

PRESS RELEASE

Circular textile - ready to market! Amsterdam, 15th February 2019

New clothes of good quality can be made from recycled textiles. That has been shown in nine pilot projects within the ECAP project (European Clothing Action Plan). At the "Circular Textiles – Ready to market" event on 15 February in CIRCL Amsterdam results and lessons learned will be presented.

In the past three years nine fashion brands and workwear suppliers have experimented with the use of recycled fibres. The companies were Schijvens corporate fashion, Havep, Moodstreet, JBC, Blycolin textile service, WE-Fashion, ASOS, Tricorp and Suitsupply. They will show that beautiful products can be made with recycled textile fibres and that these are commercially viable.

For example, Dutch child fashion brand Moodstreet experimented with recycled polyester in its coats collection. For next season they will continue this and their use of recycled polyester will increase ten times. Schijvens Corporate Fashion produces workwear for Dutch companies. The ambition is to make their production completely circular. According to Managing Director Shirley Schijvens there is no way back and the demand for circular textiles is increasing strongly. Belgian brand JBC paid attention to the design of jeans. In the design recycling at end-of life is considered for example by placing the trouser pockets higher in the design. These are just a few examples of clothing companies leading the way. The pilots also showed that there are still some challenges to be solved before the use of recycled textiles fibres in new garments can become common practice. For instance collection of used clothes and innovation in coatings are needed. Also design and rules and legislation need improvement. However, the pilots prove it is possible to work with recycled textiles.

The nine pilots have been funded by the EU LIFE program ECAP. This multi-stakeholder project has been designed to cut the environmental impact across the clothing supply chain and generating value for business through collaboration, measuring and sharing best practice. It involves partner organisations across Europe.

If you like to learn about the project, follow the link <http://www.ecap.eu.com/circular-textiles-ready-to-market/>



Remark for the editor

The Circular Textiles Ready to Market event is part of ECAP: www.ecap.eu.com. The Dutch partner Rijkswaterstaat, waste circular team organizes the event in Amsterdam. If you like to receive additional information, please contact Hanneke op den Brouw of Rijkswaterstaat, hanneke.opden.brouw@rws.nl +31(0)6 53 92 80 18