



Media release, 5th December 2023

## **Over 30 Cradle to Cradle Certified® textile products set new standards**

**The Circular Clothing Co-operative is proud to announce a ground-breaking success in the field of sustainable textiles. Just one year after the launch of the first Cradle to Cradle Certified® collection, over 30 new certified products from co-operative members lavie, STUNED and the Blue suit are being launched. This significant milestone is based on a shared supply chain and access to circular materials and production processes. Circular Clothing is made possible by the Migros Pioneer Fund.**

### **Major development steps thanks to collaboration and promotion**

Thanks to intensive research over the past three years, the Circular Clothing Cooperative is presenting over 30 Cradle to Cradle Certified® products in the areas of fashion, accessories, and home textiles. To be certified the materials and manufacturing processes used were audited on the following impact categories: Material Health, Product Circularity, Clean Air & Climate Protection, Water & Soil Stewardship, and Social Fairness. Depending on the extent to which all of these criteria are met, there are various levels of certification from Bronze to Silver, Gold and Platinum.

The Circular Clothing Co-operative succeeded in obtaining a bronze and gold level certification. Circular product solutions are possible thanks to close collaboration and support from committed partners such as the Migros Pioneer Fund, epeaswitzerland and the STF Swiss Textile & Fashion Institute.

### **More Cradle to Cradle Certified® products from the Blue suit**

How does a garment have to be designed to be circular? This is the central question that drives the Blue suit. The Cradle to Cradle® design approach, which was implemented with the Black Denim collection in 2022, provides an answer.

The Cradle to Cradle® design approach starts with the choice of materials: Only materials without toxins that are healthy for people and the environment are used. Equally important is how the materials are processed, which dyes are used and how the washes and prints are carried out. These production steps must also be Cradle to Cradle®-compliant.

The Black Denim collection was supplemented this autumn with additional styles such as the ANN and SIMONE pants and the MARLENE and YOSANO jackets. All of them achieved Cradle to Cradle Certified® Bronze. A material highlight is the introduction of the first Cradle to Cradle Certified® Bronze business pants MILLER made of wool. For quality reasons a non-certified stitching yarn is used. All other materials of the garments are Cradle to Cradle Certified® Gold.

Last but not least, the Black Denim collection is the starting point for the joint supply chain and Cradle to Cradle Certified® certification, from which other Circular Clothing labels are now benefiting.

### **First Cradle to Cradle Certified® Gold Collection from lavie**

"Made to last" is the name of the latest capsule collection from lavie, which has been labelled the Cradle to Cradle Certified® Gold. It comprises a total of 19 variations of decorative cushions and

aprons, all of which are woven and sewn from denim in Italy and some of which are laser-finished. The title "Made to last" also stands for the design maxim that underpins the entire range from the Langenthal-based home textiles manufacturer.

"Made to last" beautifully demonstrates how design is created in a field of tension: between the desire for design, technical feasibility, and the demand for functionality. The collection was based on certified denim in the colours black, ecru, and grey. The collection is made up of plain-coloured products and special highlights: The "Marilyn" and "Geena" cushion covers, for example, were processed using laser technology. Depending on the setting of the laser, the surface of the denim is either engraved or the textile becomes completely transparent.

The motifs for the laser engraving came from specially produced analogue cyanotypes. Fleeting, inconspicuous things were exposed to the sun for this purpose: For example, vegetable scraps, small everyday objects or objects that disappear forever between sofa cushions. By creatively capturing the ephemeral, the theme of circularity was given a captivating form.

The regularly fringed surface of the "Marilyn" cushion covers was created with precise laser incisions. A minimalist grid was used to create unique cushion covers that are reminiscent of fil coupé weaving in both look and feel.

### **Reduced to the essentials - the first Cradle to Cradle Certified® Gold products from STUNED**

The mission of the start-up STUNED has always been to create high-quality bags that are in harmony with nature. Until now, the design process has been at the forefront and the choice of components has been a comparatively simple task. In this way, between 10 and 20 different components quickly come together for one product. Due to the limited availability of Cradle to Cradle Certified® materials and the minimum order quantities required, the founders had to rethink their approach.

