

PRESS RELEASE  
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## **H&M FOUNDATION SHOWCASES INNOVATIVE CLOSED-LOOP APPAREL RECYCLING ECO-SYSTEM AT DESIGNINSPIRE 2017**

**From global garment collecting initiative to new ways of textile recycling, the non-profit H&M Foundation joined hands with The Hong Kong Research Institute of Textiles and Apparel (HKRITA) to demonstrate the new concept of innovative Closed-Loop Apparel Recycling Eco-System in the Swedish Pavilion of the DesignInspire 2017 from December 7<sup>th</sup> – 9<sup>th</sup>, 2017.**

H&M has launched the Global Garment Collecting Initiative since 2013, aiming to give used garments a new life and prevent textiles from ending up in landfills. Unwanted textiles are collected in every H&M stores worldwide. Every piece collected will get a new life through rewear, reuse or recycling into new fibres that eventually end up as a new fashion.

H&M Foundation supported by the Global Garment Collecting Program, initiated the four-year partnership project with HKRITA in September 2016. The contribution of 5.8 million euros by H&M Foundation and additional funding from the Innovative and Technology Fund of Hong Kong SAR Government will help to spearhead a series of research. The project aims to investigate at least one ready technology to recycle clothes made from blend textiles into new fibres and yarns. The project has successfully developed a hydrothermal (chemical) process and a biological process to fully separate and recycle cotton and polyester blends. The recovered polyester material can be reused directly, without any quality loss. This is a major breakthrough in the journey towards a closed loop for textiles. The technology will be scaled up and tested further to prove commercial viability. When finalised, the technology will be licensed widely through HKRITA to ensure broad market access and maximum impact. It will benefit the environment as well as people and communities.

This new concept of innovative Closed-Loop Apparel Recycling Eco-system is in the showcase of the Swedish Pavilion of the DesignInspire 2017. Details are given as below:

Date & Time: 7-8 December 2017 (Thu-Fri) 9:30am-7:00pm  
9 December 2017 (Sat) 9:30am-6:30pm  
Venue: Swedish Pavilion, Hall 3D-E, The Hong Kong Conventional and Exhibition Centre  
Admission: Free Admission

DesignInspire is an international exhibition about creativity, partners with the Business of Design Week (BODW) to stage an exchange and inspiring platform for global creative elites, design brands, design associations and institutes to showcase their creativities. An array of interactive installations, novel ideas, design products and projects will be featured.

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**H&M Foundation** is a non-profit global foundation, privately funded by the Stefan Persson family, founders and main owners of H&M group. Its mission is to drive long lasting positive change and improve living conditions by investing in people, communities and innovative ideas. Through partnerships with organizations around the globe, the H&M Foundation drives change within four focus areas; Education, Water, Equality and Planet. In addition to this, the Foundation can also provide emergency relief. Since 2013, the Stefan Persson family has donated 1.3 billion Swedish krona (\$177 million/€144 million) to the Foundation. Learn more at [hmfoundation.com](http://hmfoundation.com).

**The Hong Kong Research Institute of Textiles and Apparel** was established in 2006 and is a publicly funded applied research center. It is one of five applied research centers sponsored by the Innovation and Technology Fund (ITF) of the Hong Kong Special Administrative Region Government. HKRITA engages in applied mid- and down-stream research to support the textile and apparel industries, to drive sustainable improvements, and to drive improvements for society.