



## **PRESS RELEASE**

### **BALENCIAGA ephea™ COAT**

**The “Balenciaga Maxi Hooded Wrap Coat” made with ephea™ will be available end of October in selected Balenciaga stores in Beijing, Beverly Hills, London, Milan, New York City, Paris, Shanghai, Tokyo, and Toronto.**

*Following the launch in March 2022 as part of the Balenciaga Winter 22 360° show, SQIM is proud to announce that the “Balenciaga Maxi Hooded Wrap Coat” will be commercially available at selected Balenciaga stores across the globe, starting from end of October 2022.*

**Inarzo (VA) - October 26, 2022 - 15:00 CET**

SQIM™, the cutting-edge materials' Company known for its bio-fabrication driven technologies and circular products for interior architecture (i.e., mogu™) and for fashion (i.e., ephea™), is today proud to officially announce Balenciaga's upcoming commercial release of their *Maxi Hooded Wrap Coat* realised with ephea™.

ephea™ was introduced during the Balenciaga Winter 22 360° show, marking the first time that such a material has been applied to fashion, and the first time one has achieved such high-level features, particularly in terms of thickness and homogeneity.

The Balenciaga Maxi Hooded Wrap Coat made with ephea™ feels and visibly resembles a hide-based material, finished with a non-toxic treatment. It will be available end of October in selected Balenciaga stores in Beijing, Beverly Hills, London, Milan, New York City, Paris, Shanghai, Tokyo, and Toronto.

ephea™ is an unprecedented class of biofabricated materials, made with pure mycelium—the first of its kind to be cultivated on a pure, as opposed to hybrid, basis, eliminating the use of contaminating chemicals along the growth process, and guaranteeing consistency in quality.



ephea™ quality is based on the proprietary, fermentation-based, production process, which allows for consistent, reproducible, and stable properties, and for overall homogeneity in regard to aspects such as colour, density, composition, and thickness.

Made from employing mycelium - the vegetative body of mushrooms – producing ephea™ consumes minimal resources and emits trace amounts of CO<sub>2</sub>, as mycelium grows by feeding on low-value agro-industrial feedstocks. Once the biofabrication-driven growth cycle is completed, the raw material is responsibly engineered to allow for delivering products with uncompromised quality, advanced technical performance, durability, and elegant sophistication, while greatly limiting the related ecological footprint.

Based on what above, ephea™ is today the most organic, viable, and otherwise environmentally sound alternative to leathers and synthetics, for use in luxury fashion products.

Stefano Babbini, CEO, and co-Founder of SQIM™, declares:

*“Delivering the first commercially available garment manufactured using ephea™, Balenciaga and SQIM™ jointly set a new standard in the sustainable fashion industry, raising the bar within the bio-fabricated materials’ field. We are extremely proud of the collaborative outcome, and the outstanding result achieved, which we believe demonstrate the huge potential of our technology and products.”*

Furthermore, Maurizio Montalti, Chief Mycelium Officer, and co-Founder of SQIM™, adds: *“Thanks to the key partnership with Balenciaga, today ephea™ delivers a truly concrete impact in fashion, while inspiring others in greatly lessening environmental impacts, and shortening the gap between Humans and Nature through the introduction of innovative, Nature-based, technologies, materials, and products with high added value, at industrial scale. Going beyond any form of shallow substitution, ephea™ is a radical material revolution resulting from the combination of unique biotechnological processes with advanced material science, opening a whole new world of possibilities, while contributing to shaping a more ethically and ecologically responsible fashion industry.”*

– end –

# SQIM

Mycelium ————— Unbound



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## REFERENCES FOR EDITORS

The logo for SQIM, consisting of the letters 'SQIM' in a thin, sans-serif font.

Web: <https://www.sqim.bio/>

Li: [@sqim-mycofoundry](https://www.instagram.com/sqim-mycofoundry)

The logo for EPHEA, consisting of the letters 'EPHEA' in a thin, sans-serif font.

Web: <https://ephea.bio/>

IG: [@ephea\\_mycelium](https://www.instagram.com/ephea_mycelium)

The logo for mogu, featuring the word 'mogu' in a bold, lowercase, sans-serif font. Below it, the tagline 'RADICAL BY NATURE' is written in a smaller, uppercase, sans-serif font.

Web: <https://mogu.bio/>

Ig: [@mogumycelium](https://www.instagram.com/mogumycelium)

Li: [@mogumycelium](https://www.linkedin.com/company/mogumycelium)

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