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Industry leaders join forces to Make Fashion Circular

COPENHAGEN, May 16, 2018

- **Burberry Group plc; Gap Inc.; H&M; HSBC; NIKE, Inc.; and Stella McCartney** announced as Core Partners of the Ellen MacArthur Foundation's Make Fashion Circular initiative
- Made possible by **C&A Foundation and Walmart Foundation**, the initiative will develop solutions to some of the biggest issues faced by the fashion industry
- A circular economy for fashion that phases out harmful materials and keeps clothes in use can unlock a USD 560 billion economic opportunity
- Actors from across the fashion industry will work to realise the vision

Some of the biggest names in fashion are joining forces to create a thriving industry based on the principles of a circular economy.

As core partners of Make Fashion Circular, **Burberry Group plc; Gap Inc.; H&M; HSBC, NIKE, Inc.; and Stella McCartney**, will work with the Ellen MacArthur Foundation to radically redesign the fashion industry. Together they will deliver the solutions needed to meet the changing demands and expectations of society, and address the issues that have seen the fashion industry become one of the most polluting and wasteful operating today. The initiative was made possible with the support of **C&A Foundation and Walmart Foundation**.

A further 16 stakeholders, including city authorities, fashion producers, designers, and brands have joined the initiative as participants. The group will help drive momentum towards the vision for a circular economy for fashion, first set out in the Ellen MacArthur Foundation's 2017 report '*A new textiles economy: Redesigning fashion's future*'.

Participants of the Make Fashion Circular initiative will unite behind three key principles to create a system that delivers benefits for citizens, the environment, and businesses:

1. Business models that keep clothes in use
2. Materials that are renewable and safe
3. Solutions that turn used clothes into new clothes.

DuPont Biomaterials, Fung Group, Hallotex, I:Collect, Inditex, Kering, Lenzing Group, London Waste and Recycling Board, Nanushka, Primark, RadiciGroup, Solvay, Texaid, Tintex Textiles, VF Corporation, W.L. Gore and Associates have already signed as participants and others are invited to join.

By working towards this bold new vision, the fashion industry can capture USD 460 billion currently lost due to the underutilisation of clothes. An additional USD 100 billion from clothing that could be used, but is currently lost to landfill and incineration, can also be captured.



Ellen MacArthur, founder of the Ellen MacArthur Foundation, said: “For the fashion industry to thrive in the future we must replace the take-make-dispose model, which is worn out. We need a circular economy for fashion in which clothes are kept at their highest value and designed from the outset to never end up as waste. By joining forces to Make Fashion Circular we can harness the creativity and innovation that is at the heart of this USD 1.3 trillion industry to create a system that delivers benefits for everyone.”

ENDORSEMENTS

“For the fashion industry to become truly circular, each part of the system must change and every actor must play its role. C&A Foundation understands the power of collaboration, which is why we supported the Circular Fibres Initiative and why we believe Make Fashion Circular is so crucial going forward. This initiative represents a significant opportunity to work together to fundamentally redesign and recreate the fashion system in a way that benefits everyone.”

Douwe Jan Joustra, Head of Circular Transformation, C&A Foundation

“The launch of Make Fashion Circular is an exciting step in the journey toward achieving a waste-free apparel industry. We hope this roadmap serves as a tool that helps build partnerships across all regions and markets, catalyzes action and accelerates innovation on critical issues related to sustainable apparel.”

Julie Gehrki, Vice President-Program, Walmart Foundation

“We believe the industry will not be able to continue to operate in the current linear way of take, make and dispose and therefore we have set a vision to become 100% circular. This system shift towards a circular fashion industry is an industry wide challenge, that one brand will not be able to solve alone. To be able to bring about lasting change, collaboration is key”

Cecilia Strömblad Brännsten, Acting Environmental Sustainability Manager, H&M group

“Realising the vision of a circular model for fashion will take true collaboration and bold innovation from all corners of our industry. As a core partner of the Ellen MacArthur Foundation’s Make Fashion Circular initiative we are proud to champion the conversation about circularity, and encourage others to take the opportunities to rethink their approach for the benefit of the environment, our communities and the global economy.”

