



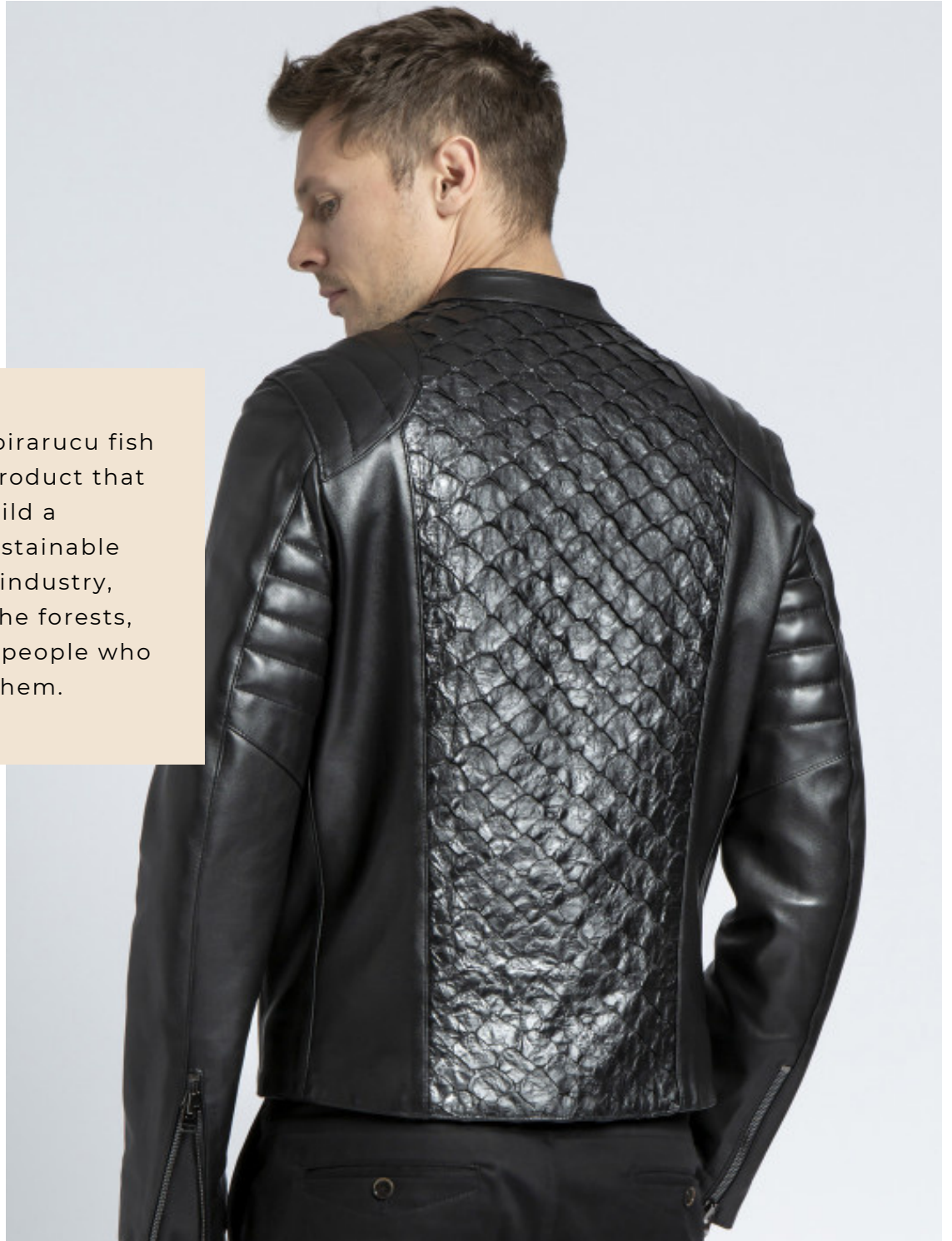
# MEET

## *Pirarucu*

Leather

# PIRARUCU IS LIFE IS ENVIRONMENTAL PRESERVATION ZERO DEFORESTATION

The skin of pirarucu fish is a luxury product that is able to build a complete sustainable cycle in the industry, protecting the forests, wildlife and people who depend on them.







Rick Owens for Rihanna

VOGUE

**NK NOVA KAERU**  
exotic sustainable bioleathers



At Nova Kaeru, all fish skins are processed from food industry waste and regulated by the Brazilian Institute for the Environment and Renewable Natural Resources (IBAMA), by tracking products from suppliers that maintain sanitary standards international and welfare practices, helping to protect fishers / breeders, families and nature.

Pirarucu, known as the "Amazon Giant", is a freshwater fish native to the Brazilian Amazon. Thousands of families in the region have survival linked to their capture and conservation. The use of its skin to produce leather in a sustainable way by Nova Kaeru, contributes to the preservation of the species and the increase of the income of indigenous and riverside community, guaranteeing a better quality of life for their families and local communities.



GLOBAL GREEN



From shoes to handbags, from garments to upholstery. The skin of this giant Amazonian fish can provide such soft and resilient material.

The colors, shapes, textures and patterns of materials originated from nature will always be timeless. Through time this product acquire the touch and unique beauty that only a biological product can posses.





## Contact for further information

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