



FACT SHEET

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THE PATH TO VEGAN INTERIOR DESIGN

I have been a luxury interior designer for over 16 years. My projects are in the USA and international. My family and I have always loved animals. They are a very important part of our lives. We also do our best to maintain a healthy, optimal lifestyle. We are very active and love nature.

When I discovered the term “dog leather,” it was a pivotal moment for me personally and professionally. China is the leading exporter of leather. Cats, dogs and other animals are sold as “skins,” including cows of course. It changed me, it had a deep effect on me. How could I continue to be such a hypocrite? I live my life trying to be respectful and take care of those without a voice and yet I’m profiting off of their inhumane slaughter? I did a 360 in my business and refused to continue designing spaces with products originating from animals. The more I learned about this horrific, corrupt, unimaginable global industry, the more drive I had to make change within the interior design industry.

Vegan design is not just about saving animals. It’s about putting an end to the inhumane treatment of desperate people forced to work in dangerous, deplorable conditions. It’s about saving the planet. It’s about healthy design and well-being. Animal based textiles and materials such as leather, wool, silk, fur, down and treated woods etc. are laden with poisons and toxins that penetrate our skin. Thankfully, today, consumers are demanding compassionate, healthier alternatives in a majority of industries.

VEGAN DESIGN – THE DEFINITION

A vegan, humane item does not originate from any living creature, is not an animal byproduct and is not tested on animals. Compassionate design offers products, materials and fabrics that do not contain, harm, torture or exploit any conscious living being, human & non, nor harm our planet.

Vegan Alternatives are environmentally friendlier than their animal based counterparts. They rely less heavily on our planet’s resources & produce less toxins and garbage.

Vegan design acknowledges that all species should not be sacrificed or abused for society’s idea of luxury.

THE BOOK “VEGAN INTERIORS – HOME EDITION”

“Vegan Interiors – Home Edition” is a first of a series of books that focuses on the beauty of humane design. The book is filled with stunning images portraying compassionate design as luxurious and healthier for everyone from newborns to seniors and simple to embrace. It provides facts about how many animals, workers, trees etc. are saved in each vegan room or piece of furniture.

There are pages dedicated to the future of textiles. “Growing materials” are fabrics made out of fruits and trees that will be readily available to consumers soon enough. “Vegan Interiors – Home Edition” is a beautiful way to show others through demonstration and education that no living thing, including humans, animals and the planet need sacrificing for beautiful interiors.

THE WORLD IS BECOMING MORE ETHICAL

There is a growing demand from consumers worldwide to put an end to animal testing, animal derived products and healthier alternatives. More than half the world prefers buying products that are ethical. The community of socially conscious & health driven shoppers is only growing stronger, urging more and more businesses to offer vegan alternatives!

Consumers first made the connection about health and ethics with food. Organic, vegan food is now mainstream. Within the past few years, consumers began demanding change in the apparel industry. We are seeing more and more fashion designers such as Versace, Gucci, Michal Kors, Chanel and Tom Ford eliminating fur. The furnishings industry is already under scrutiny thanks to the media and technology. The atrocities can no longer be hidden.

VEGAN LEATHER POPULARITY

The vegan leather industry was \$17.5 billion in 2015 and is expected to rise to \$85 billion in 2025. There is tremendous awareness and education about the massive pollution, destruction and death caused by the global skins and hides industry. Celebrities such as Joaquin Phoenix and Leonardo DiCaprio are a strong presence in ending animal cruelty and environmental destruction.

Faux leathers are beautiful and have the look and feel of real animal skins. They are more durable, plush and repel liquid and dirt.

VEGAN DESIGN NOT JUST FOR VEGANS

Most of my clients are seeking environments that are healthy. They are not vegans. They don't want the chemicals and toxins associated with animal based items in their spaces. They wish to keep themselves and their families safe and/or they require durability.

A majority of faux alternatives are stronger. They are a great option for commercial spaces and residences with children and pets.

