

Refashion, the eco-organization approved by public authorities for Clothing, Household linen and Footwear sector in France

Re_fashion

Refashion supports Clothing, Household linen and Footwear sector stakeholders and citizens in reducing the environmental impact of the sector.

Our objective: to accelerate the transition towards a world that uses its resources more responsibly by promoting collection, reuse and recycling.

[Learn more](#)

Did you know?

Clothing, household linen and footwear that you no longer use must not be thrown away with household waste. They must be dropped off at a dedicated collection point. Thanks to this gesture, they can be reused or recycled and have a second life.



A simple gesture for a tangible environmental impact



3.5tonnes*

of CO₂ equivalent avoided per tonne of textiles and footwear collected in 2024, for 1.3 tonnes of CO₂ equivalent emitted.



44%**

This is the proportion of French people who say they do not know where the collection containers are located in the country and therefore turn away from the sorting gesture.

* Source: Refashion 2024 environmental assessment.

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



You can make a difference!

Refashion supports you in implementing collection solutions in France. This means you can take concrete action to reduce your environmental impact while raising awareness among your customers and employees of this CSR approach.

Consumers are looking for accessible collection points and favour in-store collection because it is perceived as more practical and rewarding!

Choose one of our 2 schemes, install your collection container, collect and recover.

	Operational scheme	Self-managed scheme
Contract	Directly with Refashion	Via contracted collection operators
Funding	By Refashion (container and logistics)	No Refashion subsidies
Operational	By Refashion (choice of process, partner, tools)	Self-managed
Collection options	Clothing and/or household linen and/or footwear, in any condition	Clothing, household linen and footwear, in any condition

**A turnkey solution,
with funding**

**A self-managed
solution, without
funding**

Worn, damaged, out of fashion: all textiles and footwear are collected...

Why get involved?

A local solution for your customers



Simplify your customers' lives by offering them an accessible and reliable collection point where they can drop off their used textiles and footwear.

With this scheme, they take concrete action in favour of the circular economy while strengthening their connection with you and their trust in you.

Trust and transparency



Reassure your customers with an in-store collection point, supported by your brand and trained staff, guaranteeing that their deposits are properly recovered.

Provide them with transparent information on what happens to the collected textiles and footwear and how they are processed, reducing the barriers that prevent them from dropping items off.

A strengthened CSR approach



Enhance your CSRD reports and your communications with concrete data thanks to monitoring of the tonnages collected.

Contribute to a sector objective and commit to a responsible and collective approach: local dynamism, support for jobs, and reincorporation of recycled materials.

Nothing is thrown away, everything is collected.

Join us!

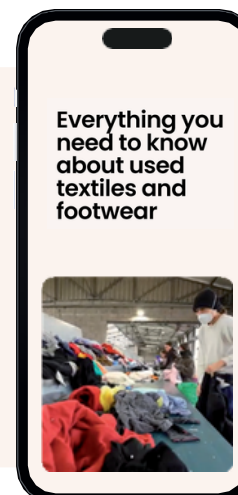
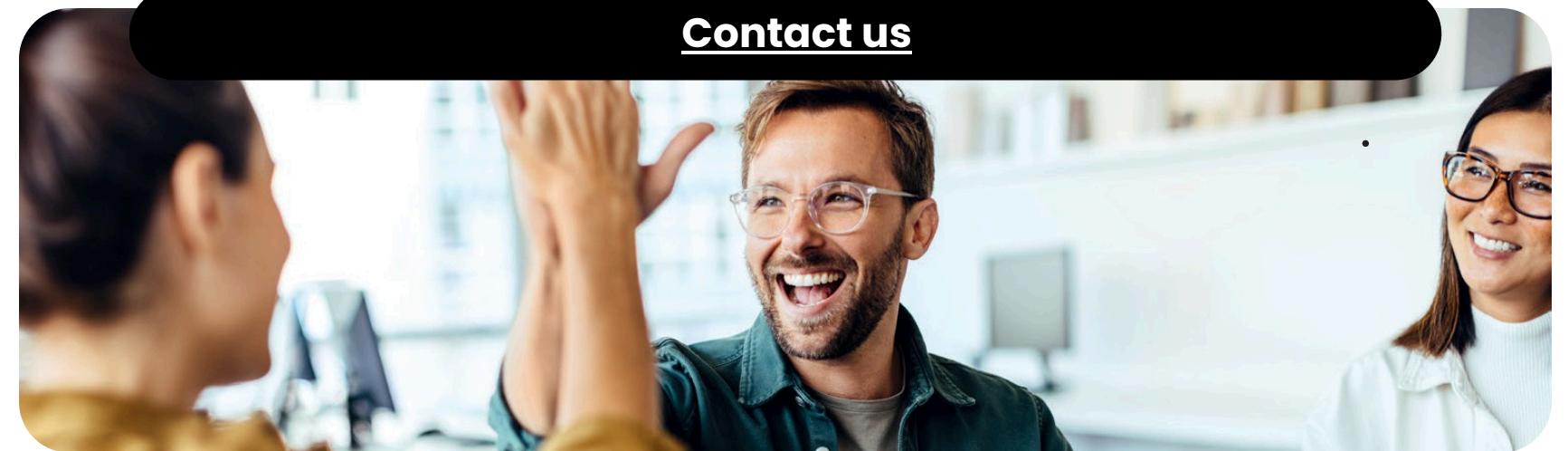
Already more than 900 collection points operated by brands in the sector.

- // A simple project that is quick to implement.
- // An initiative that brings together all employees and customers.
- // A meaningful commitment.



Would you like to roll out collection?

Contact us



What happens once your textiles and footwear have been dropped off at a collection point? We explain it to you!

[Watch the video](#)

Please turn on English subtitles.

[Read more](#)