

AN E-GUIDE SHOWCASING 10 CIRCULAR SUPPLY CHAIN INNOVATORS FOR
THE FASHION INDUSTRY

INNOVATORS FOR CIRCULAR FASHION



MANUFY.COM

TABLE OF CONTENTS

2 INTRODUCTION

3 WHAT IS CIRCULAR FASHION?

4 WHAT ARE THE PROBLEMS?

5 OUR INNOVATORS

6 RADDIS COTTON

7 ECONYL® NYLON

8 LINCTEX TECHNOLOGY

9 MAKERS UNITE

10 STANLEY & STELLA

11 EE LABEL FACTORY

12 BONAMI

13 INTONATU

14 FANFARE LABEL

15 BEEN LONDON

16 CONTACT LIST

INTRODUCTION

Sustainability is at the heart of Manufy. We envision a platform where conscious buyers, certified manufacturers, and future-proof freelancers come together to work on projects that change the world for the better. Even though we have a long way to go, we take every opportunity we have to highlight local & circular innovators and connect them with our partners. Together we can improve this industry and move towards a cleaner, fairer and healthier fashion industry.



Circular economy, a term that has been making a big boom since 2014, but what does it really mean? Is it truly the best solution for the fashion industry? And most importantly: what efforts do we need to take individually and collectively to make it work?

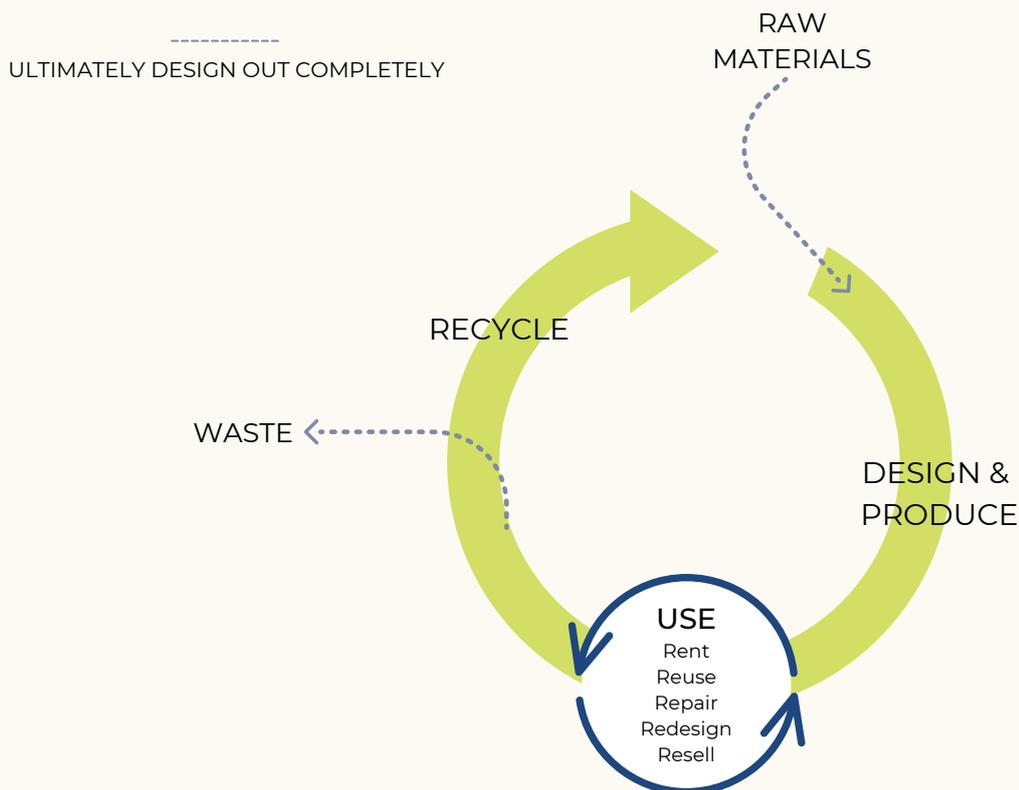
This e-guide was created with the aim to inspire and show you how circularity can be easily implemented into your business. We gathered 10 makers, designers, and innovators that are changing different parts of the fashion supply chain by applying circular economy principals.

