



New Cotton Project Launches Exhibit Installation at the Fashion for Good Museum, Celebrating the Successful Launch of First Garments to be Produced Through Potential Large-scale Circular Ecosystem

- The New Cotton Project marks a key milestone with the launch of an exhibit installation in the Fashion for Good Innovation Lounge.
- The installation celebrates the recent launch of adidas and H&M Group's garments produced through the consortium, which are the first to be produced through the demonstration of a potential circular ecosystem.
- Aalto University releases an overview white paper on Circular Business Models and the New Cotton Project Ecosystem's Blueprint, sharing accessible insights and analysis from the project.

7th October 2022, Amsterdam - The EU-funded New Cotton Project marks an important milestone with the launch of an installation charting the processes and progress of the project at the Fashion for Good Museum in Amsterdam. The installation celebrates the recent launch of the consortium's garments produced by adidas and H&M Group, which are the first to be produced through the demonstration of a potential circular ecosystem of this scale. The launch also coincides with the release of two additional white papers produced by Aalto University, exploring circular business models and sharing an overview of the New Cotton ecosystem blueprint.

It is currently estimated that only 2% of post-consumer textiles are diverted to fibre-to-fibre recycling*. The fashion industry urgently needs scalable solutions, yet the creation of circular materials to decrease dependency on virgin material has historically proven challenging, with a truckload of textiles being landfilled or burned every second. Although there have been many pilot schemes, no organisation has been able to address the problem alone. The New Cotton Project launched in answer to this challenge, aiming to demonstrate a potential blueprint for commercial circular garment production, and a new more sustainable way of working for the fashion industry.

The newly revealed adidas by Stella McCartney Sportswear Tracksuit Viscose (Gender Neutral) and H&M Group's utilitarian jacket and trousers, are therefore not just beautiful pieces of clothing created using a new, high-quality Infinna™ fibre created from post-consumer end-of-use textiles: they are a demonstration of the potential of a circular garment eco-system, and highlights the industry's ability to move from a linear to a circular model of production.

Current data suggests up to a quarter of European post-consumer textiles could become textile-to-textile recycling feedstocks in the future. This includes the 494,000 tonnes of low-value post-consumer textiles identified in the recent Sorting for Circularity report as readily available for fibre-to-fibre recycling. An estimate of how much is likely to be a fit for Infinna™ technology will be available later on in the project.

Illustrating the journey of the New Cotton Project for a public audience, the new installation charts the processes and progress of the consortium in the run up to the release of the garments. Visitors will be able to learn more about the consortium through a multi-media display, including details of the Infinited Fiber Company and manufacturing process, an animation video explaining the workflows, a visual display of some of the garments and a documentary sharing the experience of the consortium through the voices of the members. The installation will also include a series of white papers produced by Aalto University which reveal further insight into the consortium's experience of demonstrating a potential circular ecosystem within the EU textile industry.

The launch of the garments and the installation marks a two-year point in the three-year project. The final stage of the collaboration will focus on continued data collection, further academic papers from Aalto University and the Life Cycle Assessment, all of which will be shared with the wider industry with the aim of inspiring further circular initiatives in the future.

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For press requests and more information on the New Cotton Project and upcoming activity please contact:

Fashion for Good: Melanie Hughes at newcottonproject@fashionforgood.com

<https://newcottonproject.eu/>

Notes to Editor

*Fashion for Good, Sorting for Circularity Europe Project Report, September 2022.

The New Cotton Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000559.

Access Aalto University whitepaper: [Circular business models in the textile industry: the second New Cotton Project white paper](#)

Access Aalto University whitepaper: https://issuu.com/valitilastudio/docs/new_cotton_booklet

About Aalto University

Aalto University is a community of bold thinkers where science and art meet technology and business. We build a sustainable future by creating novel solutions to major global challenges. We value responsibility, courage, and collaboration.

By merging three leading Finnish universities in 2010, Aalto was founded to work as a societally embedded research university. In a short space of time, we have since become a forerunner in our key areas. We are renowned for our sense of community and culture of entrepreneurship and innovation.

Design research in Aalto University fosters goal-oriented research, imaginative experiments, critical discussion and cross-disciplinary enquiry. We work with businesses, scientists, technologists, sociologists, policymakers, public sector organisations and communities of interest towards a more just and sustainable world.

