Re_fashion

Eco-design events

Webinar – Eco-design to increase textile durability

July 1st, 2025

Reminder of applicable rules for the webinar

During this event, we will share **non-confidential** information.

Each participant agrees to participate in compliance with **competition law**: not to disclose or exchange with other participants information about product **purchase and sale prices**, **production capacities** and **plans**, **costs**, or any other sensitive commercial information.

Program

- Who is Refashion?
- **Presentation by Fanny Baudou and Arthur Kerdalhé from Terre de marins**
- Additional information
- Q&A

What is Refashion?

- Created in 2008 in response to the Extended Producer Responsibility (EPR) law for clothing, household linen, and footwear.
- A private non-profit company approved by the French public authorities
- 100% funded by brands, distributors, and manufacturers—marketers—through eco-contributions.

We are therefore responsible for the prevention and management of the end of life of products placed on the market
for private individuals, end destination in France.

Prevention, Repair, Reuse, Collection, Sorting, Recycling

Speakers

Fanny Baudou

Quality and Responsible Purchasing Manager

TERRE DE MARINS

Arthur Kerdalhé

Stylist

TERRE DE MARINS

Q1/ Can you briefly introduce the Terre de Marins brand and explain how the eco-design projects came about?

TERRE DE MARINS GROUPE

TERRE DE MARINS

Our values

TERRE DE MARINS GROUPE

Our ambition

Devenir un groupe reconnu pour ses marques d'inspiration marine, durables, accessibles partout et pour tous.

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EoM

Elle est où la Mer ?

Q2/ What is the Green Yarn Project?

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The objectives of the Fils Verts project

1. Commit Terre de Marins to **an eco-responsible, durable approach** (CSR)
2. Adapt to the **rapidly changing regulatory** environment
3. **Train our teams and engage all employees** in this approach in order to initiate actions that affect the entire company
4. **Reduce our environmental impact**: durability and circularity of our collections/waste/carbon footprint
5. Define concrete and **measurable** action plans **for all**

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TDM Carbon Footprint – Point 0 Q1/2022 (base 2019)

