

Re_fashion



Ecodesign events

Webinar – Ecodesign of household linen

January 15, 2026

Reminder of the rules applicable 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 Elise Hauter from Home Heritage

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 end destination for
private individuals in France.**

**Prevention, Repair, Reuse,
Collection, Sorting, Recycling**



Speaker

**Elise
Hauter**

CSR Manager



HOME^{HERITAGE}

Ecodesign of household linen

HOME^{HERITAGE}

Summary

1. The group

2. The regeneration program

3. Eco-design at the heart of the strategy

4. Durability and quality: the challenge of time

5. Recyclability: products that are easier to sort

6. Second-hand

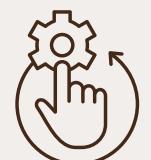
7. Conclusion and outlook



THE GROUP

- French family-owned group
- Four generations of entrepreneurship
- Roots: DODO, founded in 1937
- Development through growth and acquisitions
- A range enriched over time
- Our founding values:

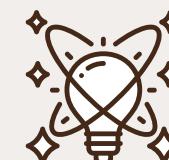
Simplicity



Commitment



Creativity



Agility



RE-GENERATION



#1 Committed to our teams and our expertise

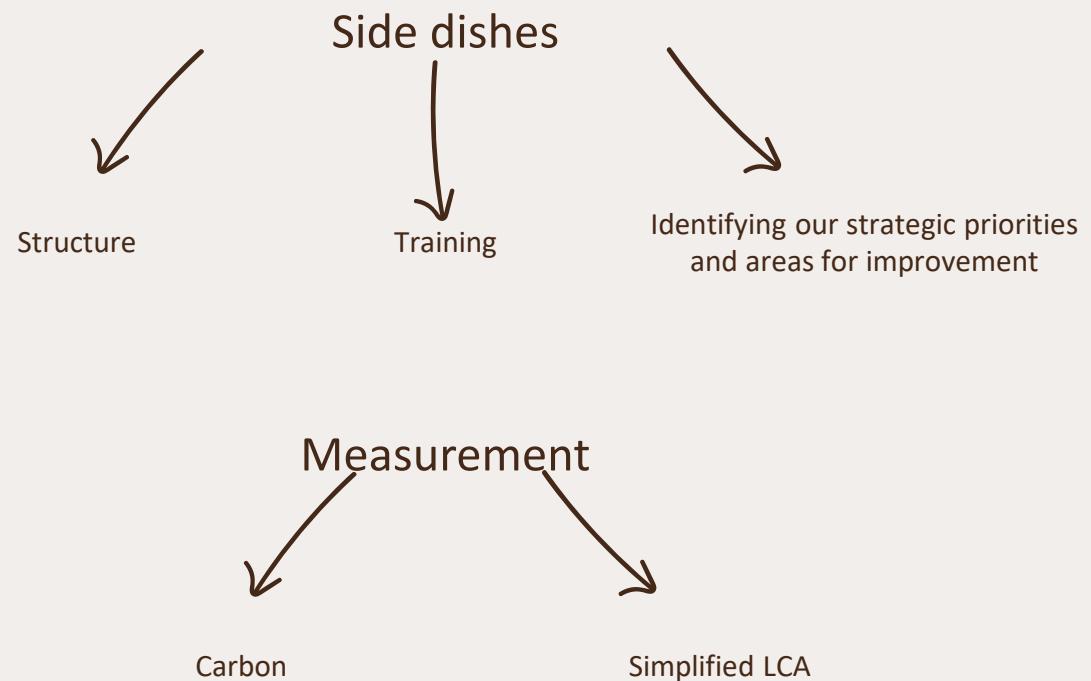


#2 Designing a responsible offering



#3 Working together to build a more durable industry

ECODESIGN AT THE HEART OF THE STRATEGY

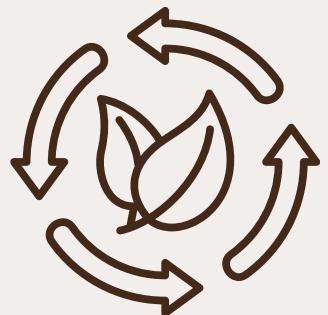


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DURABILITY AND QUALITY: THE CHALLENGE OF TIME

LCA



Durhabi Projects



Quality tests



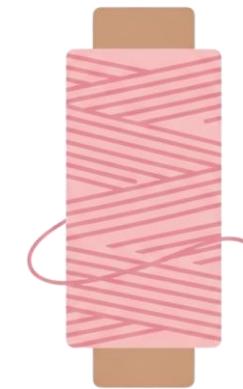


RECYCLABILITY: Products that are easier to sort

Materials impacts



Recycling disruptors



SECOND HAND

- Key figures:
 - 1,698 items were collected
 - 943 items were resold, representing over 55% of the items collected





CONCLUSION AND OUTLOOK

- Training
- Expand and disseminate ongoing actions
- Measure our impact

THANK
YOU!

Refashion eco-design resources



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

Discover resources



Events page: find past and upcoming events



Monitoring: access documentation published by industry experts



Practical guides: become an expert on key concepts and follow step-by-step guides to eco-design



Testimonials: get inspiration from projects already launched by industry players

The screenshot shows the Re_fashion website's 'Nos outils pédagogiques sur l'éco-conception' page. The page has a dark teal header with the text 'Discover resources' in white. Below the header is a large image of a person's hands working on a laptop keyboard. The main content area has a light background. At the top, there is a navigation bar with links like 'Accueil', 'Metteur en Marché', 'Nos outils pédagogiques sur l'éco-conception', 'La filière', 'Nos ressources', 'Nos dispositifs', 'Nos actualités', 'Découvrir Refashion', and user account options. The main title 'Nos outils pédagogiques sur l'éco-conception' is in bold black text. Below it is a section titled 'Fiches pratiques' with a sub-section description and a button labeled 'Accéder à toutes les fiches pratiques'.

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 shoes

Stay up to date with upcoming Refashion events

Sign up for the newsletter

Eco design
Re_fashion

Useful resources



Discover
resources



Practical guide: Defining an eco-design strategy which corresponds to the brand platform



Practical guide: Improving product quality to extend their life duration



Practical guide: Designing a textile product which is easier to recycle

Improving product quality to extend life duration

Project developers: Product development/Quality / Design / Modelling
Partners: Suppliers



Context and description

In Europe, an item of clothing is worn for an average of 3.3 years. Extending product life duration permits recourse to new items to be reduced, significantly influencing the environmental impacts linked to production.

To extend product life duration, three main levers can be activated:

- Improve product sustainability (its quality, its capacity to be repaired, its guarantee, its multi-functionality);
- Give the product a second lease of life thanks to repair and reuse;
- Optimise usage, thanks to good product care or product sharing between several users.

Re_fashion

Changeons notre mo(n)de, durablement.