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LVMH taps textile recycling startup to improve circularity

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The recycled textiles will be 100 percent traceable. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton is adopting a new, high-quality textile recycling process as it expands its creative circularity solutions.

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LVMH is teaming with **Weturn**, a startup that has created the first recycling chain dedicated to unsold textiles, fabric rolls and offcuts from major fashion houses. The partnership, announced on June 24, reflects LVMH's commitment to the circular economy as part of its Life 360 environmental strategy ([see story](#)).

Closing the loop

Weturn was founded in 2020, ahead of a French law that will ban businesses from destroying new and unused textile materials starting on Jan. 1, 2022.

The company focuses on textile recycling for major fashion houses and other professionals and manufacturers with unused textiles that are protected by intellectual property.

Weturn uses digital sorting and low-cost collection tools to develop and distribute new, high-quality recycled raw materials. LVMH's maisons will be able to use these recycled materials in future products, such as packaging, accessories, workshop fabrics, team uniforms and more.

"After a year dedicated to creating a new recycling chain, we are proud to join the circular economy market by working to recycle unsold and protected products alongside prestigious maisons such as those of the LVMH group, which contribute to the international reputation of France," said Sophie Pignres, founder of Weturn, in a statement. "Our ambition is to contribute to the revival of the European textile industry by demonstrating that a product's value lies in its raw materials."



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A post shared by weturn (@_weturn)

Instagram post from Weturn

The new eco-designed textiles from Weturn are 100 percent traceable and European-made. The company's solution helps promote transparency and achieve recycling rates of more than 50 percent, compared to the textile industry's current closed-loop recycling rate of less than 1 percent.

In another move towards circularity, the group recently launched its first online resale platform for "re-sourcing" high-quality materials from its fashion and leather goods houses.

Nona Source is a digital platform that allows emerging creatives and brands access to leftover or deadstock textiles at competitive rates to encourage re-use and circularity. LVMH is making the B2B platform open to all, including other LVMH houses, independent designers and even competing luxury brands ([see story](#)).

"We are delighted that the LVMH group is partnering with Weturn, which offers innovative solutions in the field of textile recycling," said Hlne Valade, environment development group director at LVMH, in a statement. "Today, this partnership allows us to take a new step towards achieving our ambition in the field of creative circularity, which is one of the four strategic priorities of Life 360, our environmental policy for the next 10 years.

"As our designers continue to integrate more and more upcycling into their collections, as the Nona Source platform enables them to obtain high-quality unused fabrics and leathers, and as CEDRE intervenes in the end-of-life of products, Weturn offers our maisons the opportunity to recycle their unsold finished products, branded fabrics and textile packaging in the form of spools of thread," she said. "This creates a complete ecosystem around creative circularity, which is a source of inspiration for our designers."