

Lab-Grown Leather From Living Animal's Cells Launches Kickstarter; Cultivated Biomaterials Aims to Upend Luxury Leather

Biomaterial Breakthrough: This Cow Named Angel Just Changed the Fashion Industry Forever

RALEIGH, NC, UNITED STATES, September 9, 2025 /EINPresswire.com/ -- [Cultivated Biomaterials](#) today announced one of the best Kickstarter campaigns to back in 2025: [Angelry jewelry](#) featuring the world's first cruelty-free luxury jewelry made from lab-grown leather. The Kickstarter campaign launches September 9 with an ambitious funding target and plans to disrupt the sustainable fashion industry. From jewelry and purses to belts and boots, Cultivated Biomaterials envisions creating it all without harming a single animal.



Angel with Engelmayr and a leather pouch created from her skin cells

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*George Engelmayr, Founder,
Cultivated Biomaterials*

“Our cultivated leather jewelry, Angelry, is in essence a biological gemstone,” says Cultivated Biomaterials Founder and biomedical engineer Dr. George Engelmayr. “This is more than just a fashion statement. This is a symbol of progress. Progress for animal welfare, progress for sustainability, and progress for our planet. Through this Kickstarter campaign, we are creating a future where fashion doesn't cost an animal its life.”

Angelry jewelry is a one-of-a-kind scientific breakthrough, made from lab-grown leather that is rarer than diamonds. The leather is grown from the skin cells of Angel, a rescued Black Angus cow who lives peacefully at the picturesque

luxury goods some of the scarcest materials on Earth - there's only one Angel, making every piece irreplaceable.

How it works

The process starts with a small sample of Angel's harmlessly collected skin cells, which Engelmayer grows on plant-based scaffolds made from materials like kapok tree fibers. The cells multiply in bioreactors using animal-free nutrients developed with UK company Multus Biotechnology.

The resulting leather sheets are tanned using natural vegetable processes - no toxic chemicals or synthetic plastics. Some studies estimate that cultivated leather processes are generally expected to use 80% less water, generate 90% fewer emissions, and produce 95% less waste than conventional leather production.

Traditional leather production is facing increased scrutiny over environmental and ethical issues. A square meter of conventional leather generates 110kg of CO2 and involves toxic tanning chemicals, deforestation, and significant water use.

Plant-based leather alternatives often use petroleum-based plastics that take centuries to decompose. In comparison, Engelmayer's lab-grown cultivated leather offers authentic animal leather without sacrificing the animal - what the company calls innovation born of compassion.

Engelmayer brings 25 years of tissue engineering experience, including work growing heart valves and cardiac muscle for medical applications. "The same principles that help us grow tissues for heart surgery apply to growing leather," he explains.

What's in the jewelry line

The jewelry line includes earrings, necklaces, and luxury accessories designed to showcase the cultivated leather's unique properties. Each piece serves as both fashion accessory and proof that cruelty-free luxury accessories are possible.

Cultivated Biomaterials chose jewelry as its first market because it requires smaller quantities of material than bags or shoes, allowing them to perfect the luxury cultivated leather technology before scaling up.

Why it's a Kickstarter campaign

The unique technology and potential for scaling up to produce a cruelty-free leather industry make this one of the most exciting Kickstarter campaigns of 2025, reflecting both the technology's potential and the material's rarity. Rather than seeking traditional venture capital, Cultivated Biomaterials is betting on this jewelry investment opportunity through direct consumer backing.

"This successful Kickstarter connects us with people who understand they're backing one of the

most meaningful Kickstarter campaigns - an opportunity to own something that's never existed on planet Earth before," Engelmayr noted. "Like lab-grown diamonds disrupted traditional jewelry, our exceptionally rare, cruelty-free luxury jewels create an entirely new category. The difference is our material can't be commoditized - there's only one Angel, making each piece impossibly rare."

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Cultivated Biomaterials currently produces leather by hand at laboratory scale, sufficient for jewelry production. The company plans to explore fashion partnerships and expand into other luxury goods categories after the Kickstarter campaign.

Angelry prototypes will be displayed at the UC Davis iCAMP25 Summit September 8-9, and Engelmayr will also present at MIT's Langer Lab seminar September 23.

The Angelry jewelry campaign kicks off September 9, with jewelry pieces available as backer rewards.

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Founded by biomedical engineer Dr. George Engelmayr, Cultivated Biomaterials develops cruelty-free luxury goods through tissue engineering. Based in Raleigh, North Carolina, the company creates luxury cultivated leather without environmental or ethical compromises, representing one of the best Kickstarter campaigns in the sustainable luxury space. The Angelry Kickstarter campaign launches September 9, 2025.

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