

Debrand x Eastman



Textile-to-Textile Recycling Trial



# Advancing textile-to-textile recycling solutions through collaborative innovation

In this years-long advanced recycling pilot project, we teamed up with Eastman to recycle 5,000 lbs. of pre- and post-consumer apparel using its cutting-edge molecular recycling technology to create Eastman's Naia™ Renew fibers. By providing more circular solutions for apparel waste, this partnership sets a new standard for sustainable practices in the fashion industry.

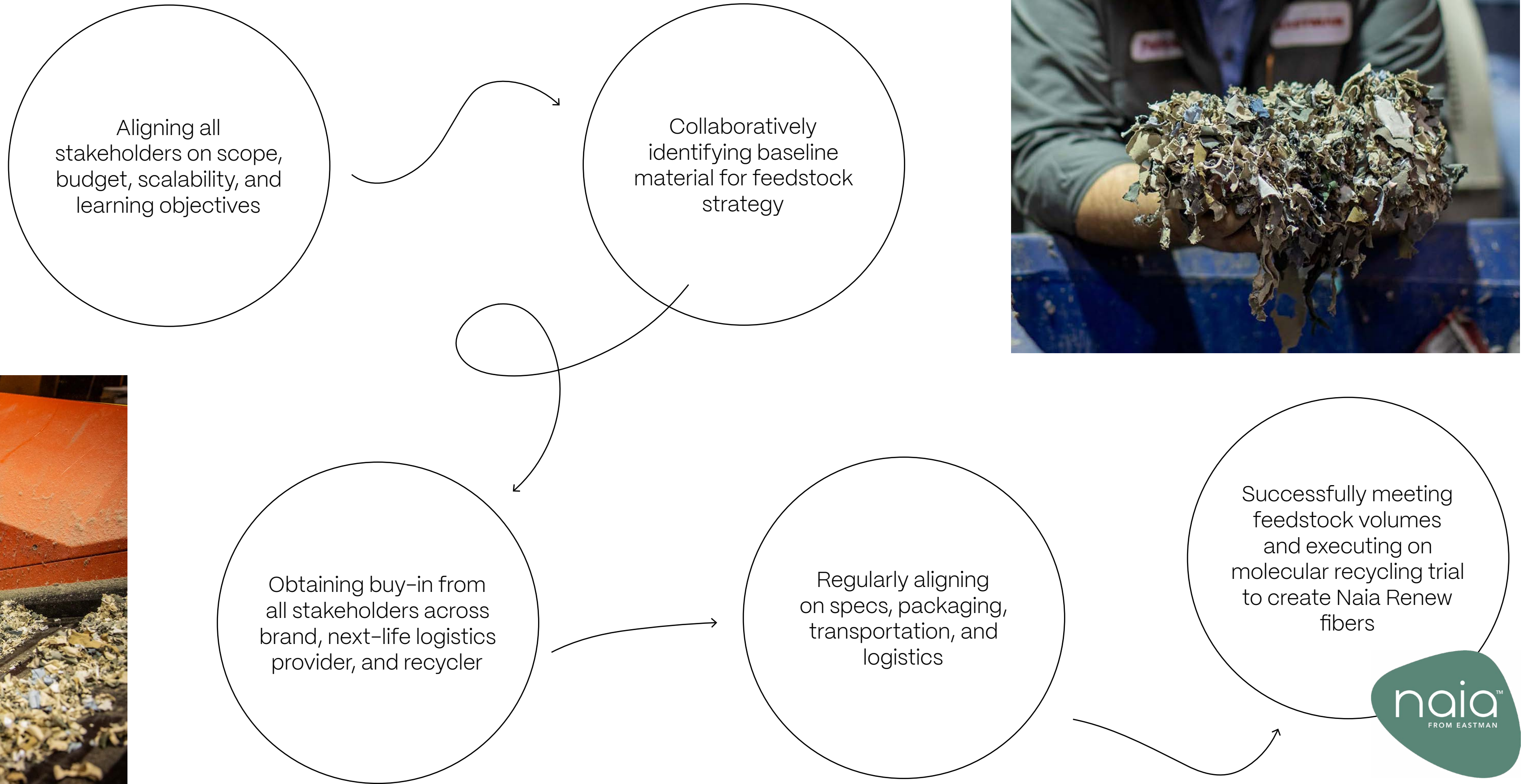


We are excited to collaborate with Eastman on this innovative pilot project and create building blocks toward valuable systems of sustainability.

We took on this project with an intentional and iterative approach that would reach meaningful milestones. This project was designed to offer scalability and accessibility for other brands that would want to participate in the future.

– **LINA G LONDONO** VP OF SUSTAINABILITY & SOLUTIONS AT DEBRAND

# The collaborative process



# Our learnings and takeaways

- Digital identifier tags on pre-consumer items helped our team tap into the brand's bill of materials and product data quickly and efficiently, saving us time and optimizing budgets
- Bringing all stakeholders into the conversation earlier in the process made the project execution smoother and kept lines of communication open, which was critical for collaboration as timelines changed, priorities shifted, and the project had plenty of smaller details that were critical to the success of the project
- Open and transparent conversations needed to be had around budget, scalability, and learning objectives
- This pilot developed building blocks for scaling textile recycling in ways that can be repeated and/or adapted for future projects





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