



**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

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2. The regeneration program

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3. Eco-design at the heart of the strategy

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4. Durability and quality: the challenge of time

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5. Recyclability: products that are easier to sort

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6. Second-hand

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7. Conclusion and outlook

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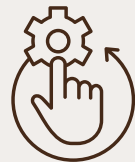




# THE GROUP

- 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

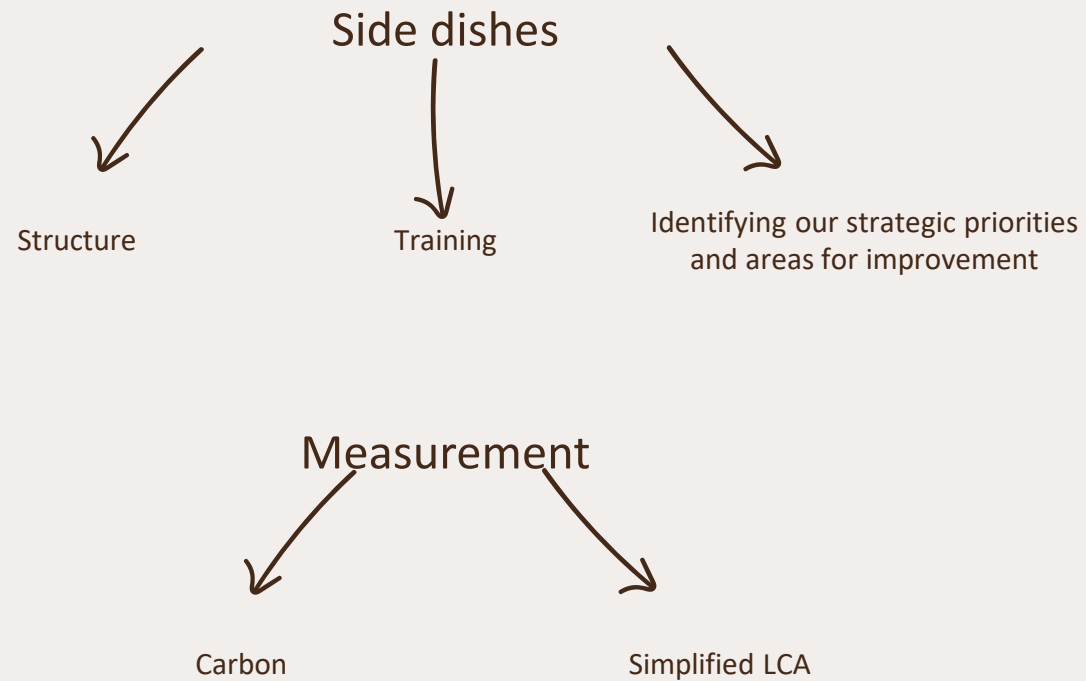


**#2** Designing a responsible offering



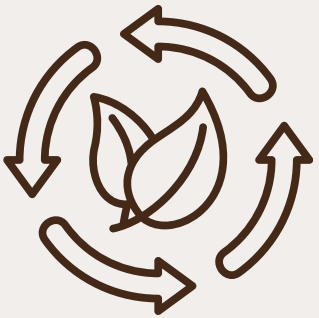
**#3** Working together to build a more durable industry

# ECODESIGN AT THE HEART OF THE STRATEGY



# DURABILITY AND QUALITY: THE CHALLENGE OF TIME

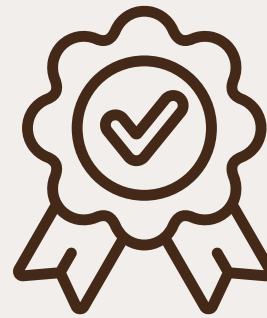
LCA



Durhabi Projects



Quality tests

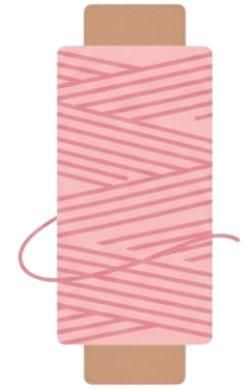






RECYCLABILITY: Products that are easier to sort

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 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.