

BALENCIAGA UNVEILS LUNAFORM™ by GOZEN

SAN FRANCISCO (Oct. 5, 2023)

GOZEN, a revolutionary biomaterials start-up, is thrilled to announce the launch of **LUNAFORM™**, an advanced biomaterial that made its debut appearance on the **Balenciaga** runway at **Paris Fashion Week** last Sunday.

LUNAFORM™ is a first-of-its-kind sustainable material that is plastic and animal-free. The process of creating it combines nature's ingenuity with cutting-edge science. In a nutrient-rich environment, microorganisms craft ultra-crystalline patterns, and with the introduction of natural agents, a 3D super-material begins to form. From this entirely bio-based foundation, **LUNAFORM™** is derived. The entire process is vegan and non-GMO, and the material, rather than being composed of microorganisms, is the by-product of their innate activity.

Recognizing the material's unique potential, **Balenciaga** introduced the **LUNAFORM™ Maxi Bathrobe Coat** as part of its Summer 24 collection. The iconic luxury fashion house is known for its unorthodox, mold-breaking designs and beautiful craftsmanship, making the partnership a natural fit.

The partnership between **Balenciaga** and **GOZEN** is the culmination of two years of collaboration, during which the teams worked tirelessly to develop the material to Balenciaga's requirements.

LUNAFORM™ emerged from the symbiosis between nature and technology. Unlike plant leathers - which are typically composed of a mixture of materials - **LUNAFORM™** is created from a single process, enabling its tensile strength to surpass that of plant and mycelium-based materials - as tested according to external standards. With a thickness starting from just 0.2 mm, it is stronger and finer than traditional animal leather and features a natural drape and

softness that sets it apart from existing alternatives. Produced in large 13 square foot sheets of customizable thickness and texture, **LUNAFORM™** offers unprecedented design versatility, as showcased in the **Balenciaga LUNAFORM™ Maxi Bathrobe Coat**.

Ece Gozen views the collaboration between Balenciaga and GOZEN as more than a partnership. For her, it's a manifestation of GOZEN's deep-rooted beliefs. She reflects, *"Our mission transcends material innovation. It's about reimagining our relationship with the natural world. By partnering with a visionary brand like Balenciaga, we've come one step closer to our goal."*

LUNAFORM™ is set to open new possibilities for consumers to make environmentally responsible choices without sacrificing high-end design. As the adoption of **LUNAFORM™** gains traction, it is expected to inspire other brands to embrace eco-friendly materials and practices, ultimately fostering a more sustainable future for the fashion industry.

For more information about **LUNAFORM™** and **GOZEN's** commitment to sustainable biomaterials, please visit www.gozen.world.

About GOZEN:

GOZEN is a biocreation startup founded by **Ece Gozen**. GOZEN's mission is to reshape how we interact with the world around us, advocating for natural connection and a balance between creative expression and the sanctity of our planet. GOZEN's timeless process combines the ancient practices of harnessing naturally occurring processes with cutting-edge technology. This transforms organic elements into applied innovation - like their debut material, **LUNAFORM™**. *GOZEN is backed by Happiness Capital, Accelr8, and SOSV.*

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