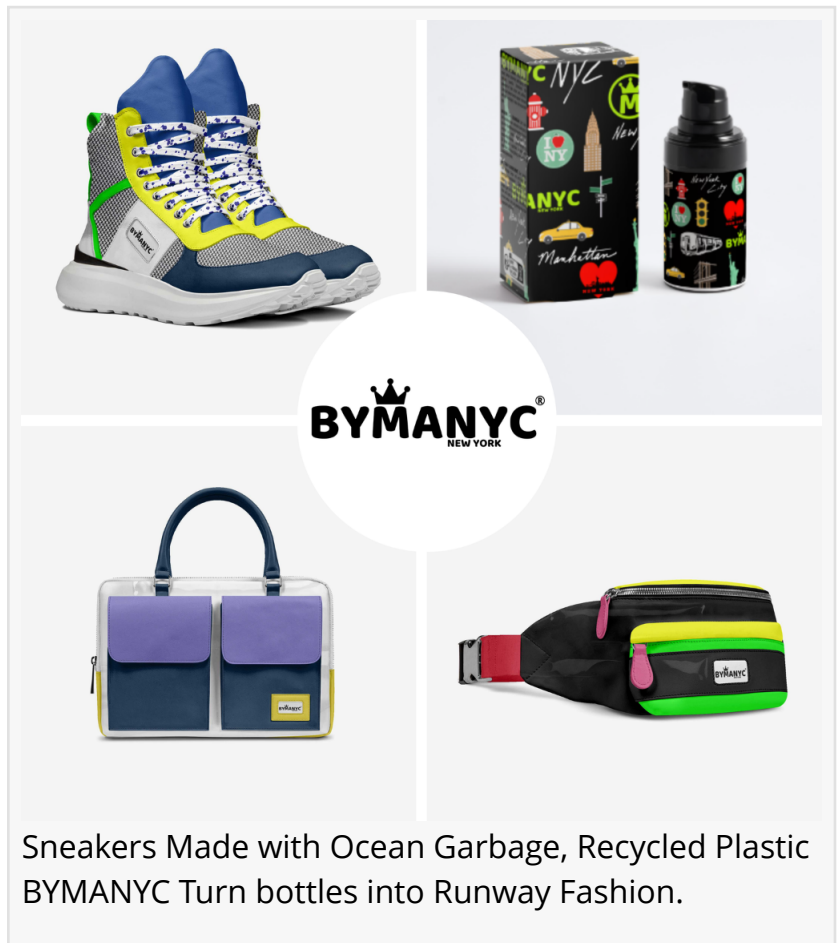


Sneakers Made with Ocean Garbage, Recycled Plastic BYMANYC Turn bottles into Runway Fashion.

BYMANYC turns ocean trash into fashion. A commitment that raises an uncomfortable question: why is the rest of the industry looking the other way?

NEW YORK , NY, UNITED STATES, August 9, 2025 /EINPresswire.com/ -- BYMANYC® New York, a pioneering force revolutionizing the paradigm of luxury fashion, is thrilled to announce a significant expansion and a business model that boldly merges haute couture, ethical production, and sublime craftsmanship. In an industry grappling with the challenge of sustainability, this New York firm not only joins the conversation but leads it, demonstrating through its perseverance that innovative design, exceptional quality, and an unwavering commitment to the planet can coexist to define the future of fashion.



At a time of global change, where consumers are increasingly conscious of the impact of their purchasing decisions, fast fashion and mass production have come under unprecedented scrutiny. Statistics tell a stark story: the textile industry is one of the world's largest polluters, responsible for an estimated 10% of global carbon emissions, a figure that surpasses all international flights and maritime shipping combined. Each year, 92 million tons of textile waste end up in landfills. In this context, BYMANYC® New York emerges as a beacon of hope, offering a real and luxurious alternative to the "throwaway" culture. Its mission is not just to create beautiful products but to educate consumers on the power of conscious choice, making luxury an act of responsibility.

Innovation and Craftsmanship in Every Product

BYMANYC® New York's commitment is manifested in a range of meticulously crafted products, each with a powerful narrative. Its innovative, vegan footwear, handcrafted with recycled ocean plastic, is not just a shoe; it's a manifesto of style and conscience. This approach is bolstered by the burgeoning vegan fashion market, which is projected to reach \$1.096 trillion by 2034, driven by a greater awareness of animal cruelty and environmental impact.

The brand's vision is complemented by a line of ecological and vegan cosmetics that nourish without compromise. Furthermore, its exclusive collection of handmade bags, crafted in Italy with 100% vegan materials, challenges traditional leather goods. Unlike traditional leather, whose production requires vast amounts of water, land, and toxic chemicals for tanning, BYMANYC®'s materials represent an ethical and sustainable choice without sacrificing durability or aesthetics.