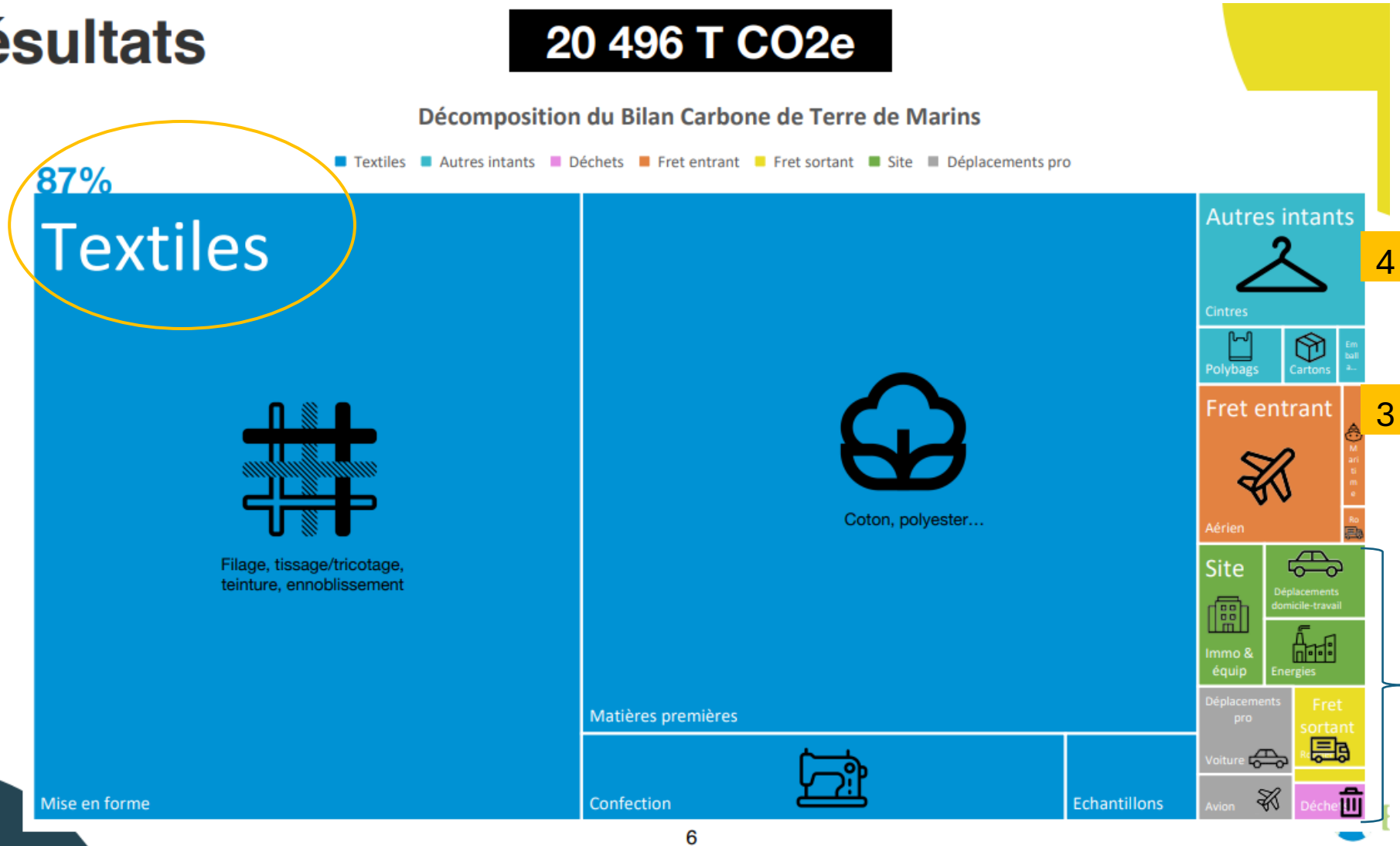
20 496 T CO2e

Intensité carbone

9,8 kg CO2e / article vendu

Résultats

20 496 T CO2e



Green Threads Projects

Eco-design

Goal: products with reduced impact

Suppliers

Goal: certified suppliers (social/environmental) **and traceability**

Site

Goal: an eco-responsible site

Stream

Goal: better resource management

2022

2023

New business model

Goal: Initiate a circular business model

Responsible communication

Goal: Make our approach visible and how

Evaluate

Involve

Initiate changes

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Three strategic priorities for 2023–2030

A more responsible offer

- \+ of recycled materials
- − of impacts in production
- \+ recyclability

Based on...

A responsible value chain

- \+ of certified and eco-managed materials
- \+ of certified suppliers on their social and environmental commitment
- \+ transparency and traceability

with

Prudent management of resources

- − of single-use plastic packaging
- \+ of recycled materials
- − of hangers
- − aircraft stream
- \+ of eco-mobility
- − energy and digital consumption

that will contribute to our climate commitment (GHG reduction)

