

Worn Again

GO FULL CIRCLE

In a world where the constant production of new clothes from virgin materials is wreaking havoc on the environment, Worn Again Technologies plans to bring about radical change with its 'waste not, want not' mantra



Edited by **Jake Pummint**

With textile and plastic waste fast becoming the defining issue facing our planet, sustainability is a word that has been thrown around a lot. But what does it mean to be truly sustainable and how can we realistically do it? Worn Again Technologies may just have the solution we've all been looking for.

Founded in east London in 2005 by Cyndi Rhoades, now the CEO, Worn Again Technologies stands on the brink of creating a product that can substantially reduce textile waste. Rhoades and her world-class team – including social entrepreneur/angel investor Craig Cohon and award-winning scientist Dr Adam Walker – have developed a chemical process that recaptures the raw materials from existing polyester, cotton textiles and plastic bottles and puts them back into supply chains to become new fibres, fabrics and garments all over again. And again. And again.

This circular solution highlights how non-reusable materials should not just have multiple lives. The fashion industry needs to face up to the fact that less than one per cent of textiles are currently recycled, which means that over 50 million tonnes are headed for landfills or

incineration every year. The ground-breaking technology has the potential to revolutionise the textile manufacturing process at its core, establishing a new normal that not only presents alternatives to virgin resources, but makes them credible and affordable enough to compete with them. This means that one per cent of used clothing being recycled could be nearer 80 per cent.

Worn Again Technologies isn't alone in its vision for a circular industry, having established long-standing relationships with H&M and Kering alongside new partnerships with ASICS, Sympatex, Dibella, Himes Corporation and Dhana. These global apparel and textile giants are publicly and meaningfully committed to reducing their environmental impact and have partnered with Worn Again Technologies to deliver on that commitment. Quite simply, they are putting their money where their mouth is.

But there's still a way to go and it has never been more important for pioneering brands and organisations to join Worn Again Technologies and its partners in supporting that vision and making it a global reality. A waste free world is within reach. But we can waste no more time getting there.

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