

# Fibre to fibre recycling of textiles

## Moodstreet



**Company:** MOODSTREET

**Product or service:** Children's clothing

**Pilot:** From waste to wonderful



### Key facts:

- Development of sample jersey collection for girls (Darlin) and boys (Fellow), denims and jackets. Only jackets of 100% polyester were taken into production
- Polyester fabric of jackets: 43% post-consumer and 57% virgin polyester made in China
- Production of an educational film to tell the story of sustainability and recycling to children
- The chemical recycling of postconsumer polyester in this pilot achieved positive environmental impact. An indication of the savings compared to virgin polyester is:
  - Energy savings: 5,911 kWh (17%)
  - CO2 reduction: 77 kg (22%)
  - No water savings due to recycling of polyester
- In 2018 and estimated 0.55 tonnes of textile waste were reused and saved from incineration or landfill.

### Key findings:

- Working with many styles in small volumes is a challenge because of minimum order quantities for recycled fabric.
- Post-consumer recycled polyester from textiles is of great quality and can easily replace virgin.
- Sales force needs to learn how to sell garments by telling a story.

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## Overview of the company

### Intro

Moodstreet is one of the sixteen children's clothing brands of the JOLO Fashion Group, a Dutch company formed in 1976. The JOLO brands design and produce full children's collections with a different look and feel. JOLO has a strong position in the European market and beyond. The collections of the brand Moodstreet are inspired by travels to exciting places, meeting different cultures, exploring nature and cities. The brand targets children between 0-14 years – divided into 3 different age groups.

### Mission and vision

Moodstreet works with a concept, a story. Mood and Street. The child can be who it is and where it is. Anywhere in the world. There is also a link with sustainability: what happens in the world around you and what is the impact of clothing production on social and environmental issues. As a brand, you have to take on your responsibility.

### Cooperation with suppliers and other stakeholders

JOLO started in early 2016 with a sustainability programme for all its brands, facilitated by experts in the field of sustainability. The CSR policy of JOLO covers three pillars:

1. Social supply chain
2. Sustainable materials and processes
3. Innovative solutions

For Moodstreet as a brand of JOLO Fashion Group, sustainability represents a positive agenda for the future. New business development and innovative techniques are actively encouraged. Moodstreet stands for developing and maintaining long-term relations with its direct suppliers, jointly taking steps towards a more sustainable supply chain.

## Why ECAP?

ECAP – the European Clothing action plan – is a project part funded by the EU LIFE programme. The project aims to achieve waste prevention, a reduction in water and energy use and a reduction in CO2 emissions in the textile chain. ECAP uses fibre to fibre pilots to support businesses in their commitment to circular textiles and a reduction in the use of virgin materials. The pilots are intended to develop knowledge and insight into the use of recycled textile material in new clothing. ECAP made it possible for Moodstreet to investigate the possibilities of recycled materials as part of the sustainable materials strategy.

### Recycling of post-consumer textiles

Moodstreet aims to use the ECAP project to learn about three different post-consumer recycled textile materials and make this a part of the Summer and Winter collections of 2018: polyester for coats/jackets and cotton for jerseys and denims. The focus will be on finding the right suppliers and designing the garments in such a way that Moodstreet's customers (retailers) and consumers (end users) become enthusiastic about the proposition.

“Children are the future and as a children's brand we want to make it a bright one”

Evelien Vlasblom, founder of Moodstreet

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Project supported by LIFE funding

## What we did

The aim of Moodstreet is to join the ECAP pilot for the brand in such a way that the results of the project can be beneficial for all JOLO Fashion brands. The knowledge gained from the project will be incorporated in the overall sustainability programme for the whole group, which ensures that designers, brand managers and sales staff of all brands will be able to acquire this knowledge and incorporate it in their collections. The sustainability expert who facilitates the programme for the whole group will also be part of the ECAP project, in order to ensure knowledge transfer.

The ECAP pilot was launched at the start of 2017 and was completed at the end of November 2018. The following activities were performed:

### Selection of products

Moodstreet aimed to use the ECAP project to learn about three different recycled materials: coats and jackets with recycled polyester content; jerseys with recycled cotton content and denims with recycled cotton content.

### Engage Supply chain partners

Moodstreet normally contracts suppliers in China who make ready-made clothing. The pilot required the company itself to work with yarns, dyeing, and making fabrics. This required additional expertise and time, which does not really fit within the business model. A supplier was found in China for recycled polyester. The Chinese purchasing office of Jolo supervised this process. For the yarns for jerseys and denims, Moodstreet worked with Remo to find parties who were prepared to produce small volumes.

### Development of yarn and fabric with recycled content

For the jerseys, the most important question was to what extent the small quantities that Moodstreet required were acceptable to the suppliers. The solution was an uncoloured yarn that would be dyed with garment dye paint following the making. The company's CMT supplier in Portugal was able to deliver this. However, the purchase price of the supplier in Portugal turned out to be far higher than normal. For the denims, Italdenim in Turkey seemed to be able to supply the right quality and quantity. They agreed on smaller quantities because this is also a way for them to display this material in the market.

