Decorative cushions, wall panels, eco lampshades
- Piñatex® and Piñayarn® used in plant-based upholstery
- Extend to kitchen & bedroom eco-accessories

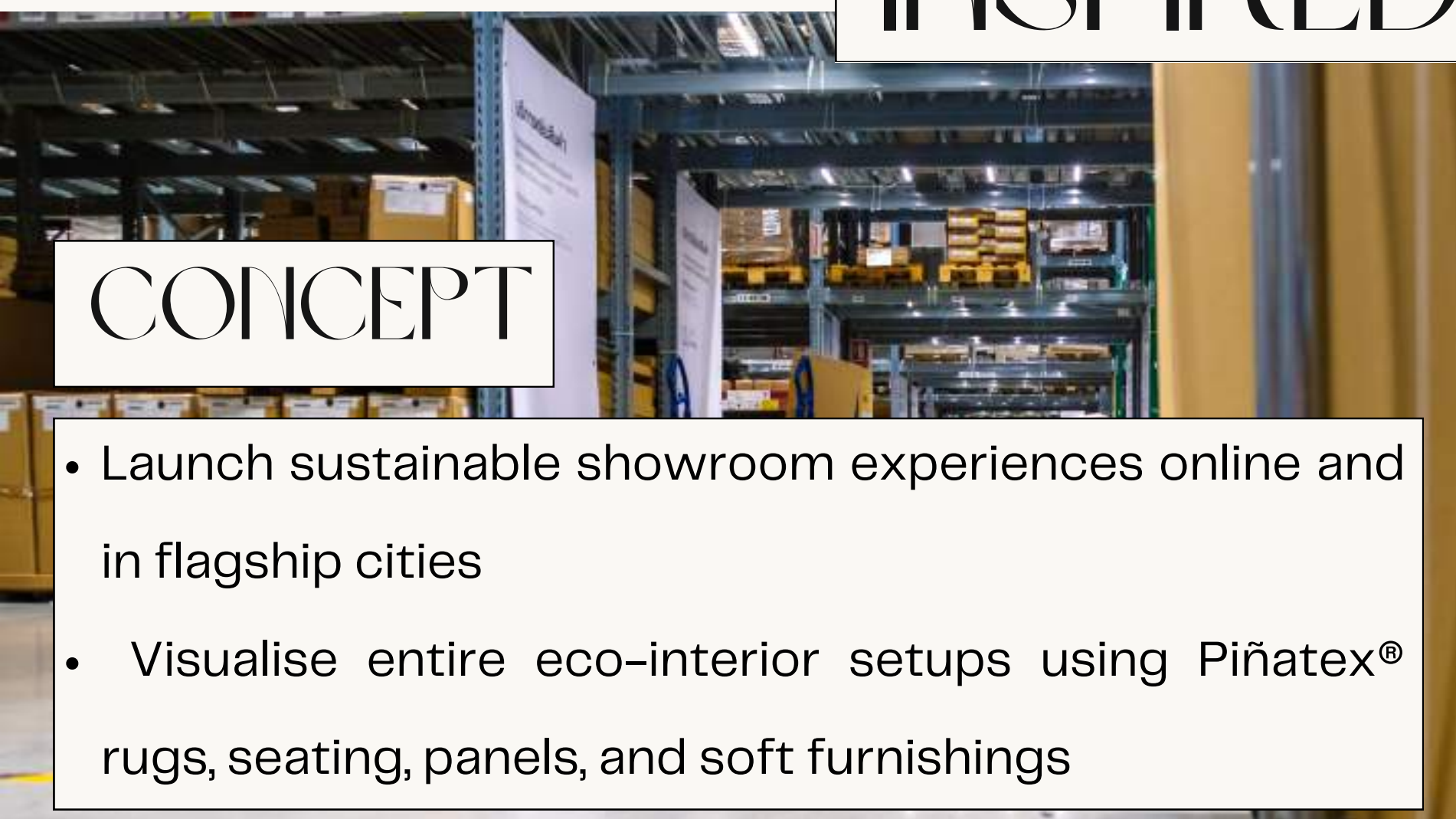


DIGITAL EXPERIENCE IDEAS

- Virtual Room Builder (like IKEA's Room Planner)
- Augmented Reality Viewers for home try-ons