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3/ Eco-design priorities

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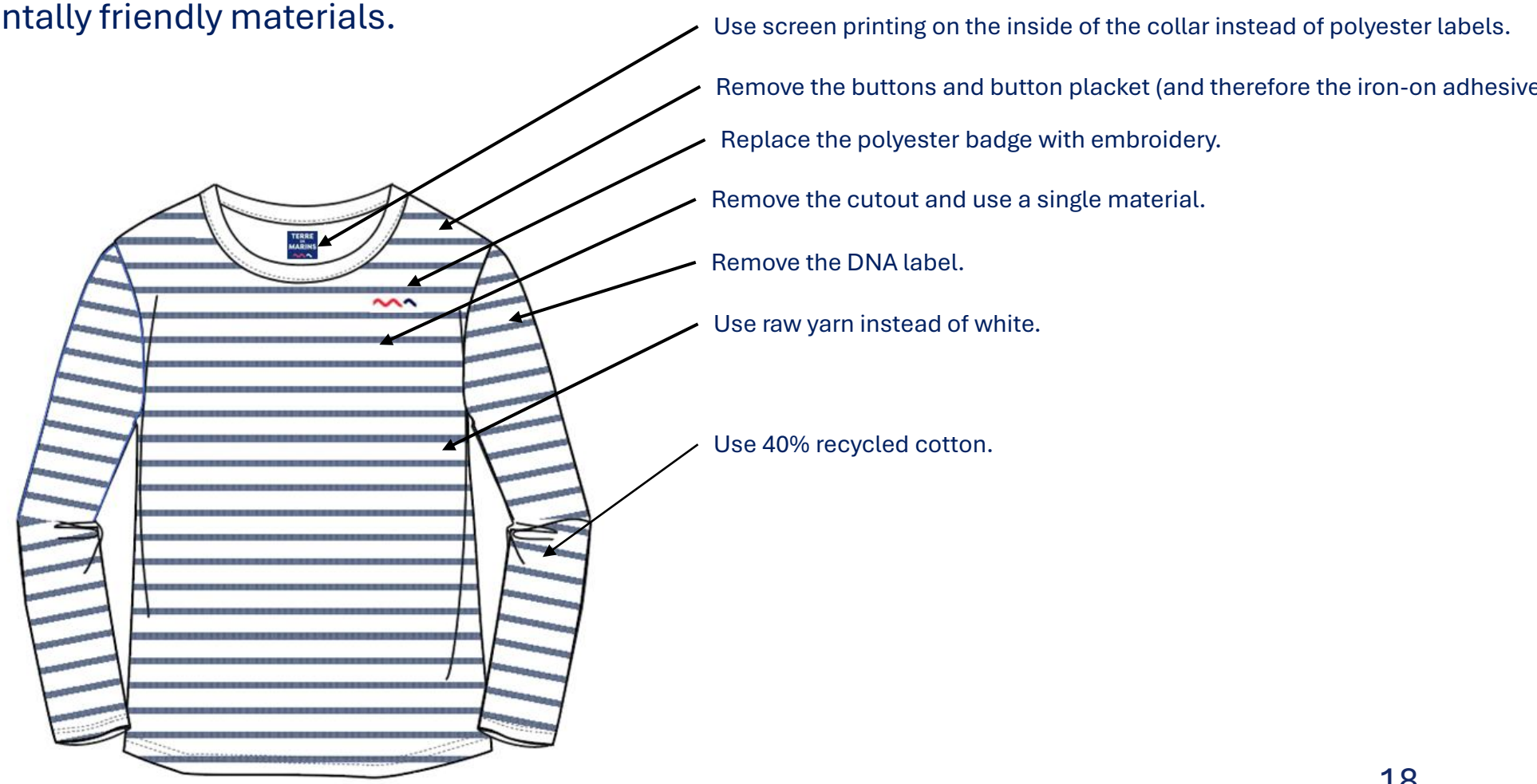
First project: the eco-designed striped shirt

Three main areas of focus:

Reduce plastic/synthetic materials as much as possible.

2 - Use more environmentally friendly materials.

3 - Reduce dyeing.



