

SHOES

VEGAN SHOE BRAND MINK SELLS 10,000 PAIRS IN 2018

Sales of the brand's vegan Louboutin-style shoes increased dramatically since 2006, and it now caters to celebrity clients such as Miley Cyrus.

by ANNA STAROSTINETSKAYA



California-based vegan shoe company [MINK](#) sold an estimated 10,000 pairs of vegan shoes thus far in 2018—up from just 740 pairs in 2006. MINK's collections are crafted from animal-free materials in Italy in the same factories used by brands Gucci and Dolce & Gabbana. "The growth in vegan fashion is very important to me," MINK founder Rebecca Mink told VegNews. "I did not start MINK in the year 2000 just to provide fabulous shoes. The reason I fought every day to bring luxury vegan fashion to clients globally is because I stayed focused on our mission to liberate animals from becoming fashion items." MINK is a favorite brand of musician [Miley Cyrus](#), who recently wore a custom-made pair of the brand's black stilettos adorned with a gold cross heel to the fashion-forward Met Gala, where she promoted veganism in fashion during a red-carpet interview with Vogue. "I stand strong that leather products are not better than MINK's Italian vegan alternatives," Mink said. The brand also collaborated with vegan beauty mogul Kat Von D to help create her forthcoming [Von D Shoes](#) brand that will feature 28 unisex vegan shoe styles.