INSPIRED BY IKEA



CONCEPT

- Launch sustainable showroom experiences online and in flagship cities
- Visualise entire eco-interior setups using Piñatex® rugs, seating, panels, and soft furnishings

OFFLINE POP-UP IDEAS

- “Living With Waste” Installations in fashion capitals: Paris, Tokyo, NYC
- Collaborations with interior designers for bio-luxury concepts



WHY IT WORKS

- Piñayarn® is strong, breathable, and dyeable—perfect for rugs
- Opportunity to replace synthetic micro fibre rugs with biodegradable options

ECO FLOORING SPACE: RUGS & CARPETS



TARGET MARKET

- End consumer
- Conscious interior designers
- Luxury home retail



COLLABORATION POTENTIAL

- With interior designers, brands like The Citizenry, or West Elm

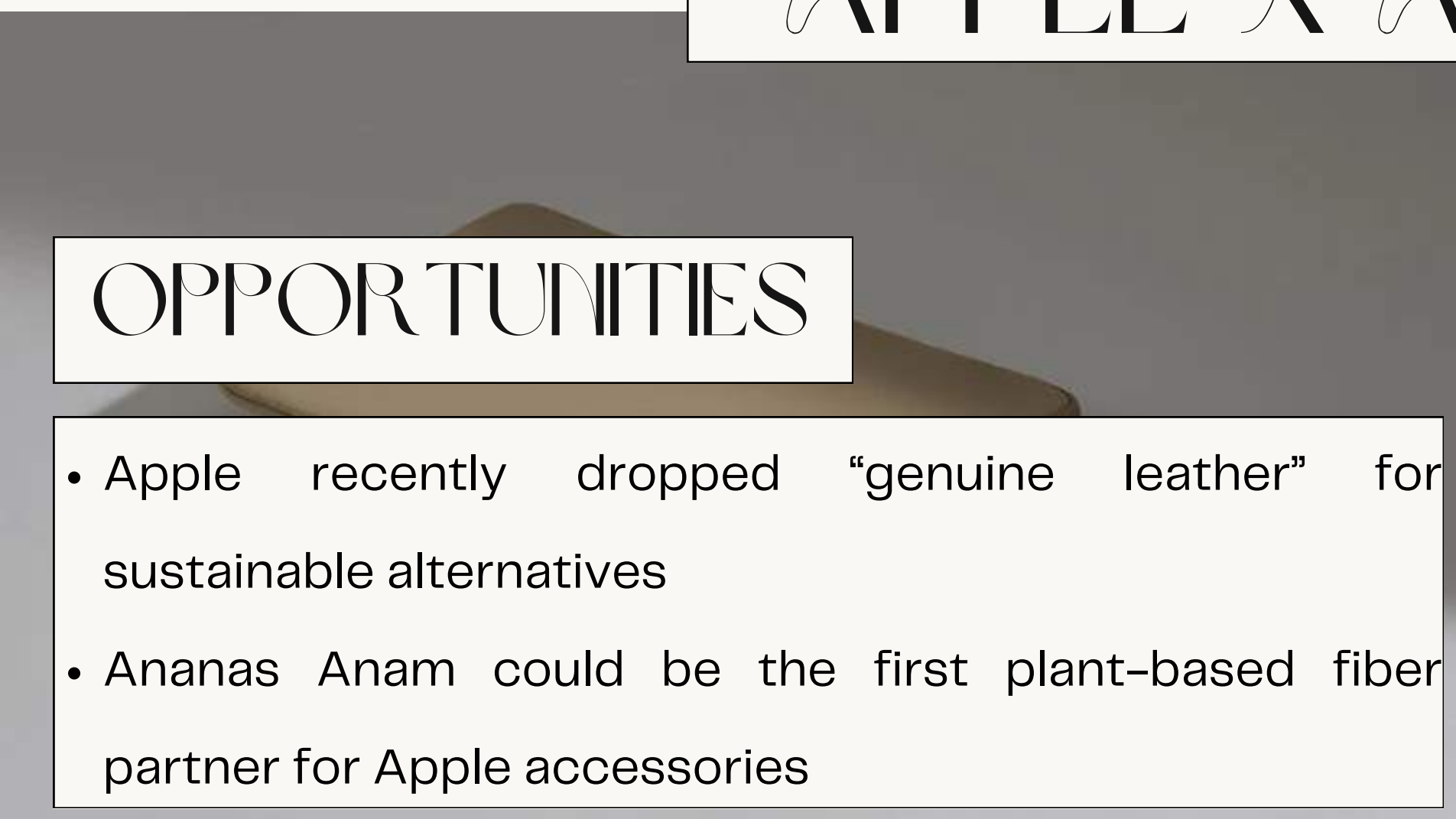


PRODUCT POTENTIAL

- iPhone & MacBook cases made from Piñatex®
- Watch straps, sleeves, bags in limited-edition Apple colours

