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FASHION / FASHION SCOOPS

Suzy Amis Cameron Launches Inside Out LLC

The environmentalist and advocate has invested \$65 million of her own money into the venture.

By [ROSEMARY FEITELBERG](#)  MARCH 11, 2025, 5:42PM



Paloma Garcia-Lee, Suzy Amis Cameron and Zoe Saldana attend the RCGD Global pre-Oscars event at SmogShoppe in March of 2022. GETTY IMAGES FOR RCGD GLOBAL

The environmentalist and start-up specialist Suzy Amis Cameron has unveiled Inside Out LLC, a global holding company that serves up ecological and ethical solutions for six sectors.

In the process of raising \$300 million, IO's founder and chief executive officer Amis Cameron has invested \$65 million of her own money. Operating under the mantra of "Business for the Environment," IO aims to have more companies to consider how their businesses affect the planet and people. IO aims to blend pioneering science, **technology** and education to balance commercial success with significant environmental and social impact. Her many endeavors include having launched the One Meal a Day for the Planet movement, the Red Carpet Green Dress initiative and the MUSE Global School.

Amis Cameron has also had a hand in award-winning documentaries such as having been an executive producer of "The Game Changers" about world-class athletes, who depend on plant-based diets.

For more than two years Amis Cameron has been creating an international team in different parts of the world for IO's six verticals – IO Science, Research and Technology; IO Fashion, Textiles and Home; IO Global **Food** Production; IO Education; IO Media, and IO Wellness.

IO Science Research and **Technology** will involve partnering and investing in leading institutions like the Massachusetts Institute of Technology. IO FTH will be headed up by CEO Matteo Ward, who is also the founder of the consulting agency WRAD, which is one of the companies that Amis Cameron's IO has quietly been acquiring. IO FTH will focus on responsible design. IO GFP will develop plant-based **food** and beverage products that nourish people, restore the land, and sustain communities.

The company's education arm is anchored by MUSE Global School in Calabasas, Calif., which Amis Cameron created. And IO Media will strive to produce thought-provoking content that encourages viewers to help shape a sustainable future. And IO Wellness will deliver science-led solutions for health and wellness.

Erik Stangvik has joined IO as managing director and will be based in New York. His 30 years of experience includes having once owned and operated The Body Shop franchises throughout the U.S. At one time, he also owned Furla stores on the West Coast. Another key new hire is the former Deloitte partner Blair Knippel, who has signed up as IO's executive vice president and chief financial officer.

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