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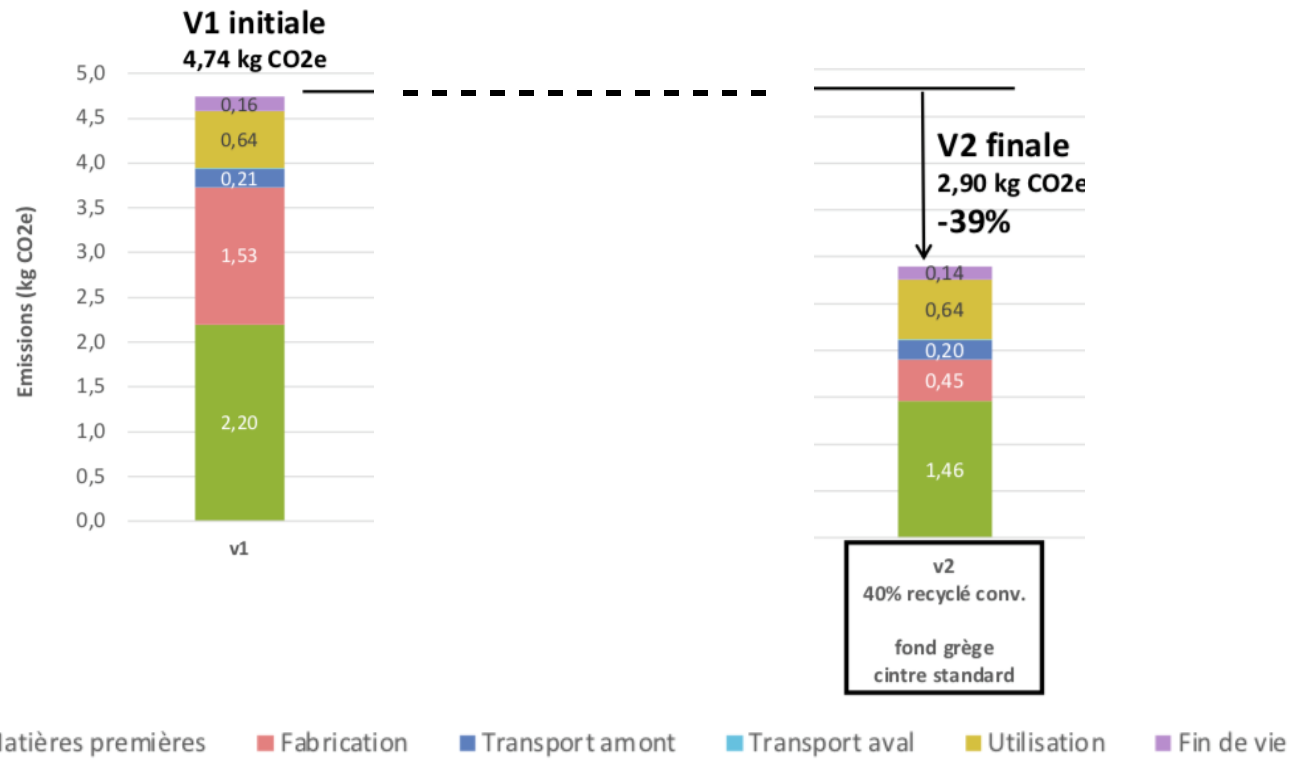
