



ICT



PRESS RELEASE

GLCC MEMBER ASSOCIATIONS WELCOME THE LEATHER NATURALLY INITIATIVE

At their last meeting in Shanghai, on 30 August, the Global Leather Co-ordinating Committee (GLCC), the Committee invited representatives of Leather Naturally (LN) to present LN's proposed development plan for a unified approach to the global promotion of leather. This was envisaged as a concerted, stand alone project aimed primarily at actively engaging with younger generations - Millennials and "Generation Z."

Following the presentation, the member associations of GLCC – the International Council of Tanners (ICT), International Council of Hides, Skins and leather Traders Associations (ICHSLTA) and the International Union of Leather Technologists and Chemists Societies (IULTCS), have all consulted their own membership, and all three associations have agreed to support this initiative. They have also agreed to encourage all the entities within their respective constituencies to support the project financially where appropriate.

The GLCC member associations all agree that there is an urgent need for the image of leather and the leather producing industry to be positively and actively presented to consumers in general and especially to the younger generations. The LN project seeks to do this, with a special focus on the creation and use of a state of the art multimedia platform to promote leather as a fashion item.

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