## Engaging clients

The programme was presented to retailers as a complete collection with “never out of stock” denims, the jackets were presented as a showpiece and the jerseys were presented to make for a full programme. This makes it easier for the sales department to present a clear story to the customer. Unfortunately, no part of the developed collection was ordered in quantities sufficient for production. The trend is that consumers buy cheap clothes. This means that retailers pay particular attention to “style and price”. This is why it was decided to change the strategy and to include recycled content in a normal collection that runs well. Two styles from the jackets collection were selected for this. The presentation did not have a particular focus on recycled content.

## Communication

Moodstreet organised an in depth conversation with some major customers (retailers) to understand where they stand on the topic of sustainability. During these conversations, we used a simple presentation to explain the process of working with recycled fibres. During these conversations the feedback was positive.

In order to further support the sales team, Moodstreet decided to have a film produced to tell the story of sustainability and recycling to children. This could help retailers to understand and to provide supporting materials in store and online. [www.moodstreet.nl/sustainability](http://www.moodstreet.nl/sustainability)

The film is not yet used on scale because the jackets that were introduced on the market were part of normal collections. We have decided to keep the film available for future developments in order to be able to have a successful launch with it.



Tip :  
Why not take  
the first step?

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## Challenges

- Small volumes in connection with children's clothing
- Certification of small sewing workshops
- Sourcing strategy, ready-made garments are procured normally speaking
- Little knowledge of and focus on sustainability among retailers who are customers

Moodstreet can only manufacture sustainable and circular children's wear if clients (retailers) want to purchase clothing with recycled content. Moreover the consumers as the clients of the retailers need to have a demand for sustainable and circular clothing.

## Results and impact

- Development of a special collection of denims, jackets and jerseys
- Decision to continue with jackets using post-consumer polyester
- Because of the minimum order quantity of 3,000 meters of fabric, Moodstreet engaged with another JOLO Fashion Brand (LCEE) in order to use a larger part of the ordered fabric.
- Production of 4 styles jackets, 2 for Moodstreet and 2 for LCEE.
- Developed jackets are made from fabric with 43% content of recycled polyester from post-consumer textiles.
- Production of a film to inform parents and children about sustainability and recycling.

Fabric consumption	product	number	Total rPet Weight kg
43% post-consumer Recycled polyester	jackets, 4 styles	1,984	544

Indication of environmental savings  
(Source: REMO except for the waste figure)

	Per kg	Total ECAP pilot	
Water	0	0	litres
CO2	0.14	77.6	kg
Energy	10.66	5,911	KWh
Waste	0.28	155	kg post-consumer textiles

## Business case

- For a small brand, the small volume appears to be an obstacle to finding a supplier who can deliver recycled cotton jerseys and denims at the right price.
- Production with yarns and fabrics with recycled content requires an effort to purchase those materials. There is no room for this in the current business model.
- Sustainable and circular requires a different sales strategy and perhaps even different sales channels.

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## Next steps - long-term strategy of the company

Discussion in JOLO Fashion Group around building a specific brand around sustainability. Several lessons of the pilot will need to be incorporated in future plans: sales strategies, engagement of customers and cooperation with other Jolo brands.

“Circular clothing requires a new sales strategy. It is a crucial factor to which we are going to devote more attention.”

Evelien Vlasblom, founder of Moodstreet

## Success factors

- Management is strongly committed to sustainability
- Procurement in China where the majority of clothing is produced
- Creativity in solving problems and looking for a positive approach (e.g. happiness and quality of life)
- Knowledge of sustainability and cooperation with parties who have experience in recycling
- Ambition and taking responsibility to really do it
- Distinctive character of sustainability because little attention is paid to it in the children's clothing market.

## Lessons learned

- It was a great learning process to understand each step in the process, which was different from the usual buying of ready-made garments.
- Working with many styles in small volumes is a challenge because of minimum order quantities for recycled fabric.
- As a small brand, it is important to work together with others to reach minimum order volumes and to learn from each other.
- Taking time to experiment with sample collections was important to get feedback from our customers, the retailers.
- Designing specifically for the project did not work. It was better to produce a garment that was already sold in recycled material.
- Post-consumer recycled polyester is of great quality and can easily replace virgin. The price is a bit higher, but the story is much better.
- Sales force needs to learn how to sell garments with a story.
- Retailers like the idea, but have difficulty translating sustainability into an appealing story for consumers.
- Sourcing recycled fabric in the country where the garment is made helps to simplify the process.



Tip:  
Make it fun  
and positive!  
Both for  
collages,  
suppliers  
and  
customers!

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ECAP is €3.6 million EU LIFE funded project which aims to reduce clothing waste across Europe and embed a circular economy approach.

## ECAP mission

Cutting the environmental impact of clothing across the supply chain. Generating value for business through collaboration, measuring and sharing best practice

### Disclaimer

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Case studies were generated as a result of pilots carried out for ECAP by the Ministry of Infrastructure and Water Management (rijkswaterstaat) and the specified organisations from 2016 to 2018.