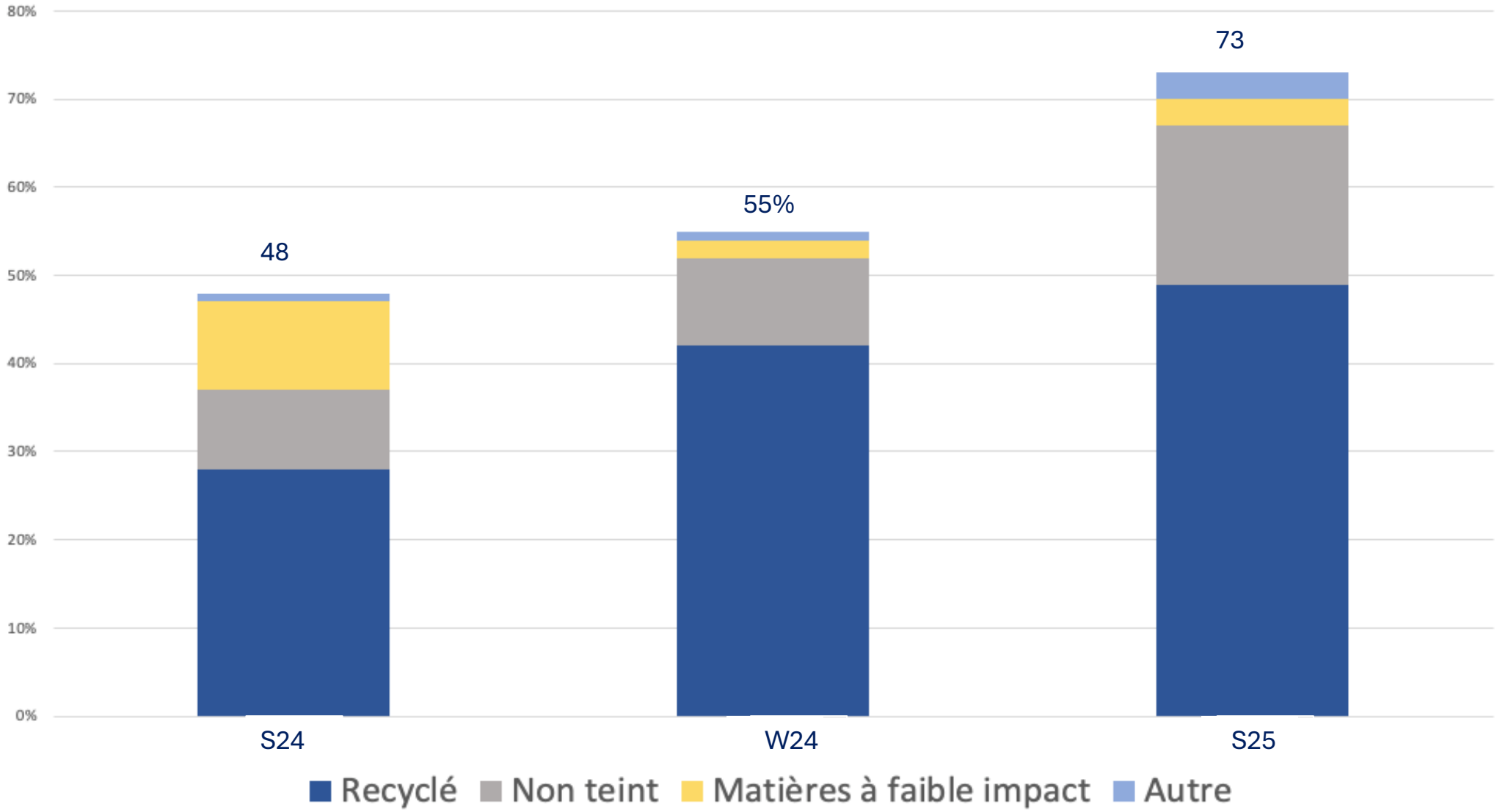
Estimated overall reduction: 1.84 kg of CO2e/marinière (-39% compared to V1).

