

Muirhead lifts curtain on 2023 design directions for aviation leather



Muirhead's ReWILDing collection reflects the natural beauty that surrounds the company's offices, as well the latest trends in aviation leather

[Muirhead](#) has unveiled its newest design directions for aviation leather, inspired by the firm's Scottish provenance and unwavering commitment to sustainability and circularity.

The new conceptual collection, which revolves around the theme "ReWILDing", highlights sustainability, technology, and biophilic design principles for aviation leather, amongst other trends.

The designs are based on extensive industry insights from market intelligence agencies and draw inspiration from cross-industry material and fashion developments.

"Every day, our in-house design experts work closely with airlines and manufacturers to co-create the perfect leather for their needs. To guide them through this process, we offer fresh insight around the latest cross-industry design and material trends, and translate these into conceptual designs to further inspire, challenge, and excite our customers," said Debra Choong, Design Manager at Muirhead and the [Scottish Leather Group](#), in an April 3 statement.

"At its core, ReWILDing is about restoring natural ecosystems with the reintroduction of native species. We have further distilled this into three new design directions, which respond to the challenges of the 21st century, ensuring our valued customers can stay ahead of the curve and that the designs we create today remain relevant for the next decade."

The three designs are:

Mountains & Moorlands. With romantic undertones conveyed through a hazy colour palette of ethereal hues and pigments, this holistic approach promotes healing, connection, and creativity. Designed for a world where health and well-being are paramount, it invokes a sense of relaxation and offers an escape from the everyday, by blending reality with the imaginary.

Wetlands. This direction draws inspiration from the principles of biomimicry to tell a story of balance and contrast. Its earthly, grounded tones evoke an earth-bound narrative, which neatly captures the growing interest in natural products and highlights the traditional craft of upcycling rawhides, a natural by-product of the food industry, into aesthetic and durable materials.

Grasslands. With a highly energised palette and dynamic contrast, this direction is inspired by the weird and wonderful aspects of nature. The nuanced brights represent recycled and reclaimed materials, challenging the waste culture and encouraging visible rejuvenation. The mood is lively and bold, embracing change and transformation, while the use of natural hues promotes a sense of grounding and connection with the environment.

The theme will take centre stage on Muirhead's stand (6E95) at [Aircraft Interiors Expo](#) (AIX) in Hamburg this year, as part of its interactive Design Garden studio, an interactive, multisensory experience, designed to showcase the lifecycle of the lowest carbon leather and its effect on the design process, from raw materials to end-of-life recycling.