**WE BELIEVE IN THE POWER OF THE EUROPEAN MANUFACTURING
INDUSTRY**

WHAT IS CIRCULAR FASHION?

Circular fashion stems from the concept of the circular economy. A cyclical system where we keep the value of our resources all around the product's lifecycle. Circularity proposes to **design out waste and pollution**, how? By creating products that keep resources and materials for as long as possible within the loop through re-using, recycling, or by using materials that can degrade naturally for example. In this way, our environment can get the time to regenerate again.

IT LOOKS SOMETHING LIKE THIS



For this model to work, all actors within the loop need to work together: brands, manufacturers, and consumers, and not thinking one is above the other. We are talking about the sourcing of raw materials, yarn & fabric production, design, manufacturing, retail, consumer use, logistics, and end-of-life solutions. Designers play a key role in this cycle as they can define what the lifecycle of a garment will look like from the garments they create.

WHAT ARE THE PROBLEMS?

We are creating too much waste.

Not only are we creating textile waste streams; but also energetic, CO₂, water, and chemical waste. What waste really means is that there is a defect in the system. At the moment 73% of the world's clothing ends up in landfills and less than 1% of the material used to produce clothing is recycled into new clothing. The chase for cheaper prices and accelerated cycles to increase the number of new fashion collections in a year, that are at the heart of the fast-fashion model, have fostered over-production and overconsumption. So now how can we shift to a wholesome industry that will use the earth's limited resources in a healthy way?

7 THINGS YOU CAN DO AS A PRODUCER/BRAND TO ENABLE CIRCULAR FASHION

1. Target overproduction and reduce discounting
2. Educate and guide consumers by clearly labeling products and include instructions on how to recycle/handle by end of use. Next to that educate consumers on the positive impact of circular design and how to take care of their garments.
3. Work with waste materials and recycling technologies
4. Facilitate closed-loop recycling opportunities
5. Create actionable sustainability roadmaps and set realistic goals
6. Research on the traceability of the materials used and how they can be repaired/upcycled/recycled
7. Design for longevity and circularity: durability, repairability, disassembly, biodegradability and fibre recycling

OUR INNOVATORS

They are not afraid to put the first step when it comes to change. Believing thoroughly in their mission and values they lead the industry by showing that doing business with a purpose is the norm. Continue reading to learn more about what these local innovators are doing within the circular supply chain.



RADDIS® COTTON

Let us change the paradigm and make cotton a force for good!

The ultimate source for true circularity

Raddis® is one of the world's first regenerative organic cotton systems based in South-East India that actively improves vulnerable tribal women farmer's livelihood while regenerating the environment. This transparent "Farm-to-Fashion" value chain secures a regenerative organic cotton supply for partners within the Raddis®System and creates multiple positive impacts.



One acre of a Raddis®Farm for example, has the potential to harvest approximately 500 kilos of raw cotton and sequester about 2-3 tonnes of cO2 annually. Besides cotton, many other crops are part of this eco-system: supporting pest & disease management, acting as a windbreaker and creating a barrier around the farm plot while providing the family addition food and income. Improved biodiversity, soil water storage and income increase for farmer families are other vital features of their system .

This Raddis® System is a multi-stakeholder system that connects tribal farmers, brands, textile partners, and conscious consumers, sharing responsibility for the complete circular value chain: from seed to soil and multiple rounds of recycling. It is based on a hybrid business model which combines a long-term commitment; "the Raddis® farm impact-subscription", with a product price for yarn, fabric, or garments. The Raddis®Farmers receive training and support to transform their fields from conventional de-regenerative cotton towards a regenerative organic cotton eco-system, linked with different intercrops to secure symbiotic food-& fiber combinations.

