



# ZARA PARTNERS WITH CIRC TO LAUNCH FIRST-OF-ITS-KIND COLLECTION MADE USING RECYCLED POLYCOTTON BLENDED TEXTILES

This collection heralds the first-ever public launch of garments made with recycled polyester and lyocell derived from the separation of polycotton textile waste





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Today, Zara, in partnership with Circ, the fashion technology company that recycles textile waste back into new fibers, takes a pivotal step towards circularity in the fashion industry by revealing a new first-of-its-kind women's capsule collection made with recycled textiles derived from polycotton textile waste. The collection will be available across 11 markets, beginning April 17.

Zara and Circ have tackled one of the biggest challenges for the fashion industry: breaking down blends of polyester and cotton – referred to as “polycotton” – into new recycled raw materials to create new garments. Circ’s innovative recycling technology is the only platform to successfully separate polycotton blended textile waste and recover both cellulosic and synthetic fibers. Utilizing this technology, Zara and Circ have created a collection featuring lyocell garments made with 50% recycled polycotton textile waste and polyester garments with 43% recycled polycotton textile waste. With creative direction from the design team at Zara Woman, the collection showcases on-trend and light garments in burgundy tones that are designed to keep in circulation .

“We believe our partnership with Zara signals a seismic shift in how the fashion industry and consumers view what is possible in sustainability,” said Peter Majeranowski, CEO of Circ. “This is the first-time recycled polyester and lyocell clothing manufactured from polycotton textile waste is in the hands of consumers, and we are taking important steps towards making circularity the new standard. Circ and Zara want to create a new future in which the garments hanging in our closets are made from recycled materials that can then be recycled over and over again.”

“This first-of-its-kind collection demonstrates that innovation in new fibers and collaboration with specialized experts are two key pillars in advancing the circularity of the textile industry. Circ’s technology opens the door to effectively separate and recycle any blend of polyester and cotton – which is one of the most common textile blends in clothing. At Zara and Inditex, we want to lead the transformation of our industry by creating fashion collections rooted in circularity” remarked Javier Losada, Inditex Chief Sustainability Officer.

This partnership follows investment from Inditex, Zara’s parent company, in Circ last year aimed at accelerating industrial-scale solutions towards circularity in the fashion industry. This is the first time Inditex has made an investment of this kind within its Sustainability Innovation Hub (SIH) which aims to boost technological innovation and improve product circularity.





## **ABOUT CIRC**

Circ is on a mission to power the clean closet with patented technology that recycles global fashion waste back into textiles, again and again. We are protecting our planet by reducing the need and demand for petroleum, trees, and other materials harvested from nature to manufacture clothes. Circ is building a truly circular eco-economy for the fashion industry. Headquartered in Danville, Virginia, a former epicenter of textile production in the United States, Circ is a Certified B Corporation revitalizing the future of material technology and manufacturing. To learn more about Circ, visit [www.circ.earth](http://www.circ.earth).

## **ABOUT ZARA AND INDITEX**

Zara is part of Inditex, a global fashion retail group, also parent company of Pull&Bear, Massimo Dutti, Bershka, Stradivarius, Oysho and Zara Home. Zara's story begins with the opening of its first store in the Spanish coastal city of A Coruña in 1975 and its collections are currently available over an integrated platform of stores and online in more than 200 markets. Focused on constant innovation, Zara offers fashion-forward products for women, men and kids via a business model that places the customer at the center of everything we do. Zara and Inditex are committed to achieving climate neutrality by 2040.

## **ABOUT INDITEX'S SUSTAINABILITY INNOVATION HUB (SIH)**

Inditex's SIH seeks to identify nascent solutions to help them adapt for the textile industry's needs and bring them to scale. SIH has teamed up with more than 200 startups and took part in more than 30 pilot tests.

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