Bestseller's Object moves forward with circular design

By Sandra Halliday - October 21, 2020

Bestseller is continuing to boost its sustainability efforts and has announced that its brand Object has become one of its first to produce circular styles. This follows on from a parent company circular design workshop earlier this year.

As part of the pre-spring 21 offer that will be in stores in December, the label has included styles that “have been designed so they can easily be recycled” and it has more than 60 circular styles planned across three collections for the first half of next year.

The firm’s Selected brand also has 10 circular styles in its new seasonal offer.

Global fashion Agenda has estimated that around 143 million tonnes of greenhouse gas emissions could be cut by 2030 if companies move to more circular business models.

Gitte Skals, who’s in charge of sustainability at Object, said: “We wish to reduce the use of virgin fibres by designing styles that are ready to be recycled, reused or redesigned. Through our designs, we really encourage our consumers to reuse Object styles for longer and to recycle their pre-loved styles when they are worn out.”

The company is using two techniques for its pre-spring 21 collection with the first using 98%-100% of the same fibre – including trims, labels and threads – so that the entire garment can be recycled.

The second is for garments not made of a single fibre with the design ensuring that the different parts “can be separated or cut off at a recycling facility when the product comes to the end of its life.”

By Sandra Halliday

Copyright © 2020 FashionNetwork.com All rights reserved.