Join the system and actively contribute to doing more good

Are you are looking for a trustworthy and transparent supply of organic cotton, and are you open to building long-term relationships to support future proof regenerative developments? Get in contact and become part of their thriving supply network.

LEARN MORE? CLICK HERE:
RADDISCOTTON.COM

ECONYL® NYLON

RECYCLED NYLON

ECONYL® regenerated nylon is a product of Aquafil, a global leader in the synthetic fibers industry and a pioneer in quality, innovation, and sustainability. Their regenerated nylon is entirely made from nylon waste such as fishing nets from the aquaculture industry, fabric scraps from mills, and carpets destined for landfills, maintaining the same performance as standard nylon.

After four years of tireless research and development, Giulio Bonazzi created ECONYL® nylon. By using waste to produce the ECONYL® nylon there is double the advantage: the use of discarded nylon materials that would otherwise be dumped into landfills or nature and avoiding the use of oil as a raw material.

The goal is that once all products containing ECONYL® are no longer useful to customers, they can go back into step one of the Regeneration System.



For every 10,000 tons of ECONYL® raw material, they are able to save 70,000 barrels of crude oil and avoid 65,100 tonnes of CO2 eq. emissions!

The ECONYL® regenerated nylon can be recycled infinitely without any loss in quality, unleashing endless possibilities for makers, creators, and consumers. That means you can create new products and buy new products without ever having to use new resources.

ECONYL® regenerated nylon is a product that can help you close the loop, and is great for many types of products such as apparel, carpets, and other interior design products.

LEARN MORE? CLICK HERE:

WWW.ECONYL.COM

LINCTEX TECHNOLOGY

3D DIGITAL MODELING SOFTWARES

Style3D is a next-generation 3D fashion ecosystem software, a creative gateway covering the entire design cycle. With Style3D, designers can easily create, share and sell life-like 3D styles by accessing thousands of digital assets.

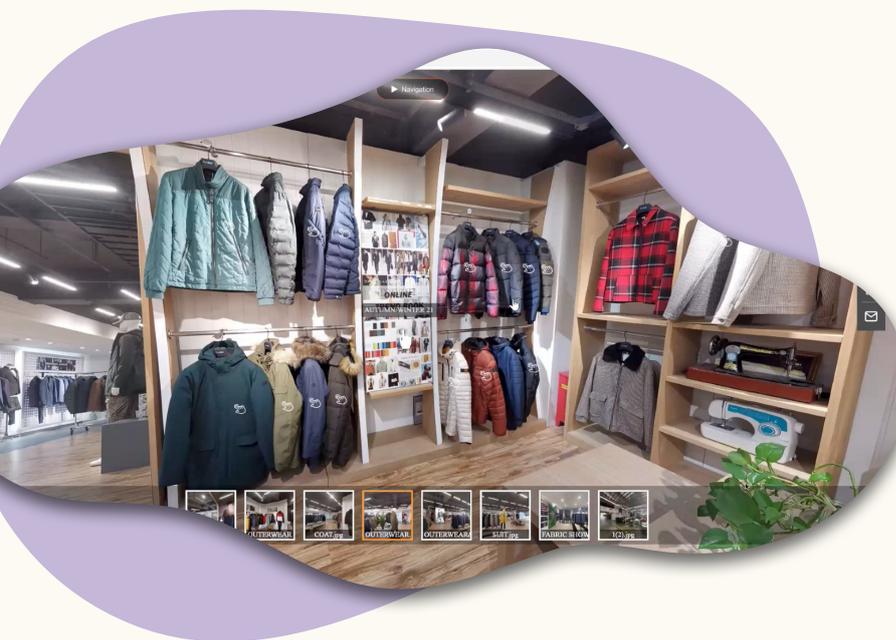
The future belongs to companies that invest in technological and organizational development, increasing the efficient use of their material and human resources to create sustainable competitive advantages based on knowledge, innovation, and performance.