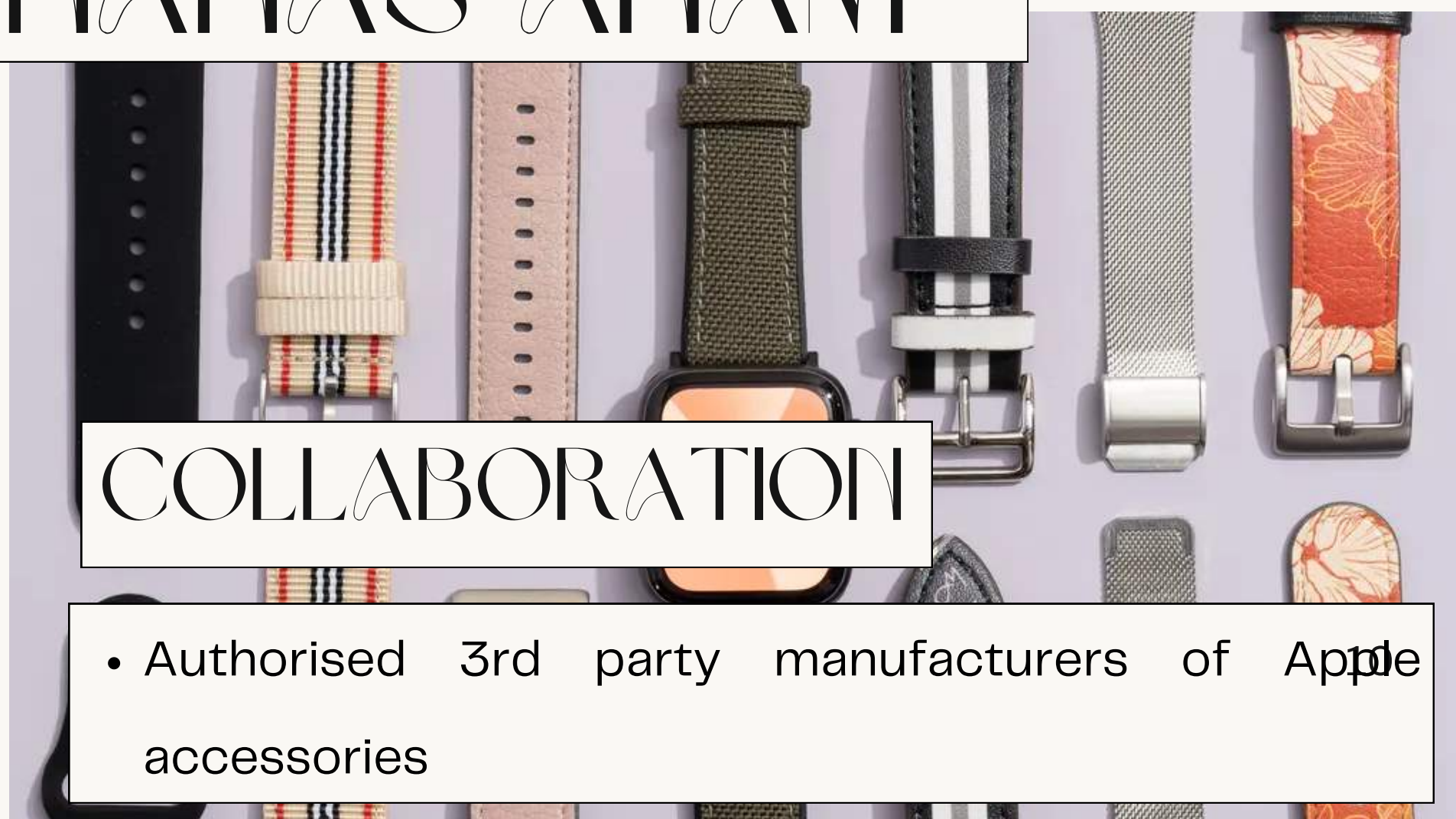


APPLE X ANANAS ANAM



OPPORTUNITIES

- Apple recently dropped “genuine leather” for sustainable alternatives
- Ananas Anam could be the first plant-based fiber partner for Apple accessories



COLLABORATION

- Authorised 3rd party manufacturers of Apple accessories

FUTURE STRATEGY

Home, Home Décor and Interior

west elm

West Elm (North America, UK, Middle East, India, Australia)

- Contemporary furniture designs and other housewares
- Luxury consumer seeking exclusivity
- Extensive use of fabrics

THE
RUG
COMPANY
HANDMADE

The Rug Company (UK)

- Woven Luxury rugs and carpets
