

New brands sign up for the Jeans Redesign project



More denim brands, including Ateliers & Repairs, FAIRBLUE JEANS, Frank and Guess, have joined the Jeans Redesign guideline project by Make Fashion Circular, the UK-based Ellen MacArthur Foundation announced recently. The foundation also extended the guidelines to allow fabric mills to join the project. The Jeans Redesign project was launched in July this year.

While meeting the other relevant Jeans Redesign guidelines, fabric mills must implement [Zero Discharge Hazardous Chemicals wastewater guidelines](#), including testing and reporting, and produce no more than 0.025 cubic metres of wastewater per yard, according to a press release from the foundation.

Fabric mills which have joined the project include Advance denim mill in China, Artistic Miliners and Soorty in Pakistan and Cone Denim headquartered in the United States.

Participants who joined earlier this year are Arvind Limited, BESTSELLER, Boyish Jeans, C&A, GAP, Hirdaramani, H&M Group, HNST, Kipas, Lee, Mud Jeans, OUTERKNOWN, Reformation, Saitex, [Tommy Hilfiger](#).

More companies joining the Jeans Redesign demonstrates the appetite in the industry for practical solutions that support the transition to a thriving fashion industry, where all our clothes are used for longer, are made from safe and renewable materials, and are made to be made again, the press release added.

The guidelines set out minimum requirements on garment durability, material health, recyclability and traceability, and are based on the principles of a [circular economy](#). The jeans made in line with these guidelines will last longer, be easily recycled, and made in a way that is better for the environment and the health of the garment workers. The first pairs of the redesigned jeans will be on sale in Autumn 2020.

Link

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