

# Worn Again



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"If we could find a way of making new clothes from end of use clothing, rather than from virgin resources, why wouldn't we?"

Worn Again has a unique trail-blazing heritage. Starting with footwear made from recycled materials in 2005, we have continuously sought out bigger, better solutions to the challenges of textile waste. This led us from footwear into the "upcycling" of corporate textiles, turning waste materials like end of use uniforms into desirable products such as hand bags from Virgin Atlantic airline seat covers and Train Manager's bags for Eurostar's staff. The company has worked on a number ground-breaking products and projects with other global brands, including Virgin Balloon Flights, Marks and Spencer and McDonald's. But this still wasn't enough by itself. It became clear there was a better way to design out textile waste and design in "closed loop" solutions. The team is currently engaged in full time development of a circular recycling technology for the textile and clothing industry, working closely with its development partners, H&M and Kering Group's Sports & Lifestyle brand Puma. Product becomes system. Worn Again is developing a chemical textile to textile recycling technology that will enable end of use clothes and textiles to be collected, processed and made back into new yarn, textiles and clothes again and again. Collaborative. Systematic. Fair. Business as usual is not an option. Transformative business models and attitudes are required to turn the problem of textile waste into an opportunity and solution. Worn Again is working collaboratively with pioneering partners across the global textile industry to achieve the shared goal of creating circular supply chains for textiles through collaboration and new technologies.

