Arvind and CIRCULOSE® partner exclusively on denim made in India

The partnership advances Arvind's commitment for eco-conscious products in textile market.

Arvind has formed a partnership with the CIRCULOSE® Supplier Network to actively promote sustainability and circularity within the industry, thereby strengthening its commitment to advancing its near century-long legacy of environmental consciousness in the textile industry.

Key Features

Circular Material: Denim is crafted from upcycled cotton textiles and viscose made with CIRCULOSE®, diverting waste from landfills. CIRCULOSE® is created by Renewcell which employs an advanced recycling process to break down worn-out garments into cellulose pulp, from which new fibres, and ultimately, new denim is created. This circular approach minimizes waste and resource consumption.

Quality and Durability: Despite its sustainable roots, denim made with CIRCULOSE® does not compromise on quality. It retains the durability, comfort, and aesthetic appeal of conventional denim ensuring along-lasting wardrobe staple.

Environmental Stewardship: Denim made with CIRCULOSE® epitomizes Arvind's commitment to sustainability. By recycling textile waste and adopting efficient production processes, it helps conserve natural resources and reduce textile waste, contributing to a cleaner environment.

Since 2022, Arvind has been actively participating as one of the partners for Accelerating Circularity, a non-profit entity that catalyzes new circular supply-chains and business models; to turn worn-out garments into mainstream raw materials. Through this program, Arvind has incorporated recycled and circular fibers into scalable products.

Fashion Forward: Denim made with CIRCULOSE® is not just environmentally conscious but also fashion-forward. Arvind offers a diverse range of styles, washes, and finishes to cater to various tastes, proving that sustainability can be trendy.

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Denim made with CIRCULOSE® helps to close the loop on apparel production and highlights the importance of resource efficiency in textile manufacturing. It demonstrates that sustainable practices can be economically viable.

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About Arvind limited

Arvind Limited is not just a company; it's a promise. A promise to deliver quality, uphold values, and contribute to a sustainable tomorrow. We take pride in our heritage and look forward to a future where we continue to innovate, inspire, and weave dreams into reality.

Arvind's relentless pursuit of innovation and excellence has led to transformative changes in the market. From introducing novel materials to redefining fashion trends, Arvind has always been at the forefront of change. With a global presence, we've touched lives across borders. Our fabrics are not just threads but a part of countless stories, making us a cherished name not only in India but around the world.

About Renewcell

Re:NewCell AB (publ) ("Renewcell") developed a patented process that enables the recycling of cellulosic textile waste, such as worn-out cotton clothes and production scraps, transforming it into a pristine new material called CIRCULOSE®. Founded by innovators from Stockholm's KTH Royal Institute of Technology in 2012, the award-winning, Sweden-based sustain Tech company's vision is to make fashion circular.

Through its patented process, Renewcell is able to recycle cellulosic textile waste, such as worn-out cotton clothes and production scraps, transforming it into a pristine new material called CIRCULOSE®. Fast Company named Renewcell one of the World's Most Innovative Companies in 2021, as well as World Changing Idea in 2023. CIRCULOSE® was also included on TIME Magazine's list of the 100 Best Inventions 2020.

Renewcell is a publicly listed company with shares traded on Nasdaq First North Premier Growth Market with the ticker name RENEW and ISIN code SE0014960431. FNCA Sweden AB is Certified Adviser, +46(0)8-528 00 399, info@fnca.se.

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