

Refashion continues its commitment

The year 2021 marks a pivotal moment for our eco-organisation and for the entire clothing and footwear industry.

Within a context of profound changes, the circular economy, which struggled to impose itself as global priority, has become crucial. The figures for the industry speak for themselves: out of **715,290 tonnes of clothing and shoes** placed onto the French market in 2021, **only 34% were collected for recovery purposes and essentially for export.** Still too often criticised for its environmental impact, our industry must continue its initiatives and build its future based on a responsible and exemplary model.

More than ever before the transformation towards a fully circular economy requires commitment by all.

What guides our work

We are rallying to reposition environmental benefits at the centre of our Extended Producer Responsibility (EPR) procedures. We support the development of a sustainable clothing and footwear recycling industry whilst meeting legitimate expectations by the sector's stakeholders regarding transparency and traceability. To meet these objectives, we have focused on 3 key stages in a product's life cycle.

1. Production

Products that are placed onto a market must be treated as future resources and must thereby be designed and developed as such. The purpose is to incite all brands to be engaged in assessment procedures and to reduce the environmental impact of their business and what they produce.

2. Consumption

Via local awareness-raising campaigns and national initiatives, consumers must be given clear information about the environmental impacts of the products they buy. Responsible consumption - consuming better and less - must be encouraged as well as the length of time a product is used thanks to redeployment, repair and reuse.

3. Regeneration

By 2030, our ambition in France and in Europe is to transform all waste from the textile industry into new resources through an efficient and value-creating recycling industry.

The industry is focusing work in two complementary recovery areas: reuse (or the resale of clothing and footwear still considered to be wearable) and recycling (or the transformation of non-reusable clothing into new materials to be incorporated into new products). Today the industry needs investment and to be assisted in order to optimise its model's circularity.



Refashion, an inspirational French model for Europe

French and European regulations are changing. European Directives on the "Circular Economy Package" include the obligation to separately collect used clothing and footwear as from January 2025 for all of its member States.

The implementation of a streamlined textile EPR system at a European level is more than ever before essential, with directives and objectives not only focused on the separate collection of used clothing, but also and above all on the quantitative and qualitative conditions to transform waste into new resources. The EPR must in particular assist in the development of a European recycling industry.

The second lease of life of clothing and footwear is no longer an option to guarantee our planet's future. It is a duty, in which the European Commission plays an essential role in defining the new regulatory framework.