- Use of undyed yarn: 1 kg of CO2e per striped shirt.
- Use of 40% recycled cotton: 0.7 kg of CO2e per striped shirt.
- Plastic reduction: 0.04 kg of CO2e per striped shirt.



Deployment of eco-design priorities



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Innovation and capsules.

La teinture minérale réduit l'utilisation de produits chimiques et nécessite également moins d'eau que la teinture chimique.
De plus, l'eau utilisée nécessite d'être moins élevée en température et permet donc une économie d'énergie.

L'évolution de la couleur du tee-shirt fait partie du cycle de vie de la teinture minérale.

Suivez nos engagements sur:
www.terredemarins.fr

Teinture minérale

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4/ You mentioned specific work on the striped shirt. Are there any other products that you have redesigned using one or more eco-design levers?

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5/ Why did you choose to work specifically on these two products?

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6/ How do you work on the durability of your products?

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A step-by-step approach

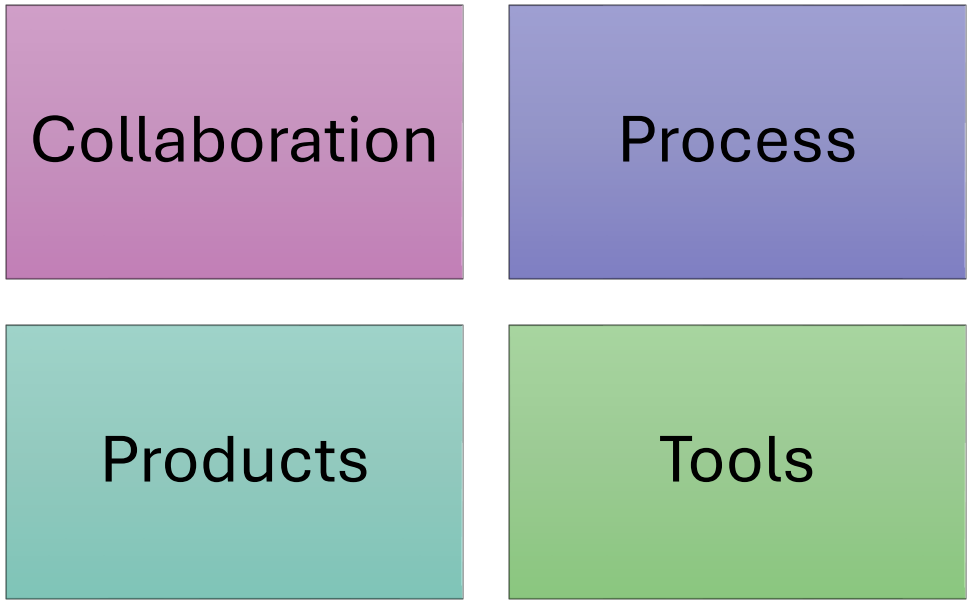
Promote what we already do, stay on track

Build quality throughout the chain

Balance costs

- Close cross-functional collaboration
- Purchasing/Quality Working Group
- Active training of our suppliers

- Changing testing processes
- Implementing durability in the collection



- Sustainability of quality standards
- Implementation of Refashion tests

- Traceability & compliance throughout the chain
- Material and weight specifications
- Fabric library

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7/ Has Refashion's eco-modulation helped you in your efforts to improve the durability of your products?

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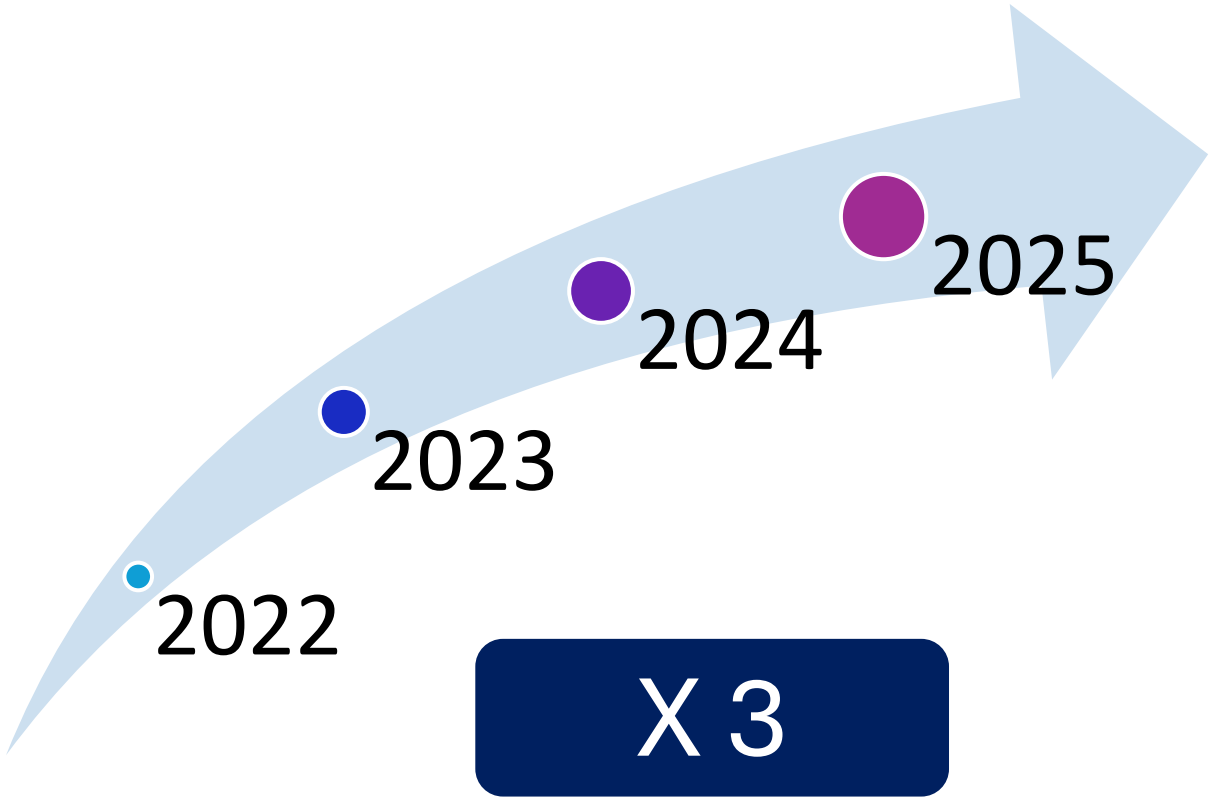
Eco-contribution and Eco-modulatio



