Vero Moda joins Jeans Redesign project

By Sandra Halliday - 17 July 2019

One of Bestseller’s key labels, Vero Moda, is the latest big name to embrace more sustainable denim and said on Wednesday that it has joined other leading fashion brands and manufacturers as a participant in the Jeans Redesign project.

Created through the Ellen MacArthur Foundation’s Make Fashion Circular initiative that launched last year, the project is aiming to push the denim sector into a more eco direction. With consumers more eco-aware and denim known to be one of the most resources-intensive and polluting fabrics around, that makes commercial sense. Given the popularity of jeans these days, and the low prices that they sell for in the mass-market, there’s an urgent need to make them as planet-friendly as possible.

The project’s mission is “to build on existing efforts to improve denim production, reduce waste and pollution, eliminate harmful practices and make jeans more durable, recyclable and traceable,” the company said.

Vero Moda’s parent firm Bestseller has been part of the Jeans Redesign journey since it began and in November, its Sustainable Materials Manager Camilla Skjønning Jørgensen was involved in a workshop with other industry experts to shape the initiative’s guidelines.

New participant Vero Moda will now work to produce jeans in line with the project’s guidelines at scale by 2021. The guidelines include minimum requirements for durability, material health, recyclability and traceability.

“Changes need to be made, so we have decided to join Jeans Redesign as it is important to us that we do our part, protecting and preserving the environment for future generations. Jeans are durable, so let’s design for longevity and make our jeans with a circular mindset,” said Rune Gade, who’s responsible for Concept & Product at the brand’s denim operations.

Other brands taking part include Gap, C&A, H&M, Lee jeans, Tommy Hilfiger, among others.