



**Nothing is
thrown
away,
everything
is collected**

Clothing, Household linen,
Footwear

*How about collecting
together?*

Re_fashion
Changemakers for a desirable future

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Refashion is the eco- organisation for Clothing, Household linen and Footwear.

Approved by public authorities, Refashion supports industry stakeholders and citizens in reducing environmental impact.

The aim: speed up the transition to a world more responsible with its resources by encouraging collection, reuse and recycling.



Did you know ?



3,3B

⁽¹⁾ of clothing, household linen and footwear (CHF) are sold each year.



32%

⁽¹⁾ are collected to be valorized



60%

⁽²⁾ of textiles, household linen and footwear to be collected between now and 2028 in order to achieve the sector target.

And this is just the beginning!

Our ambition is to give a second life to the textiles and shoes we no longer wear.

⁽¹⁾ Source: 2023 Refashion Activity Report

⁽²⁾ Source: Specifications for the EPR of Clothing, Household linen and Footwear

Consumers are ready to take action!

Every year, hundreds of thousands of tons of textiles can be given a second life.

44% * of French people say they don't know where collection points are located in the country, and therefore choose not to sort their textiles.



The good news is that we can take action!

Consumers are looking for collection points that are accessible, and they prefer in-store collection because it's seen as more practical and more rewarding!

Get involved and take responsibility for the waste generated. By offering collection in your stores, you promote transparency, encourage sorting and engage your teams.

This makes you both attractive and actively involved in the everyday shift toward circular fashion!

*Study on textile collection conducted by Refashion in June 2024.

And why do you never or rarely drop off items in clothing bins or containers? What are the barriers you face?

You can make a difference!

How?

Get involved in one of Refashion's in-store collection schemes!

	Operational scheme	Self-managed scheme
Contractualization	Directly with Refashion	Through approved collectors
Funding	Refashion finances containers and logistics operations	No subsidies from Refashion
Operational functioning	Processes, partners and tools are defined by Refashion	Independent choice of partners, tools and containers
Area coverage	National (excl. Saint Martin)	National: thanks to the network of approved collectors
Collection options	Clothing and/or household linen and/or footwear in any conditions	Clothing, household linen and footwear in any conditions

Ideal for brands that:



Looking for a **turnkey solution** with financing.



Wish to take charge of the entire collection process, without financing.



A quick, easy and optimised solution.



An adaptable, autonomous solution.

Why get involved?



A proximity solution for your customers

Make your customers' lives easier by offering an accessible and reliable drop-off point for their used textiles and footwear.

With this solution, they take concrete action for the circular economy while strengthening their trust and connection with your brand.



Trust and transparency

Reassure your customers with an in-store collection point backed by your brand and supported by trained staff, ensuring proper recovery of their donations.

Provide transparent information about what happens to the collected textiles and footwear and how they are processed, helping to remove barriers to participation.



A strengthened CSR approach

Enhance your CSRD reports and your internal and external communications with concrete data through the tracking of collected tonnages.

Contribute to an industry objective and commit to a responsible, collective approach: supporting local dynamism, job creation, and reintegration of recycled materials.

Refashion is your collection partner for textiles, household linen, and footwear

The CSRD applies to companies that meet at least two of the following criteria:

- an average number of employees during the financial year exceeding 250
- a total balance sheet exceeding €25 million
- net turnover exceeding €50 million

Let's accelerate the transition toward a world that respects its resources and the environment.

**Let's build our
collection network
together!**

**Want to know more?
Contact us here:**



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