- Already using sustainable materials
- Emphasizing Sustainability

FENDI
CASA

Fendi Casa (Italy)

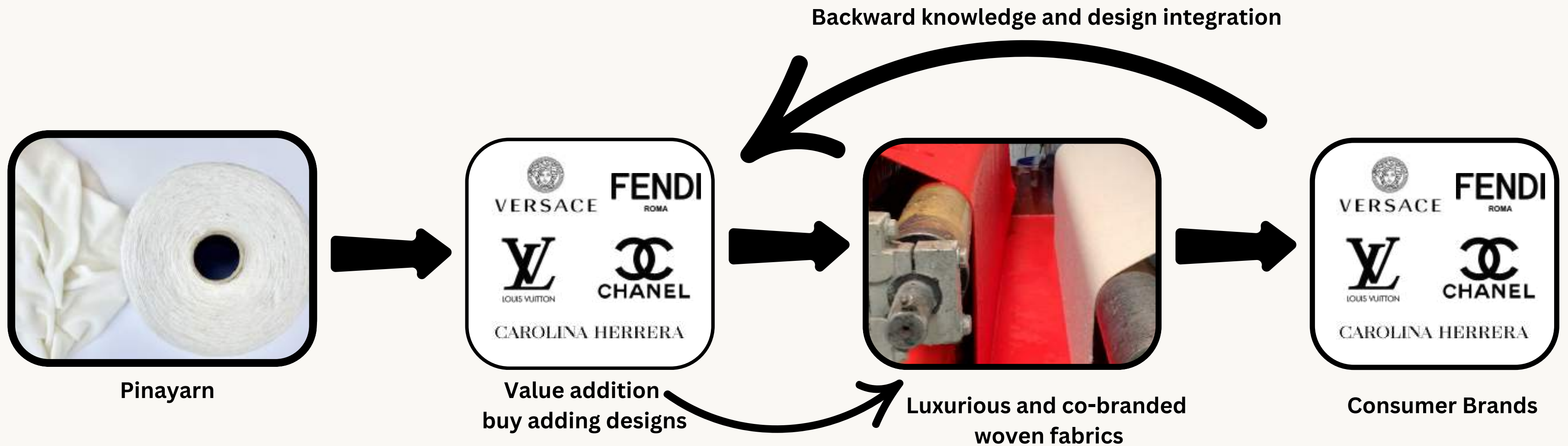
- Branded home textiles, Sofas, beds
- Italian glamour, fashion-infused interiors

THE CITIZENRY

The Citizenry (USA)

- Luxury bedding, rugs, furniture, and décor
- Use of natural materials, and limited-edition collections to reduce waste
- Niche and responsible audience

COLLABORATING STRENGTHS



A background image featuring several pineapples on a wooden surface. A cardboard box is partially visible, with the word 'PINEAPPLE' embossed on its side in a large, blocky font. The scene is lit with warm, golden light.

