

# leather

INTERNATIONAL

## Founder of Chicurela proves green is the new black

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Laura Chicurel, founder of Chicurela, a company that specialises in the development and commercialisation of eco-friendly salmon-skin products, has been selected as European Laureate of this year's prestigious Cartier Women's initiative awards.

Chicurel stated: 'I'm thrilled to be among the winners of the Cartier Women's Initiative Awards. Climate change is one of the most critical global challenges of our time and responsible companies need to prioritise the environment in their strategy and day-to-day activities. Through Chicurela, I want to demonstrate that it's possible to be economically successful while also being environmentally friendly.'

From among 400 applicants, one female entrepreneur from each region (Africa, Asia, Europe, Latin America, North America) received a Cartier trophy, a cash award of US\$20,000, and will benefit from a year's coaching from Cartier, McKinsey & Co., and INSEAD Business School. The awards ceremony was held at the Women's Forum for the Economy and Society in Deauville, France. Winners were selected by an international jury of entrepreneurs and members of the business community for the creativity, sustainability and social impact of their start-up projects.



Laura Chicurel

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