

# H&M WASTE TEXTILE MANAGEMENT

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# ABOUT H&M

H&M is a Swedish multinational clothing-retail company known for its fast-fashion clothing for men, women, teenagers, and children. It is the second-largest global clothing retailer, behind Spain-based Inditex (parent company of Zara). Founded by Erling Persson and run by his son Stefan Persson and Helena Helmersson, the company makes its online shopping available in 33 countries

# REUSE AND RECYCLING



H&M have each introduced schemes to tackle garment waste problems. In 2019, H&M Group collected 29,005 tonnes of textiles for reuse and recycling through our garment collecting initiative equivalent to about 145 million T-shirts.

They collect the boxes, and then sort the contains into three categories:

- Rewear : clothing that can be worn again will be sold as second-hand clothes.
- Reuse: old clothes and textiles will be turned into other products, such as cleaning cloths.
- Recycle :everything else is turned into textile fibres and used for things like insulation.

# CAMP AIGN

“H&M also wants to inspire and help customers to keep their garments in use for as long as possible and give them an easy option to collect their used garments when they are no longer wanted,” the team said. “We have therefore developed several initiatives, either through in-store repairing services, garment collecting in stores, advice when washing their garments, or using rental and re-commerce options, to mention a few examples.”



# LOOOP SYSTEM



Loop opens to the public in one of our Drottninggatan stores in Stockholm on October 12. This is the first time this garment-to-garment recycling system is shown in store by a fashion retailer and H&M is proud to soon offer customers the opportunity to watch this container-sized machine recycle their old textiles into something new. This is part of a bigger plan - our ambition is to become fully circular and climate positive and we are working with many exciting projects to reach this goal. We must innovate materials and processes while inspiring customers to keep their garments in use for as long as possible.

SAVE  
*the*  
PLANET



REDUCE  
REUSE  
RECYCLE





How H&M's Recycling Machines Make New Clothes From Used Apparel | World Wide Waste

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