KEY TAKEAWAYS

- Strategic and co-branding collaborations will help build distinction and competitive advantage
- Partnering with entities with sustainability focussed audience will help sharp targeting and focus efforts
- A mix of volume and margin driven product strategy will help improve the bottom line

NEXT STEPS

For Brands & Businesses :

- Integrate sustainable materials like PinAtex® & PinAayarn® into product lines.

For Investors & Stakeholders :

- Support sustainable innovations through partnerships & strategic growth initiatives.

For Consumers :

- Choose ethical & plant-based textiles when purchasing fashion & lifestyle products.



A woman wearing a purple headscarf with a floral pattern is smiling and holding a large bundle of bright green, fibrous textile material. The background is dark and out of focus, showing some colorful patterns.

COMPANY OVERVIEW

Founded : 2013

- **Industry :** Sustainable Textiles (PinÃatex®, Anam PALF®, PinÃyarn®)
- **Global Presence :** Partnering with luxury, footwear, and lifestyle brands worldwide.
- **Sustainability Focus :** Circular economy, ethical sourcing, carbon footprint reduction.



ANAM PALF PROCESS



RECYCLABLE &
COMPOSTABLE



ZERO HARMFUL
CHEMICALS



TRACEABLE
FIBRE



WATER & ENERGY
EFFICIENT



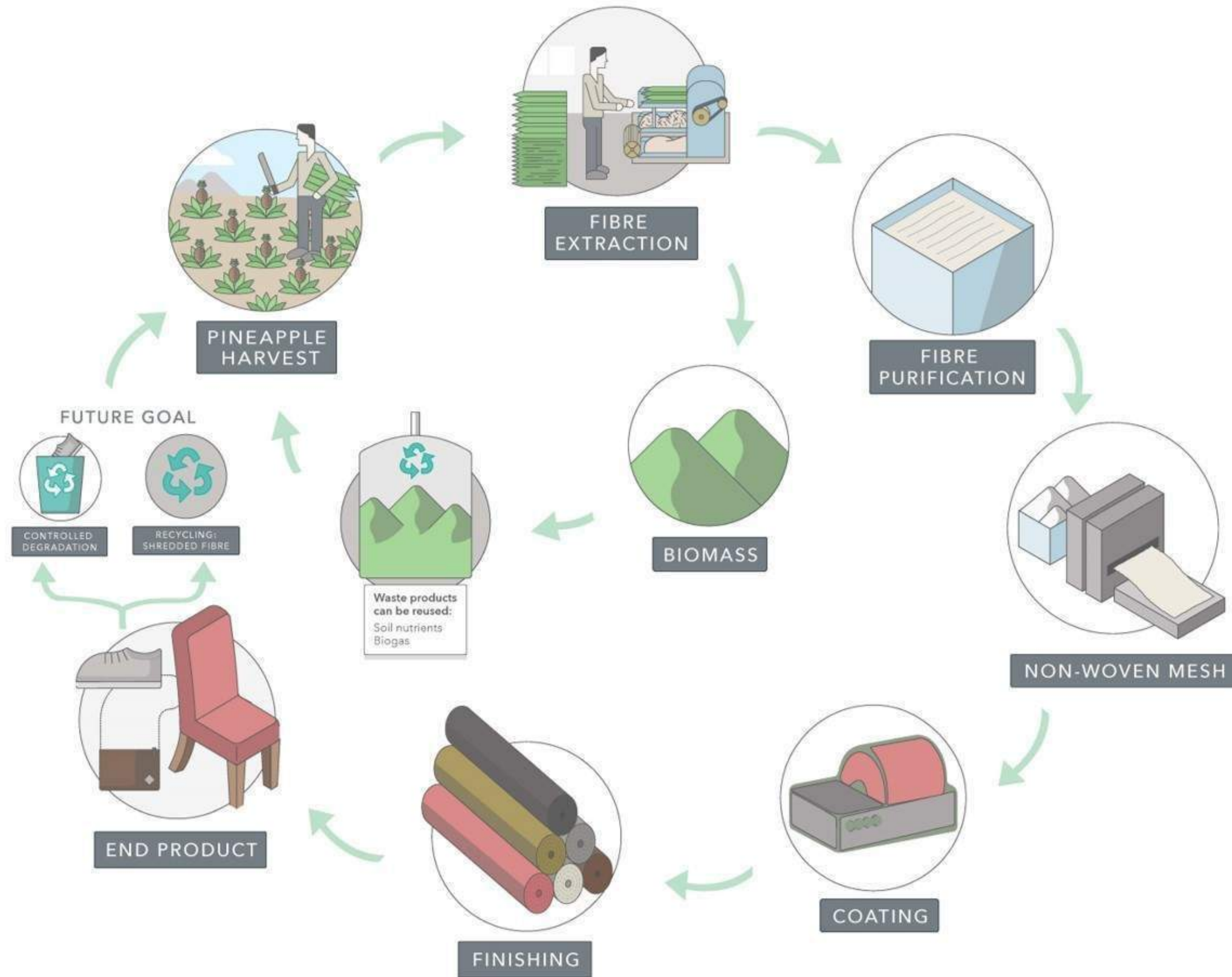
CO₂
REDUCTION



CIRCULAR ECONOMY

ANANAS ANAM IS A CERTIFIED B-CORPORATION AND WORKS TO THE VALUES OF A CIRCULAR ECONOMY, COMBINING RESEARCH AND INNOVATION TO ENHANCE THE WELL-BEING OF THE EARTH AND ITS PEOPLE THROUGHOUT THE ENTIRE LIFE CYCLE OF THE PRODUCT.





THE LIFE CYCLE OF PIÑATEX



KEY BENEFITS OF PINAYARN



 **Tearfil**
Textile Yarns



VALORISED
WASTE



RESOURCE
EFFICIENT



COMPOSTABLE &
BIODEGRADABLE



NO HARMFUL
CHEMICALS



NATURAL
MATERIAL

A pineapple with green leaves and brown skin is positioned on the left side of the slide. A piece of textured, light-colored paper is on the right side, partially overlapping the central text box. The background is a light, neutral color.

FUTURE STRATEGY

