



Calik Denim Joins Ellen MacArthur Jeans Redesign Project –

Description



Calik is doubling down on its circularity goals as the newest addition to the Ellen MacArthur Jeans Redesign project. Launched in 2019, the initiative set out to scale circularity in denim design by setting universal guidelines surrounding durability, material health, recyclability and traceability. Requirements were developed in partnership with representatives from various points in the denim supply chain,

including brands, manufacturers, mills, recyclers and academics. After two years, it has garnered support from 94 leading denim organizations, and facilitated the development of more than half a million pairs of circular jeans.

Already a champion of circularity, the Turkish denim mill announced that the decision to join the initiative will help drive new innovations from within.

Read the full article at: sourcingjournal.com

Category

1. TheCircularEconomy.com

Date Created

August 20, 2021

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