

For Immediate Release

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Old Clothes to New: The Hong Kong-Sweden Recycling Connection

The Hong Kong Research Institute of Textiles and Apparel (HKRITA) is happy to announce that “Loop” the first retail model of their Garment to Garment Recycling System (G2G) will be launched in one of H&M’s stores (Drottninggatan 56) in Stockholm, Sweden on the 12th of October.

G2G is a direct-to-customer recycling system. In the Stockholm G2G system the customers bring their old clothes which will then be broken down into fibres and yarns to become the raw material for knitted new clothes. Customers can watch the entire end to end process in real time in the store. For details, please click [here](#).

Mr Edwin Keh, Chief Executive Officer of HKRITA said, “HKRITA is excited to collaborate with our Swedish partners to bring our research project to life. Sustainability is a key part of our center’s work and purpose. We hope systems like the G2G will inspire even more creative solutions to our environmental challenges. By providing new life to our old clothes we can demonstrate that it is possible to use less resources and repurpose what we have. The G2G system allows customers to take charge of the reuse of their own wardrobe. Sustainability can be personal and we can actively participate in the process. It is hoped that G2G will help retailers “do well and do good” at the same time.”

“We are constantly exploring new technology and innovations to help transform the fashion industry as we are working to reduce the dependency on virgin resources. Getting customers on board is key to achieve real change and we are so excited to see what Loop will inspire,” says Mr Pascal Brun, Head of Sustainability at H&M.

HKRITA is actively continuing to research various forms of “Garment to Garment” recycling and repurposing. The original G2G project is currently in its second phase. In this second phase we are improving the system capacity, optimising its functionality, and automating its various processes.

The original G2G project was an award-winning project. These awards include, a Red Dot Award: Product Design 2019, and a gold medal in both the 47th International Exhibition of Inventions in Geneva and in the Asia International Innovative Invention Award of 2019. G2G was also honored in Fast Company’s Innovation by Design Awards of 2019 (Retail Environments category). It is an Innovation and Technology Fund project, also sponsored by Novetex Textiles Limited and in collaboration with H&M Foundation.

Please download photos of the Loop at H&M Stockholm:

https://www.hkrita.com/marketing/PressRelease/20201009_G2G_Stockholm/photo.zip

About The Hong Kong Research Institute of Textiles and Apparel (HKRITA)

Established in 2006, HKRITA is funded by the Innovation and Technology Commission of the HKSAR Government and is hosted by The Hong Kong Polytechnic University. HKRITA contributes to the competitiveness of the textile and apparel industry by providing one-stop services in applied research, technology transfer and commercialization. HKRITA also plays a vital and expanding role in driving sustainable improvements in the industry and thus bringing benefits to society as a whole.

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For media enquiries, please contact:

Ms SC Ku (Tel: (852) 2627 8112; Email: scku@hkrita.com)