Vegan design is also ideal for people with sensory sensitivities, such as children with Autism. Typical those in the spectrum of Autism are very sensitive to smell and touch. Animal based materials and furniture have strong odors and can be very aggravating to someone with sensory issues.

Vegans themselves seek my services out of ethics.

MIXING VEGAN DÉCOR WITH NON

If a client is seeking our services to fill in existing furnished spaces, we will mix in humane furniture and décor with the original pieces or if needed, reupholster client's furniture. Recycling is a very big part of compassionate design.

TOXIC FURNITURE

Animal based products such as fur, crocodile, down, leather and wool leave a tremendous negative impact on the environment. The pollution created by cows and the tanning of the skins, for example, is one on of the most dangerous pollutants globally. The methane produced by the cows, the feces running in to rivers and local waters, the amount of land destroyed to grow feed for the cows is devastating.

The tanning process is an entirely different nightmare. The average tannery worker in India dies by the age of 50. The workers stand barefoot in pools of chromium and other poisonous chemicals to treat the hides. It's barbaric, unnecessary and making us sick.

Tropical woods are also killing the planet, people and animals. They are destroying the forests and jungles, abusing children and adult laborers and killing animals. 150 species go extinct daily. Any furniture or decor originating from animals and nature, have a negative, horrific impact on all species and the planet.

HUMANE BEDROOMS

I believe the easiest space to start with vegan décor is the bedroom. Over half of Americans have an illness including allergies and asthma. Traditional bedding such as down pillows, silk comforters and wool blankets are filled with dust, mites and soaked in chemicals. We spend 1/3 of our life in bed and we are surrounding ourselves with poisons and materials that can trigger illness or make our existing issues worse.

Faux bedding alternatives are beautiful, plush and incredibly comfortable

VEGANDESIGN.ORG

I founded an online platform called VeganDesign.org out of demand from designers all over the world. They wanted to learn about vegan design. They were responding to the ethical needs of their customers. The platform initially offered an accredited VeganDesign.Org Certification Training.

In a very short time, VeganDesign.org has grown in to an online membership based community made up of companies, small and large from all over the world. We provide continual education, a badge for display, tools & marketing to help our members grow and stand out. We are a very strong, connected business community seeking to reach the compassionate audience.

WHERE TO SHOP VEGAN

It is definitely getting easier to find affordable vegan furniture. Though, consumers must be educated. They can easily be fooled into believing that if the sofa is made with a faux silk for example, that it's vegan. However, chances are that the cushions beneath the faux silk fabric are filled with down and wrapped in wool.

We have a library of "ready-made" vegan furniture and décor for clients where "custom" is not an option. There are also many options with large online retailers such as Wayfair and IKEA. There are also many smaller companies that are completely vegan. They can be found online.

We also have an online shop on VeganDesign.org for our audience to find vegan furniture on their own that is very affordable.

Our custom furniture line, Arthur Avenue, is vegan luxury.

GROWING MATERIALS

Amazing new faux alternatives are in the making. The industry name is Biofabrication and it's our future. "Growing" materials made from fruits, vegetables and fungi are being developed to replace animal based materials. They're being developed in labs throughout the world. The race is on and It's fascinating. Piñatex for example, is a fabric being sold as a leather alternative and it's made from the leaves of the pineapple.

THE FUTURE

Consumer behavior is showing this is not a trend. It is a movement and it's only growing stronger. Wellness and optimal health are what consumers are seeking, at all income levels. High end condos are now creating wellness spaces within their buildings. Fast food restaurants are now offering vegan options. Healthy, clean and toxic free is the new norm.

Technology has given us power to see behind the closed doors. No mother wishes to put her baby in a crib at night, now with the knowledge that the sheets are soaked in chemicals that could cause her baby to get sick.

The unimaginable and horrific methods for creating furnishings for the interior design industry, if continued, will create more sickness and devastation with every generation. The world is smarter, more compassionate and are now demanding transparency. The writing is on the walls. If we don't make change, the ramifications are deadly. The world is in crisis.