Expanding Beyond Fashion & Footwear :

- Home decor, automotive interiors, and tech accessories.

Deepening Relationships with Luxury & Mass-Market Brands :

- Partner with more premium & accessible brands.

Advancing Material Innovation :

- Research new plant-based & biodegradable textile solutions.

Educating Consumers on Sustainable Choices :

- Increase visibility through social media & eco-branding campaigns.



QUANTIFIABLE IMPACT OF COLLABORATIONS

Environmental Benefits :

- 3,013 tons of pineapple leaves saved from waste.
- 4,418 tons of CO2 emissions prevented.
- 76% less water used in textile processing.

Social Impact :

- 650+ jobs created in rural communities (Philippines, Bangladesh, Ivory Coast).
- 100+ additional jobs added in 2023 exceeding growth targets .
- Ethical sourcing empowers local farming communities.

Brand Benefits :

- Stronger ESG positioning for global brands.
- Access to next-generation sustainable materials.
- Attracts eco-conscious consumers & investors.



SCALING SUSTAINABLE TEXTILES



Challenges :

- **Cost vs. traditional materials (Pinatex® vs. leather).**
- **Scaling production capacity to meet demand.**
- **Consumer education on sustainable materials.**

Solutions :

- **R&D investments to make plant-based textiles more affordable.**
- **Strengthening global supply chains.**
- **Collaborating with brands on marketing & consumer awareness campaigns.**

A still life composition featuring a pineapple, a stack of textured paper, and a roll of paper on a burlap background. The pineapple is positioned in the lower right, with its green, spiky leaves extending upwards. To its left is a stack of several sheets of light-colored, heavily textured paper. A roll of similar paper is placed diagonally across the top left of the stack. The entire arrangement rests on a piece of coarse, brown burlap fabric, which is set against a plain white background. The lighting is soft and even, highlighting the textures of the paper, the burlap, and the pineapple's skin.

THANK YOU