A fabric wasted during the prototyping, cutting, or manufacturing processes represents a problem for the apparel industry and the entire value chain.



Style3D Marketplace gives access to all the details required to create a collection: digital fabrics, trims, styles, prints, avatars, accessories, props, mood boards, trends, and more, to develop true-to-life digital designs, merchandising, and interactive showroom.

Style3D Cloud enables digital collaboration between teams and customers, reducing the need for time-consuming physical samples and fitting sessions, optimizing material consumption and response time to customer requests.



Their ecosystem is part of this gradual transition to a circular model, involving the management of the entire fashion apparel lifecycle from the ideation and design to product delivery to market — hundreds of companies around the globe use Style3D. STYLE3D and its team of on-site experts want to be a true partner for the fashion industry, introducing a simple-to-use and easy-to-implement solution to enjoy all benefits of 3D.

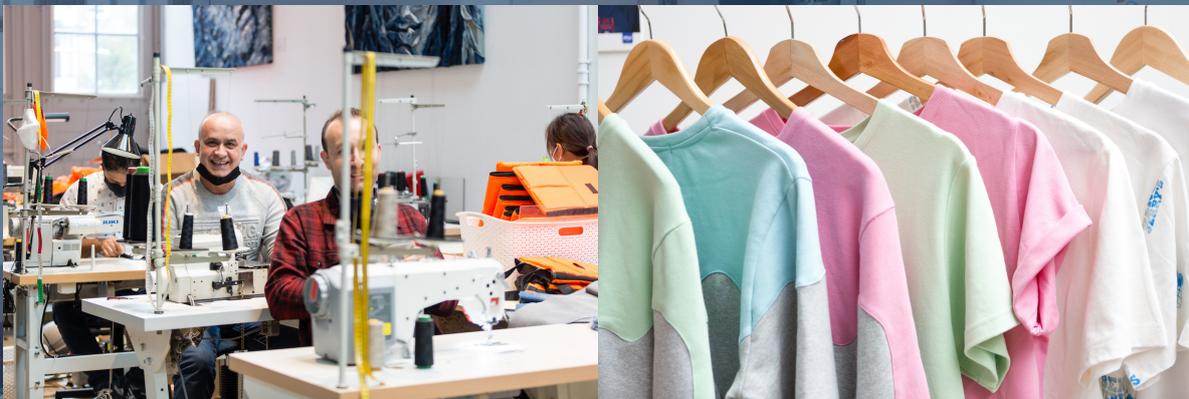
LEARN MORE? CLICK HERE:
[LINCTEX.COM](https://linctex.com)

MAKERS UNITE

MANUFACTURER AND CREATIVE HUB

Makers Unite is a clothing manufacturer with a social inclusion mission.

Makers Unite strives to shift the narrative around migration with every project they do. This is their core business, and the textile production provides the opportunity to do so. Their production revenue is partly reinvested in their Creative Lab; a training program that connects newcomers to their next professional step. Providing them professional, personal and creative guidance. Once graduated from the program, the participants become part of their community of creatives where they can work with them on projects together with and for partners.



So, what do they actually produce? At their Amsterdam studio, they produce sustainable clothing, merchandise and other funky textile products for fashion brands and corporate companies. From laptop sleeves to coats, from stuffed animals to entire clothing lines. Most of the work is done by newcomers with refugee backgrounds, but there are local makers and employees as well. They always produce as sustainably as possible, trying to find the most environment-friendly materials. Their most used product is a used life vest, a quite iconic item for a lot of newcomers. Makers Unite is always looking for new partners, both for their production part, as for creating possibilities for their community.

LEARN MORE? CLICK HERE:
[MAKERSUNITE.EU](https://makersunite.eu)

STANLEY & STELLA

MANUFACTURER

Made Differently

Stanley & Stella's disruptive business model allows you to create your collection in all agility: no MOQs, 14 days delivery time, and a choice between more than 100 styles. Say goodbye to over or understock at the end of a season and help stop the overproduction of unsold garments.