About adidas

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 61,000 people across the globe and generated sales of €21.2 billion in 2021.

adidas' sustainability mission is to help End Plastic Waste through innovations and partnerships that are focused on rethinking materials, redesigning processes, reducing carbon footprint and driving behavioural change. adidas has set big goals for the coming years: replacing virgin polyester with recycled polyester wherever possible by 2024, (by the end of 2021 already 91% of its polyester was recycled), 15% reduction of value chain GHG emissions per product by 2025, 30% value chain GHG emissions reduction by 2030 and climate neutrality (CO₂e) in the entire value chain by 2050. For more information visit: adidas.com/sustainability.

About Fashion for Good

[Fashion for Good](#) is the global platform for innovation.

At its core is the Global and Asia Innovation Programme that supports disruptive innovators on their journey to scale, providing hands-on project management, access to funding and expertise, and collaborations with brands and manufacturers to accelerate supply chain implementation.

To activate individuals and industry alike, Fashion for Good houses the world's first interactive museum dedicated to sustainable fashion and innovation to inform and empower people from across the world and creates open-source resources to action change.

Fashion for Good's programmes are supported by founding partner Laudes Foundation, co-founder William McDonough and corporate partners adidas, BESTSELLER, C&A, CHANEL, Inditex, Kering, Levi Strauss & Co., Otto Group, Patagonia, PVH Corp., Reformation, Stella McCartney, Target and Zalando, and affiliate and regional partners Arvind Limited, Birla Cellulose, Norrøna, Pangaia, Teijin Frontier, Vivobarefoot, Welspun and W. L. Gore & Associates.

About Frankenhuis

Salomon Frankenhuis started the company Frankenhuis in 1874, in a time where the cotton industry was growing fast in Twente, Holland. Today Frankenhuis BV is a privately owned company, as part of Boer Group which has been collecting, sorting and preparing textiles, worn clothing and shoes for reuse for over 100 years. The entire process, transparent, under one roof with 750 employees sort approximately 112,5 million kg of used textile every year.

Frankenhuis B.V specialises in mechanical recycling of post-consumer textiles. With 30 full time employees, they produce between 6000- 8000 tonnes of fibre per year.

Besides making fibre, Frankenhuis also prepares post-consumer textile streams as feedstock for chemical recycling of textiles. To be able to do so, Frankenhuis “deep-sorts” post-consumer garments and defines the best suited recycling method and prepares the stream for the next step in the recycling process.

About H&M Group

H&M Group is a family of brands, driven by the company’s desire to make great design available to everyone in a sustainable way. H&M Group offers fashion, design and services, that enable people to be inspired and to express their own personal style, making it easier to live in a more circular way. Read more here: <https://hmgroup.com/about-us.html>

H&M Group’s sustainability vision is to lead the change towards a circular and climate positive fashion industry, while being a fair and equal company across its entire value chain. With customers around the world, the company creates large-scale demand for sustainable materials and circular solutions. H&M Group’s long-term approach means supporting innovations and making them scalable while driving increased transparency throughout the value chain.

About Infinited Fiber Company

Infinited Fiber Company is a fashion and textile technology powerhouse on a mission to bring joy and hope back to closets by making circularity an everyday reality. Their breakthrough innovation transforms trashed textiles into Infinna™, a brand-new premium textile fiber that looks and feels like cotton and is just as versatile. Infinna™ is biodegradable, recyclable, and contains no microplastics. Infinited Fiber Company’s technology is flexible and ready to be licensed. While they focus on creating value out of discarded cotton textiles, their technology can also use other cellulose-rich materials – cardboard, paper, wheat straw – to create the same fantastic fiber. Learn more: <https://infinitedfiber.com>

About Inovafil

Inovafil is a spinning mill, located in the north of Portugal, with a manufacturing unit in Vila Nova de Famalicão and headquarters in Guimarães. It produces a wide variety of special blends, both melange and ecru yarns, using conventional ring, open-end and, recently, air-jet spinning technologies. Thanks to its cutting-edge technology, Inovafil can produce natural, artificial and synthetic fibres. In recent years, the market has started to demand more and more specific products, not only in terms of functionality, but also in terms of comfort, safety and environmental

friendliness. To meet these demands, Inovafil invested in innovation by creating a very complete and diverse portfolio. Due to increasing environmental sustainability awareness, Inovafil focuses on sourcing eco-friendly raw materials - fibres resulting from different types of waste; biodegradable fibres; recycled fibres etc. Also, in order to maintain its core values of honesty, transparency and social-environmental responsibility, Inovafil is certified Oeko-Tex® Standard 100, Global Organic Textile Standard (GOTS), Organic Content Standard (OCS), Global Recycled Standard (GRS), Forest Stewardship Council (FSC), Better Cotton Initiative (BCI) and Supima®.

