

Weavabel Quarterly



Sustainability insights for the fashion industry



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SUSTAINABILITY



+ THE NEWS

As fashion brands engaged with the World Earth Day event by marketing their sustainability successes, the last quarter has brought a lot of news in sustainability.

Innovations in Fabric: Lululemon & H&M

Working with material innovator Geno, Lululemon has launched its first product that uses plant-based, renewable nylon. Whilst they have only developed a shirt so far, the brand plans to continue its sustainability plans with innovation.

H&M has partnered with Lanzatech to use carbon-capturing technology in its athleisure clothing. The garments are made with Lanzatech's 'CarbonSmart' polyester, which captures & converts carbon from steel mills.

Reuse in Luxury: Coach's Launch of Coachtopia & Nike Re-Creation Collections

A major aspect of sustainability for fashion brands is the lifecycle of their products.

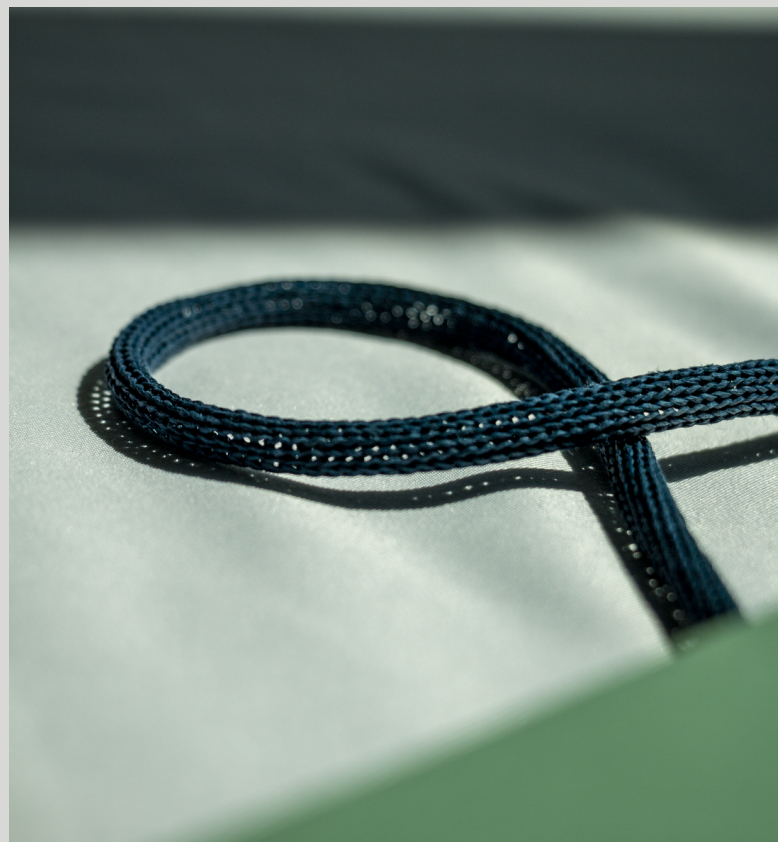
- Nike's solution is a local system of collecting used Nike clothing to create new pieces from old. Nike's claim is that in using their own clothing, it helps the brand to be more circular.
- Luxury leather goods brand Coach has created a sub-brand, Coachtopia. With the aesthetics of the brand aimed at younger customers, so are the values. Coach is using materials that can either be recycled or are upcycled from previous products. Traceability is also a key element, as each bag comes with a 'digital passport' in the form of an embedded NFC chip which gives customers background information on their individual product.

Fully Recyclable Luxury Packaging | FSC Certified Woven Paper Tape

This sustainable innovation is a woven tape made from paper which can be used for handles on a luxury gift bag.

When combined with a paper carrier bag, these handles allow the whole bag to be easily recycled.

[Contact us here to receive your tape sample.](#)





Molly Flanagan, Business Development Representative

Weavabel Team Update

Since joining the Weavabel New Business team at the start of 2023, I have really enjoyed working with my team and collaborating with the other departments. My main aim is to get in front of potential customers to showcase Weavabel's capabilities and sustainable solutions. From my first quarter here at Weavabel we have worked incredibly hard to win some great new accounts and deals. I am very excited to see what our team can achieve moving forward!

Product development has been a massive driver for us this year. In celebration of Earth Day in April, we launched our newest collection "The Earth Day Collection". It has had an amazing response from both current and new clients. The range is an extension of the "Earth in Mind Collection" we released at the back end of last year, and I think this is a great example of how Weavabel is continually innovating using sustainable products.

Finally, in terms of office life here, we have had some exciting changes. Our solar panels have now been installed and are up and running! We expect to save around 31.46 tons of CO2 per year. We work a 5-day week, so we have installed a battery to store energy at the weekend. It's super important to us that we don't simply "talk the talk" but also "walk the walk" and do all we can as a business to invest back into the planet.

[Contact Molly on LinkedIn Here](#)



EARTH IN MIND CONTINUED: EARTH DAY COLLECTION

To celebrate World Earth Day this year, Weavabel created a collection of products made with bio-based & renewable materials such as bamboo, apple leather, Tencel and more.