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8/ Did it go as you imagined? What were the good and bad surprises, the obstacles and the opportunities identified? What adjustments did you make?

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9/ What's next?

What are your eco-design plans for the future? What are your goals? Are there any new projects in the pipeline?

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The future

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The Ecodesign Platform

A continuous source of information to learn about eco-design and get started!

Discover the platform

- **Agenda page:** find past and upcoming events
- **Eco-watch:** access documentation published by industry experts
- **Cheat sheets:** become an expert on key concepts
- **Your turn:** follow step-by-step guides to eco-design
- **They did it:** get inspired by projects already launched by industry players

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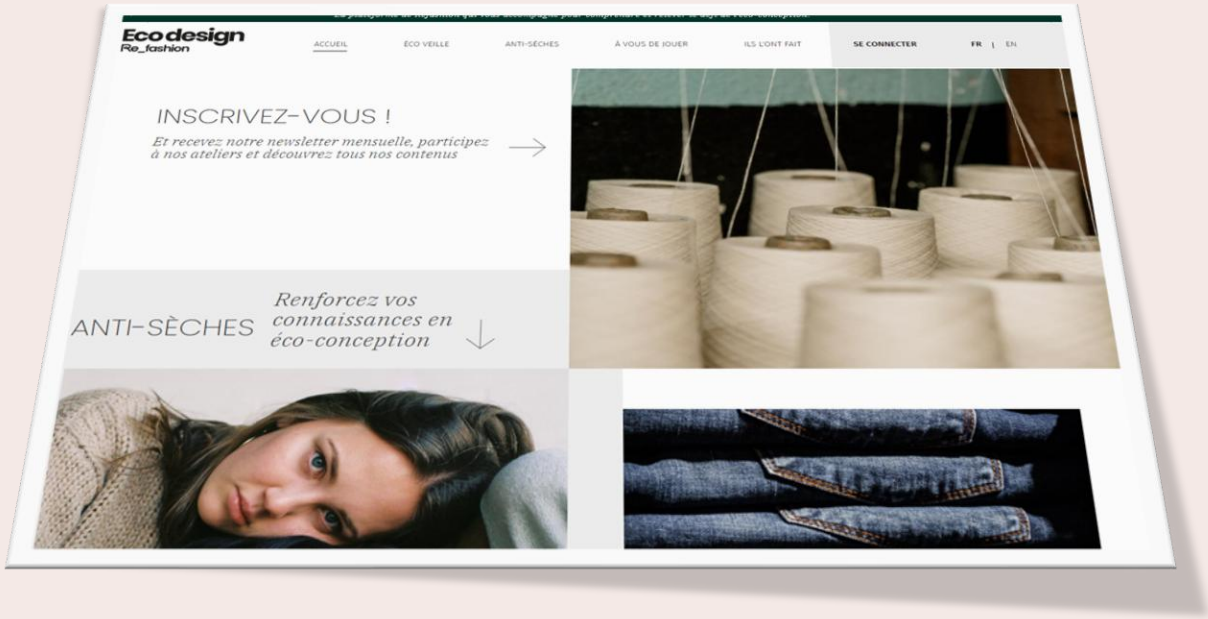

The Ecodesign newsletter

Don't miss out on the latest news!