Pam Batty, Vice President of Corporate Responsibility, Burberry Group plc

“At Gap Inc., we recognize that the future of fashion will be circular. We’ve already begun working in small and large ways to do our part to drive more sustainable business practices – from the design choices we make, to the raw materials we select, to how product is manufactured, and how our customers use and wear our clothes. Through our participation in the Make Fashion Circular initiative, we will partner with like-minded businesses and other stakeholders to help create the deep and lasting changes that are necessary across the global apparel industry.”

Melissa Fifield, Senior Director of Sustainable Innovation, Gap Inc.



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ELLEN MACARTHUR FOUNDATION

The Ellen MacArthur Foundation was launched in 2010 to accelerate the transition to a circular economy. The Foundation works across five key areas: insight and analysis, business and government, learning, systemic initiatives and communications. With its Knowledge Partners (Arup, IDEO, McKinsey & Company and SYSTEMIQ), the Foundation works to quantify the economic opportunity of a more circular model and to develop approaches for capturing its value. The Foundation collaborates with its Global Partners (Danone, Google, H&M, Intesa Sanpaolo, NIKE Inc., Philips, Renault, Solvay, Unilever), Core Philanthropic Funders (SUN, MAVA, players of People's Postcode Lottery (GB)) and its CE100 network (businesses, universities, emerging innovators, governments, cities, affiliate organisations), to build capacity, explore collaboration opportunities and to develop circular business initiatives. The Foundation creates global teaching and learning platforms on the circular economy, encompassing work with leading businesses, universities, schools and colleges, and online events such as the Disruptive Innovation Festival. By establishing platforms such as the New Plastics Economy, the Foundation works to transform key material flows, applying a global, cross-sectoral, cross value chain approach that aims to effect systems change. The Foundation promotes the idea of a circular economy via research reports, case studies, and book series using multiple channels, web and social media platforms, including circulatenews.org which provides a leading online source for circular economy news and insight.

Further information: ellenmacarthurfoundation.org | [@circulareconomy](https://twitter.com/circulareconomy)

MAKE FASHION CIRCULAR

Launched in May 2017 at the Copenhagen Fashion Summit as the Circular Fibres Initiative, Make Fashion Circular brings together leaders from across the fashion industry, including brands, cities, philanthropists, NGOs, and innovators. Its aim is to stimulate the level of collaboration and innovation necessary to create a new textiles economy, aligned with the principles of the circular economy. One year later, at the 2018 Copenhagen Fashion Summit, the Circular Fibres Initiative enters its second phase: **Make Fashion Circular**. Burberry Group plc, Gap Inc., H&M, HSBC, NIKE Inc., and Stella McCartney as Core Partners will be joined by 16 other participants from across the value chain to make a circular economy for fashion a reality. Make Fashion Circular has been made possible by C&A Foundation and Walmart Foundation.



For more information, please visit: tiny.cc/circularfashion
#MakeFashionCircular

To get in touch with the team, please contact: make-fashion-circular@ellenmacarthurfoundation.org

ABOUT THE REPORT

The report, *A new textiles economy: Redesigning fashion's future*, identifies the fashion industry's current take-make-dispose model as the root cause of its environmental problems and economic value loss. Every second, the equivalent of one garbage truck of textiles is landfilled or burned. An estimated USD 500+ billion value is lost every year due to clothing being barely worn and rarely recycled. If nothing changes, by 2050 the fashion industry will use up a quarter of the world's carbon budget. Washing clothes releases half a million tonnes of plastic microfibres into the ocean every year, equivalent to more than 50 billion plastic bottles.

Download the full report at tiny.cc/circularfashion

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