

Cyndi Rhoades, founder of Worn Again, is leading a consortium of fashion design and upcycling businesses, in a move to develop a world leading zero textile waste solution for the UK.



According to DEFRA, two million tonnes of clothing is consumed by the UK every year, of which only 30% is currently recycled. The Centre for Reuse and Remanufacturing report 10,000 tonnes of corporate wear is used each year, of which only 5% is recycled.

The re-manufacturing of combined textile waste into new products through upcycling offers the UK an opportunity to create a new industry, green-collar jobs and establish exportable intellectual property (IP) in textile waste solution leadership.

Worn Again is spearheading a consortium of British upcycling companies that aims to develop an upcycling production and innovation factory unit sited in the Thames Gateway. This unit will form the pilot for the development of a UK textile re-manufacturing industry to provide products for small upcycling businesses and large corporates, and develop a zero textile waste solution for the UK.

Worn Again believes some things are just too good to go to waste. We work with leading product designers to transform discarded and unwanted fabrics into modern, wearable clothes and accessories. For our latest collections, two of Britain's most exciting young designers, Benjamin Shine (who I met through CVTF500) and Christopher Raeburn, have used decommissioned Royal Mail storm jackets, Eurostar uniforms and retired Virgin hot air balloons to make a range of bags, Oystercard wallets and hoodies.

[www.wornagain.co.uk](http://www.wornagain.co.uk)



Eurostar train managers' bag, created from recycled Eurostar jackets by Benjamin Shine

# Ethical Innovation



Commissioned portrait of HSH Albert II, Prince of Monaco, 2009, by Benjamin Shine

The collection and re-manufacturing of this combined textile waste through upcycling offers the UK an opportunity to create a new industry, green-collar jobs and establish exportable IP

## Design that shines

In 2008 Benjamin Shine was named the 'one to watch' in Art & Design by CVTF500. With a background in fashion design, his sustainably-driven work has gained worldwide recognition, involving a blend of product design and art: from the upcycled Eurostar bags for Worn Again, to large-scale portraits of President Obama and the Prince of Monaco – a commissioned piece created entirely from recycled plastic bottles and carrier bags.

[www.benjaminshine.com](http://www.benjaminshine.com)