Necessity is the mother of invention - the new question was: What is possible with a minimum number of components? The result is an expanded product range that surprised even the young entrepreneurs. Together with a clear commitment to sustainability, the company continues to adhere to Swiss production and new bags and clothes, all of which are made from the same four Cradle to Cradle Certified® Gold components. They prove that despite minimalist design, nothing must be sacrificed.

The products mentioned above are available from selected retailers or in the online shops of the individual labels - see [lavie-home.ch](http://lavie-home.ch), [stuned.ch](http://stuned.ch) and [thebluesuit.com](http://thebluesuit.com).

### **Achieving great things together**

Regenerating the planet for future generations is possible through a circular economy. This requires comprehensive solutions. Whether as a cooperation partner on the supplier side, as a label and cooperative member or as a supporter of the cooperative - only by joining forces can the ambitious vision of a circular textile industry be successfully realised.

Further information at [www.circularclothing.org](http://www.circularclothing.org)

### **About CIRCULAR CLOTHING**

The textile industry must become more sustainable. For today's products to become tomorrow's raw materials, a circular approach is needed, for which small companies in particular need support. With the support of the Migros Pioneer Fund, the pioneering project CIRCULAR CLOTHING paves the way for small Swiss textile labels to become circular.

Starting from the initiative of textile entrepreneurs Karen Rauschenbach and Yvonne Vermeulen in 2020, the cooperative CIRCULAR CLOTHING was founded in March 2022. Their target is a zero-waste textile industry in which resources are used in a closed loop – for a better planet. They are convinced of the power of the Cradle to Cradle® model and want to make it the industry standard. By establishing the CIRCULAR CLOTHING platform, they aim to empower textile labels to join forces in order to boost the paradigm shift in the textile industry towards more social and ecological responsibility. [www.circularclothing.org](http://www.circularclothing.org)

### **About Migros Pioneer Fund**

The Migros Pioneer Fund supports sustainable solutions for societal challenges with the goal of initiating systemic change towards a future-oriented society. The impact-oriented funding approach combines financial support with active funding and risk management. The fund is part of the social commitment of the Migros Group and has an annual budget of approximately CHF 15 million. The Migros Pioneer Fund is supported by companies such as Denner, Migros Bank, Migrol, migrolinio and Ex Libris. More information: [www.migros-pionierfonds.ch](http://www.migros-pionierfonds.ch)

### **About Cradle to Cradle®**

epeaswitzerland develops and implements Cradle to Cradle® products and services for various companies worldwide and is an accredited assessor for the Cradle to Cradle Certified®. [www.epeaswitzerland.com](http://www.epeaswitzerland.com)

### **About Cradle to Cradle Certified®**

Cradle to Cradle Certified® is the leading multi-attribute standard used globally across industries by designers, brands, and manufacturers for designing and making products that enable a healthy, equitable and sustainable future. For more than a decade, Cradle to Cradle Certified® has been helping companies to innovate and optimize materials and products according to the world's most advanced science-based measures.

Cradle to Cradle Certified® is a registered trademark of the Cradle to Cradle Products Innovation Institute (C2CPII) [www.c2ccertified.org](http://www.c2ccertified.org)

**Your contact**

Sylvie Merlo, Strategic Communications & PR, CIRCULAR CLOTHING

Tel: +41 79 216 29 45

[sylvie@circularclothing.org](mailto:sylvie@circularclothing.org)

Anna Veljkovic, Communications Manager Migros Pioneer Fund

Tel: +41 570 21 84

[anna.veljkovic@mgb.ch](mailto:anna.veljkovic@mgb.ch)

**Images:** Various pictures can be downloaded from [www.circularclothing.org/en/press](http://www.circularclothing.org/en/press)

.