Sustainability is a value that has been part of Stanley & Stella since day 1. Their mission is to transform and inspire our industry to change for the better, offering sustainable garments of the highest quality. As a consequence, they have always been using organic cotton (no use of synthetic pesticides and fertilizers, no use of GMO seeds). This choice is supported by GOTS certification, the most stringent one till now regarding organic cotton.



On top of that, they are continuously committed to improving how they create and operate. They've developed several products using recycled materials increasing our journey towards a more circular production model. They consider waste a resource, transforming it into new valuable products (Re-Creator, Re-Blaster t-shirts, accessories, and soon sweatshirt).

Besides that they eliminate the dyeing process for these recycled products. For which they not only reduce their use of chemicals but also drastically reduce the amount of water used per garment. This choice is supported by GRS certification.



LEARN MORE? CLICK HERE:
STANLEYSTELLA.COM

EE LABEL FACTORY

SUSTAINABLE LABELS & HANGTAGS

EE Label Factory is the fast webshop of EE Labels. A company with over 121 years of experience in the textile industry, and still based in the Netherlands. The drive continuous drive to innovate continuously makes EE your perfect partner for labels and hangtags. EE is always looking for solutions with minimum impact on the environment, protecting it for the benefit of future generations. EE Labels is the company that received the STEP-by- OEKOTEX certificate first in The Netherlands. The company has now reached the highest level of the certificate.



Recycled polyester labels and organic cotton

Producing your products from one and the same material is the way forward towards a circular industry and optimum recycling. We call this mono-material production. When designing your product, make sure to choose the right materials. Is your label made from synthetic material? Choose a woven label made from recycled polyester yarns (r-PET). Making products from natural materials? Then we advise choosing a woven or printed label made from organic cotton (GOTS).

Product passport behind QR-labels

The finest woven label quality of EE is suitable to make QR labels. The perfect way to add extra information about your brand and products. By simply scanning the label you can direct your customers to a page with all your product information, instructions on how to wash and maintain your products, and recycling tips.

LEARN MORE? CLICK HERE:
[EELABELFACTORY.COM](https://www.eelabelfactory.com)

BONAMI

SUSTAINABLE MANNEQUINS AND COAT RACKS

Bonami is a Belgian family business that has been alive since 1987. Their headquarters and design, creation, prototyping, and 30% of production are done in Belgium (Aalter). Since 1992 they also have had their own production company in China.

Bonami creates unique designs of mannequins, from the first drawing to the prototype and finishing of the mannequin they do it all using a combination of 3D and sculpture. Creating high-quality and unique mannequins with a perfect fit, by responsible entrepreneurship.



"We have spent several years on research and development to create the ideal sustainable material for our FUTURE mannequin."

Their line of sustainable mannequins is made from BONPLAST™, a new production technology. The material has many advantages: it's strong, even unbreakable, it is resistant to drops and damages, it is light, resulting in faster and easier to dress, and to top it's also 100% recyclable worldwide. For ease and more efficiency to dress, they use a magnetic connection system. The metal systems (magnets) can be easily removed so that the mannequins can be completely granulated after use. After recycling the material is completely reusable for a new mannequin.



LEARN MORE? [CLICK HERE](http://WWW.BONAMI.BE)
WWW.BONAMI.BE

INTONATU

LOUNGE & SLEEPWEAR BRAND

Intonatu develops innovative leisure, sleepwear apparel and light accessories, introducing a new, smarter fashion product that boosts biophilia and supports daily well-being. The products are made of sustainable raw materials, based on eco-natural printing techniques, organic textile dyes, and a unique add-on 'aroma' feature, a microencapsulated patch, infused with therapeutical natural scents.

"We structure an alternative 'B4HH' (BUSINESS FOR HABITAT & HUMANITY) business model that reflects consumers' views, mirrors their values, and promotes a better, more sustainable, eco-friendly way of living."



