

Fashion Transformation

Inside Out launches sustainability-focused fashion division

Investor Suzy Amis Cameron's new venture is expanding into fashion with a clear sustainability focus and a growing relevance for the Nordic market.



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Inside Out LLC, a new holding company founded by environmental advocate Suzy Amis Cameron, has officially launched with six business verticals focused on sustainable innovation—including fashion, textiles, and home. With the acquisition of Italian agency WRÅD and the appointment of its co-founder Matteo Ward as CEO of Inside Out Fashion Textiles & Home, the company is expanding its efforts in responsible design and development.

The initiative could be of particular interest in the Nordic region, where sustainability in fashion is a key priority and consumers, investors, and brands increasingly demand transparency, traceability, and low-impact production. Inside Out's investments include Sheep Inc., a UK-based knitwear brand with a carbon-negative supply chain, and Rubisco, a natural fiber innovator based in New Zealand.

– Inside Out is more than a company; it's a movement to reimagine how business interacts with the planet and its people, said Suzy Amis Cameron, Founder and CEO. We're setting a bold new standard where profit aligns with purpose, and innovation drives restoration.

Inside Out Fashion Textiles & Home will operate across four key areas—education, media, brand incubation, and consulting—building on WRÅD's existing partnerships with international brands and institutions. The company is part of a broader Inside Out strategy to invest in ecologically responsible solutions across multiple sectors, including food, wellness, media, and education.

– Ten years after our first project in 2015, I am proud and excited to now see WRÅD becoming part of Inside Out, said Ward. This move enables us to amplify our impact and create value alongside an incredible group of people and organizations worldwide.

The initiative is supported by a global leadership team including Erik Stangvik, who has previous ties to the Nordic region through fundraising work with the National Nordic Museum. This, along with Inside Out's emphasis on circular design, social equity, and cross-sector innovation, aligns well with the values of many Nordic fashion and textile companies.