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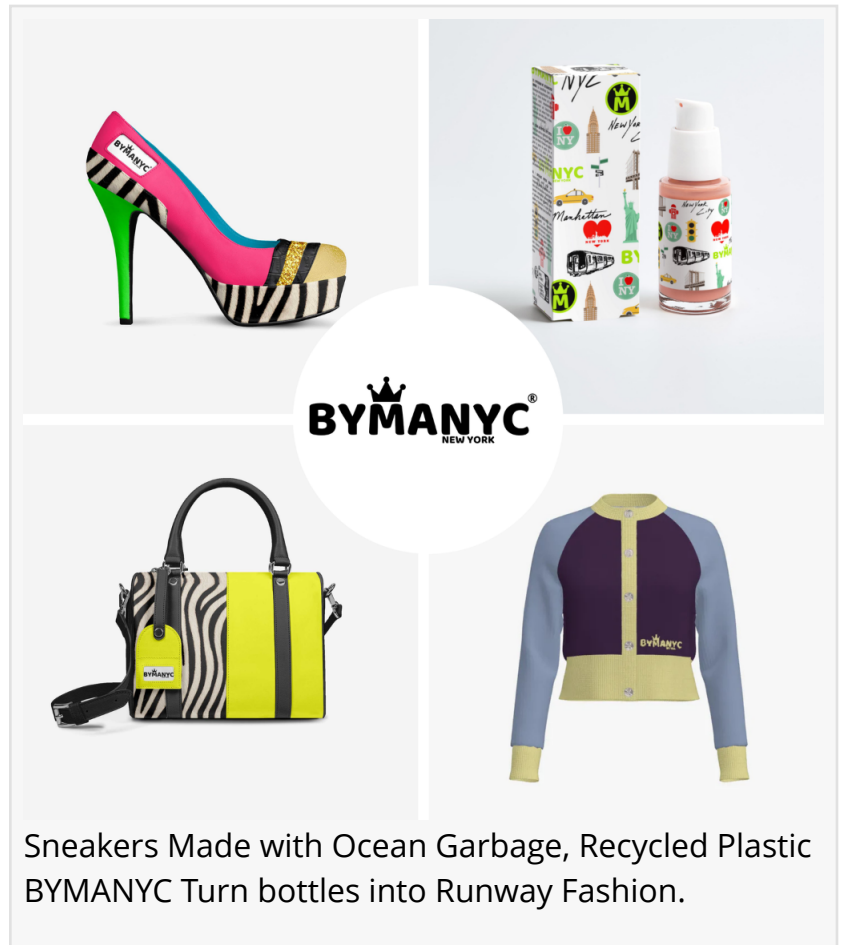
BYMANYC turns ocean trash into fashion. A commitment that raises an uncomfortable question: Is it because of production costs, sheer economic selfishness, or indifference toward the planet?”

BYMANYC® New York

The introduction of high-quality, sustainable recycled cashmere garments with impactful messages is another core pillar of the brand. The most popular one, the New York phrase: "IN NYC I PAY EXTRA FOR THE PRIVILEGE OF BEING IGNORED," creates an ironic effect that, in a city where people are often overlooked, succeeds in attracting all the attention. These garments are not only a fashion statement but also a cultural and social reflection that resonates deeply with the values of the modern consumer.

A Business Model Leading the Sustainable Revolution

The rise of sustainable fashion is not a passing trend but a silent revolution driven by consumers and personalities who seek purpose in every purchase. BYMANYC® New York has managed to connect with this new wave, attracting celebrity fashion icons who not only wear the brand for its avant-garde design but become ambassadors for change, as has been seen across social media



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platforms. This loyalty not only validates the quality and design but is a testament to a future of fashion where respect for the planet is as important as style on the runway.

The business model of [BYMANYC® New York](#) is the essence of its [philosophy](#). With an on-demand manufacturing system, the brand eliminates waste and mass production, ensuring that each product is made only when a customer requests it. This incredibly fast and meticulous process stands in stark contrast to traditional methods that often result in 15% fabric waste. Furthermore, this approach minimizes excess inventory, reducing the carbon footprint associated with unnecessary storage and transportation.



BYMANYC® New York Fashion.

Manufacturing in Europe and the United States ensures sublime quality and an ethical supply chain in each of its creations. This strategic decision not only ensures that products meet the highest standards of craftsmanship but also supports fair labor practices and reduces long-distance shipping, a key contributor to pollution.

With constant growth and a clear mission, the brand is actively seeking new collaborators to expand its footprint and its message of global consciousness. BYMANYC® New York is looking for select boutiques in the United States and strategic partners who share its vision of luxury that doesn't have to harm the planet. Furthermore, the brand has announced the launch of exclusive collections available only in Los Angeles, New York, Paris, London, Milan, and Ibiza, making a clear statement: no matter who you are, the planet and ecological fashion come first. This strategy of exclusivity not only increases desirability for the brand but also reinforces its commitment to conscious, limited production.

[VIEW COLLECTION](#) to discover more about the products and mission of [BYMANYC® New York](#).

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