

For Immediate Release

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HKRITA Facilitates Sharing and Exchanges on Key Trends and Insights into Driving Sustainability in Fashion and Textiles Industry During New Normal Times and Beyond

The Hong Kong Research Institute of Textiles and Apparel (HKRITA) today hosted a webinar entitled “*The Future of Fashion: Reimagine, Regenerate and Close the Loop*”, with seasoned global executives of HKRITA’s leading partners, including Monki, Shahi Exports, Gap Inc. and H&M, sharing visionary views and insights into key industry trends in driving sustainability amid these new normal times and beyond. The webinar was well attended by over 250 participants, including industry practitioners, senior executives and leaders.

“These uncertain times have accelerated the shift to greener and more sustainable supply chains, where it is crucial for brands to communicate and demonstrate a social purpose to customers. It is a critical time for the textile and fashion industry to emerge stronger and gain resilience by adopting the new 3Rs approach – *reimagine, repurpose and reinvent* – and working towards carbon neutral goals to redefine the future of the textile and fashion industry,” said **Mr Edwin Keh, Chief Executive Officer of HKRITA**. “HKRITA is committed to driving the industry’s sustainable development through innovation and collaboration with local as well as global R&D and industry partners.”

International Partnership for Textile Reinvention and Eco-friendly Production

Monki

Mrs Jenny Fagerlin, Sustainability Director of Monki, shared the experience of the brand’s first collection using textiles materials developed by the Green Machine which separates the cotton polyester blends, a longstanding challenge, simply using only water, heat and citric acid found in lemon juice.

Mrs Fagerlin said, “If we can prolong the life of our products for as long as possible and decrease usage of virgin sources, it’s a huge step in the right direction.”

Shahi Exports

HKRITA’s technologies successfully transform cellulose powder recycled from used cotton polyester blends into superabsorbent polymer (SAP). The application of this SAP in cotton production was tested by Shahi, the largest garment manufacturer in India. The results showed that the SAP is able to improve water retention especially under extreme water stress.

Mr Anant Ahuja, Head of Organizational Development at Shahi Exports, and his team believe that the SAP can enhance cotton yield in India and potentially improve its quality as well.

Gap Inc.

Mrs Agata Smeets, Director of Global Sustainability for Gap Inc., shared how the company paves the way for a circular economy since building circularity along the textile supply chain is a way towards achieving sustainable development. One of the approaches is to develop technologies that can extend the life cycle of textile materials. Mrs Smeets stated that Gap Inc. strives to turn into a circular model along the value chain starting from design, materials and manufacturing, to advanced resource recovery and even new business models.

H&M

The Garment to Garment Recycling System (G2G) has opened new ways to recycle post-consumer garments into clean and useful products. **Mr Eric Johansson, Project Manager at H&M**, shared this creative customer concept in line with the H&M DNA, “H&M Remake”, and the company’s commitment to driving change in customer awareness and perception of sustainable fashion.

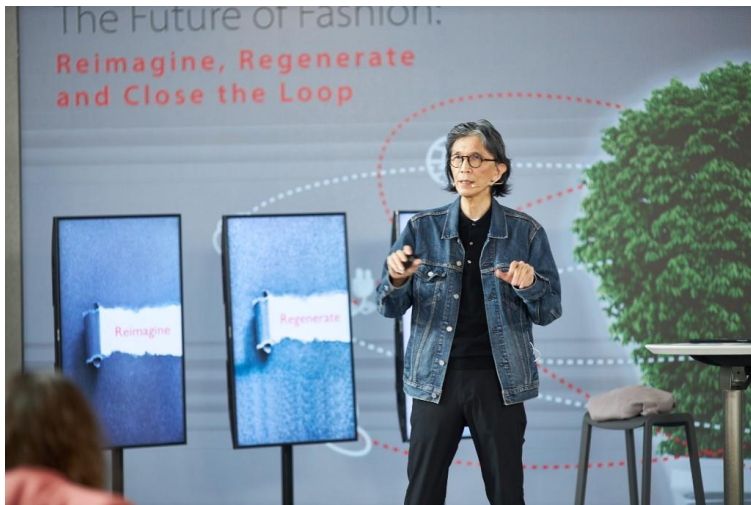
Mr Johansson said, “We are glad that the first retail model of G2G technology was successfully launched in an H&M store in Stockholm this October. With our miniaturised recycling facility named Loop, we aim to raise customers’ awareness and nudge behaviour towards sustainable fashion.”

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 commercialisation. HKRITA also plays a vital and expanding role in driving sustainable improvements in the industry and thus bringing benefits to society as a whole.

Photo captions

Photo 1:



At today’s webinar entitled “The Future of Fashion: Reimagine, Regenerate and Close the Loop”, Mr Edwin Keh, Chief Executive Officer of HKRITA, shared his insights into the future sustainable development of the textile and fashion industry.

Photo 2:



Hosted by Mr Edwin Keh, Chief Executive Officer of HKRITA, the “The Future of Fashion: Reimagine, Regenerate and Close the Loop” webinar gathered with representatives of Monki, Shahi Exports, Gap Inc. and H&M, to discuss key industry trends in driving sustainability amid these new normal times and beyond.

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