Discover Refashion's selection of tools to help you advance in the eco-design of textiles and footwear

Stay up to date with upcoming Refashion events

Sign up for the newsletter

Eco design
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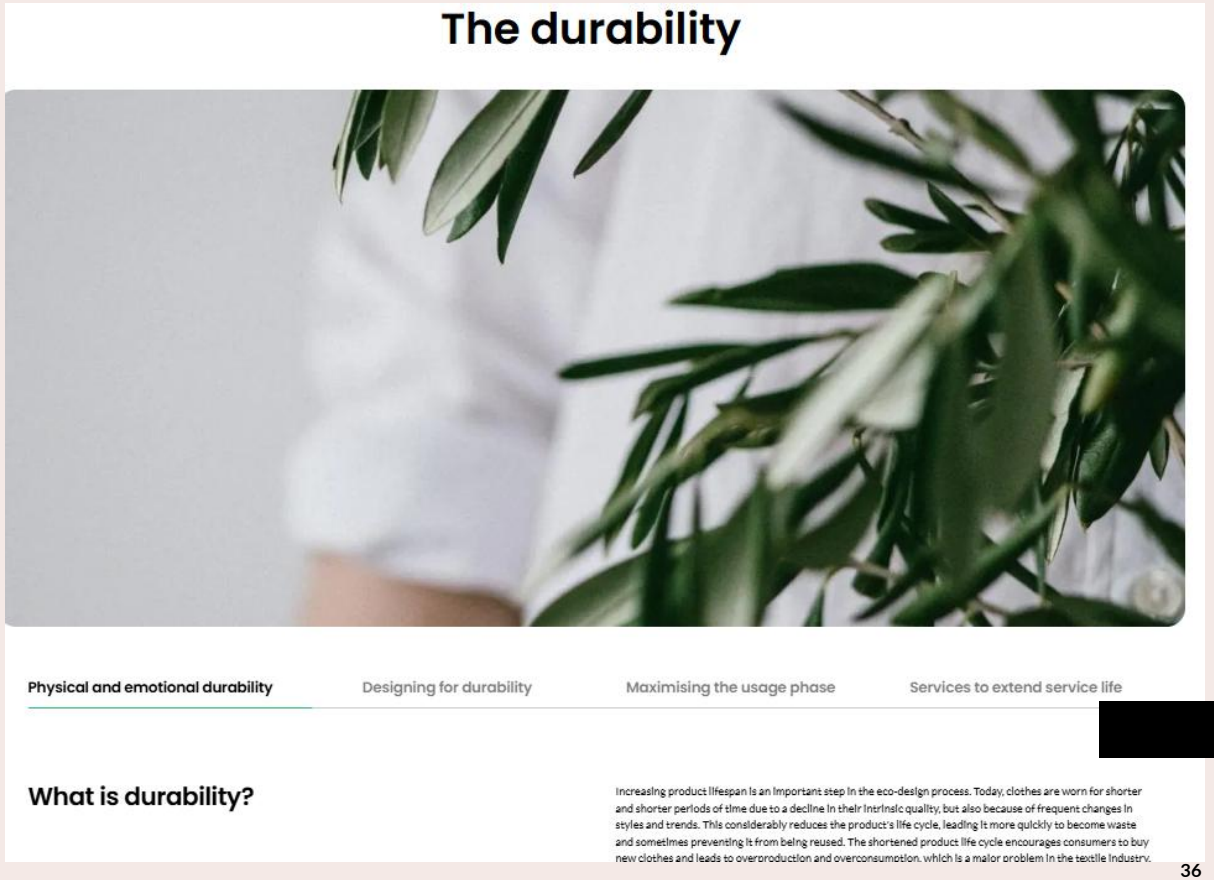
The Ecodesign Platform

Useful resources

Discover the platform

It's up to you: Accompanying the consumer to extend textile product life duration

Cheat sheet: The durability



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Changemakers for a desirable future