[Click here to receive samples.](#)

Weavabel: Hall 4, Stand 4C100

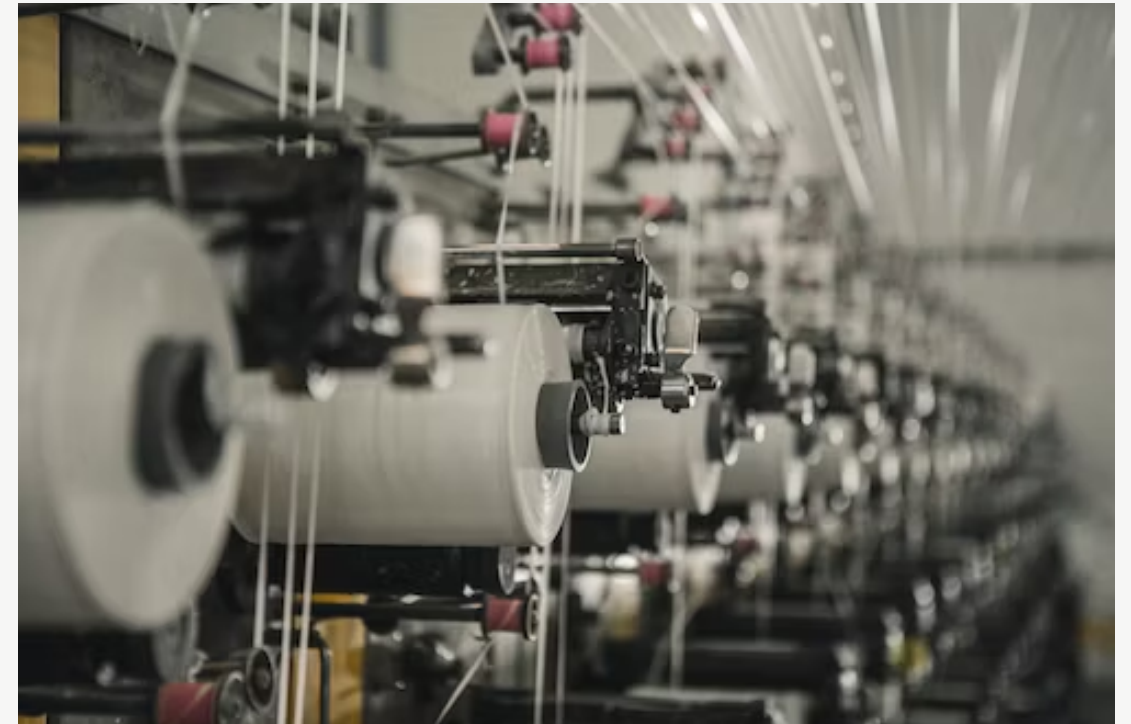


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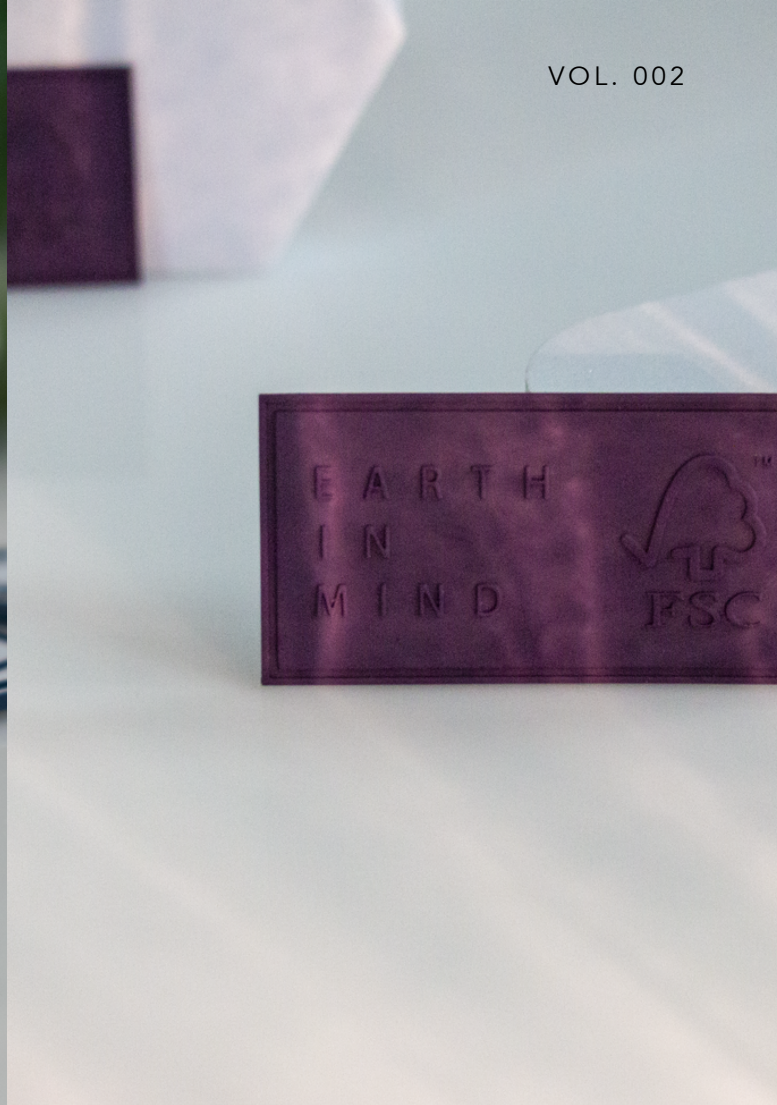
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UPDATES ON REGULATION IN THE FASHION INDUSTRY & HOW IT MAY AFFECT YOUR BRAND:

[Click Here To Read](#)





Weavabel's FSC Rubber

This moulded badge is made using natural rubber, using no toxic chemicals or petroleum components, and harvested from an FSC-certified forest.

This ensures that the process of extracting rubber from the forests has a minimal impact on the environment, as well as during the manufacturing and recycling of FSC rubber products.

Credits:

[Lululemon's Plant Based Nylon Products](#)

[More about Nike ReCreation](#)

[H&M's Fabric Innovations](#)

[Coachtopia: more information](#)

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