Vegan Fashion Repository
COMPANY PROFILE

VFR

ABOUT VFR

Vegan Fashion Repository is officially registered in the Register of Newspapers and Periodicals at the Regional Court of Warszawa-Praga in Warsaw, Poland, under the registration number 4774.

Vegan Fashion Repository is an independent online publication offering news, analysis, and insights into the emerging vegan fashion industry, along with an extensive vegan fashion directory.

Vegan Fashion Repository was launched on the **World Vegan Day**, November 1st, 2024.

Founded by Catherine Nhung and Kaja Nidecka, **Vegan Fashion Repository** is dedicated to a future where where compassion and sustainability define the fashion industry.

We champion a world where **no animal suffers** for clothing, and every garment is produced ethically. By delivering comprehensive information, analysis, and inspiration, we empower conscious consumers and ethical businesses to drive meaningful change.

We believe that **fashion can be both beautiful and kind**, and we are committed to making that vision a reality.

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THE BUSINESS MODEL

To maintain our **independent voice** and ensure **full transparency**, we originally adopted a subscription-based model, offering both individual and group subscriptions.

However, with every article we publish, it becomes increasingly clear just how much support the vegan and sustainable fashion sector needs in order to grow.

Therefore, in response to the global challenges of 2025, on **1 May 2025 we made all previously limited content openly accessible**, to help foster the growth of the vegan and sustainable fashion sector while maintaining our status as an **independent, self-funded online publication**.

Any paid collaborative content is **clearly marked**, in line with our ongoing commitment to transparency.

THE STRUCTURE

The news, analysis, and insights section features articles on vegan fashion, divided into **four** categories:

- Fashion
- Sustainability
- Business
- Technology

The Directory is organised into **four** sections to enhance the user experience:

- Vegan Fashion Brands (**15 categories**)
- Vegan Multistores
- Vegan Fabrics and Textiles
- Vegan and Sustainability Certification Schemes

The Global Vegan Fashion Map can be viewed as a whole or explored by region: North America, South America, Central America, Europe, Africa, the Middle East, South Asia, East & Southeast Asia, and Australia & Oceania.
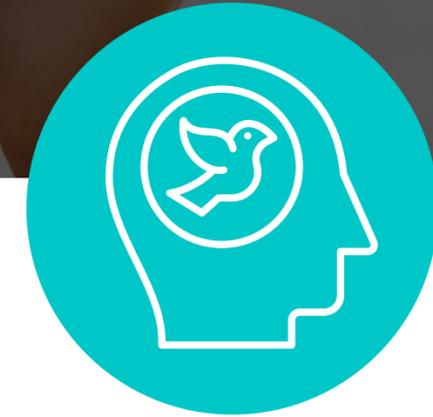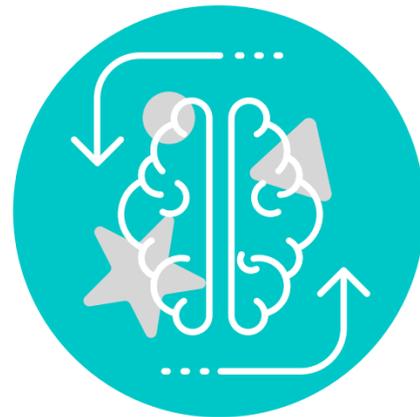
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OUR VALUES

PASSION AND COMPASSION

TRANSPARENCY AND INTEGRITY

INDEPENDENT VOICE

CONTINUOUS LEARNING

EMPOWERING CHANGE

INCLUSIVITY AND FREEDOM

On **27 November 2024**, we published our **inaugural** annual report on the current state of the vegan fashion industry. Spanning over **59** pages, the report analyses **data** from more than **30** sources and offers **insights** into current and projected trends within the rapidly expanding global market for **cruelty-free** fashion. It provides a sharp focus on **market dynamics**, **consumer behaviours**, **emerging opportunities**, and **strategies** that vegan brands can adopt to capitalise on the opportunities shaping the **global** fashion market today.

To deliver this first annual report, we invited **esteemed industry experts** as contributors. Each possesses extensive academic and practical experience in fields including historical and economic analysis, fashion, trend and cultural studies, sustainable fashion, materials engineering, traditional and digital marketing, and—last but certainly not least—traditional and contemporary arts and crafts.

THE REPORT

2024/2025

THE

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VEGAN FASHION PLAYBOOK

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MEET THE TEAM

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Founder,
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Co-founder,
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STAY IN TOUCH