About Kipas Textiles

Kipas Textiles, established in Kahramanmaraş in 1984, with a turnover exceeding \$450 million and 6500 employees, is one of the leading companies in Turkey and its region with an annual production capacity of 80 million metres of fabric, a daily production of 450 tonnes of yarn and over 5 million garments annually.

As one of the most preferred suppliers of the world's leading brands, Kipas Textiles works on the sustainable production of yarns, fabrics and denim with minimum resource usage in water, energy and hazardous discharge. Kipas Textiles is tackling waste and pollution through environmentally friendly production methods and the latest recycling technologies. Committed to making a positive impact in the fashion industry, 60% of Kipas' production is made with sustainable resources. As a company, Kipas contributes to the Sustainable Development Goals in our daily practices and our sustainable production methods are audited regularly. Because of their vertically integrated textile mill, Kipas is one of the largest sustainable yarn, fabric and denim manufacturers and preferred suppliers of the world's leading brands. Kipas Textiles has a wide product range such as upholstery, deco, shirting, sport and casual clothes fabrics, denim and technical textiles.

About REvolve Waste

REvolve specialises in textile waste, recycling and circular materials flows. Recycling alone is not enough, and it's also very clear circularity is impossible without recycling. Therefore, REvolve focuses on delivering the data, insights and systemic developments needed for a rapid transformation of business as usual in the textile industry. Today, REvolve works with companies, nonprofits and consortiums to map textile waste, define the short and mid-term circular opportunities within it and develop networks that effectively (re)cycle textile resources over and over again.

About RISE

RISE is the Swedish research institute and innovation partner for every part of society. Through international collaboration with industry, academia and the public sector, we contribute to a competitive business community and a sustainable society. Our more than 2,700 employees drive and support all types of innovation processes. RISE is an independent, state-owned research institute that offers unique expertise and about a hundred testbeds and demonstration environments for future-proof technologies, products and services. Read more at ri.se

About Tekstina

Tekstina is a leader in the manufacture of sustainable textiles and is a private SME with a workforce of around 75 people. Tekstina operates in one location in Ajdovscina in Slovenia with in-house research and development, design, testing and manufacturing facilities. Production facilities include warping, weaving and finishing plants with highly qualified specialists for dyeing, chemical treatment and finishing. In the last year Tekstina invested in a new printing house with roto-screen and digital printing machinery. The company management system is certified to ISO environment standards and the occupational health and safety norm. Products are certified under the Oeko-Tex Standard 100. Tekstina is the leading supplier of textile solutions for fabrics. Their innovative, customer focused approach ensures that they can design, develop, test and deliver a wide variety of fabrics across Europe to many of the world leading companies.

About Xamk

South-Eastern Finland University of Applied Sciences - Xamk is a higher education institution that profiles as a strong implementer of research, development and innovation (RDI) activities. The goal is to help businesses thrive and to generate new entrepreneurship. In RDI projects the experts find, test and develop new products and services, or conduct research for the needs of businesses and the world of work. In collaboration with the international partners, the experts strive to solve the common challenges of the future.

The RDI focus areas include Digital Economy, Forest, the Environment and Energy, Sustainable Wellbeing and Logistics and Seafaring. These feature national and international top expertise serving the needs of the largest companies in Finland and the export industry. The research cooperation partners include businesses, various organisations and public bodies, universities and universities of applied sciences and research institutes. The primary sources of research and development funding include EU structural funds, other EU and international research programmes, Business Finland, Academy of Finland, together with foundations, businesses and other organisations.

South-Eastern Finland University of Applied Sciences (Xamk) started operating at the beginning of 2017, when Kymenlaakso University of Applied Sciences (Kyamk) and Mikkeli University of Applied Sciences (Mamk) merged. For more information see our website <https://www.xamk.fi/en/rdi/>