Their aim is to sell their collection before it is produced by launching a crowdfunding campaign, thereby avoiding surplus production, providing a channel for interaction between brand and users/ clients, and protecting the environment from landfill waste. Consequently, their brand production model allows them to sell a smaller collection, that is produced locally, made from sustainable, high-quality, durable materials.

Moreover, when it comes to engaging the right external partners they only select fabric and print suppliers that place sustainability at the center of their daily operations in order to save energy, reduce water consumption, eliminate harmful chemicals from the initial stages, throughout the production process, up to the final creation.

LEARN MORE? CLICK HERE:
[INTONATU.COM](https://www.intonatu.com)

FANFARE LABEL

CONSCIOUS CLOTHING BRAND

Fanfare Label is a conscious clothing brand that produces unique, designer pieces whilst transforming the way people buy, wear and discard clothing. Combining bold and contemporary designs with repurposed and reused materials, designed to create a wardrobe of sustainable clothing made to last.

They use their clothing to educate and encourage a change in mindset towards fashion, inspiring a buy to last mentality and to not regard any fashion piece as disposable.

They start their design process by considering the end of life of garments and are passionate about reducing wastage caused by the wider fashion industry.



What normally gets discarded, Fanfare Label turns it into beautiful clothing. They introduce zero waste design details and feed all offcuts from the production into their other designs, producing almost no waste.

Their clothes are designed to stand the test of time, circularity, longevity & recycling at its core. Opting for a seasonless collection, Fanfare Label offers customers timeless pieces that are made to be cherished as opposed to trend-led ranges.

Collections are made from sustainable certified materials such as OEKI-TEX & GOTS chemical free Organic Cottons, ethically Linens & recycled textiles. Each garment is crafted with purpose in the UK. We make everything locally, avoiding unnecessary air miles and poor working conditions.

LEARN MORE? CLICK HERE:
[FANFARELABEL.COM](https://www.fanfarelabel.com)

BEEN LONDON

CONSCIOUS ACCESORIES BRAND

Named 'one of the most innovative fashion brands in the world by British Vogue, BEEN London is an award-winning brand making accessories entirely from recycled materials. Ex-BBC journalist Genia Mineeva founded the brand in 2018 after researching the recycling industry thoroughly. The all- female team behind the brand has since been combining innovation with local skills and heritage to create thoughtful products designed with functionality and durability in mind.

"Our approach is simple. Instead of creating products and then solving the problems that arise, we find an environmental or a social problem, and create a solution to it."



Every piece is made entirely by hand in one of the last remaining East London leather workshops. Working locally has been a conscious decision since their beginnings. Having measured everything through an LCA lens they've learned that on average their bags have an 87% smaller carbon footprint than any other bag on the market.

BEEN London made it its mission to change the perception of discarded materials. 'Waste' is only waste if no one uses it and through imagination and innovation, BEEN London gives used materials a second life. Their design approach is zero waste. For them it translates to only creating products out of square and rectangular panels, producing almost no waste.

They start their design process by asking questions about what happens the bags at the very end of their life. In addition to offering repairs, they strive for every part of the bag to be recyclable when it's no longer repairable.

LEARN MORE? CLICK HERE:
[BEEN.LONDON](https://www.been.london)

CONTACT LIST

Are you ready to become circular? Contact the innovators and team up, together we create a greater impact!

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We hope you enjoyed reading this e-guide and got a whole load of fresh inspiration to incorporate circular practices into your business. Manufy is here to support you along the way and help you get slowly, but surely to the next stage of circularity.

Do you know innovators in the textile industry that need to be highlighted? Please get in touch with us, we would love to learn more about them.

FOR MORE INFORMATION CONTACT US AT
MELISA@MANUFY.COM OR GO TO MANUFY.COM



[JOIN OUR DISCORD COMMUNITY!](#)

