



## **Project Title: Circular is the new black**

### **Hosted By:**

#### ***Project Introduction:***

Over 3% of all available water on earth is used in the textile industry every year. In 2030 the demand for water will be 40% above global water supply if we keep making textiles like we do. It is time to challenge the fashion status quo by making fabrics & fashion with minimal use of water. We truly believe we need to think and act differently. That is why we develop high quality fabrics and a ReBlend collection of fashion and beyond. And we enable designers and brands to put circularity into practice by collaboration and co-creation projects. – REBLEND

#### ***About Organisation:***

## **Individual Participants**

**Name: ReBlend**

**Project Name:**

#### ***Project Introduction:***

Despite the growing interest and awareness in the circular economy, the availability of circular materials and products is still limited. While clothes are collected in large amounts, the number of clothing remaining in the loop is still small. Less than 1% is recycled into new clothing which means an enormous loss of economic value. In order to achieve goals such as 50% use of secondary materials in 2030 (Dutch government) or 100% sustainable sourcing (H&M), it is high time to accelerate.

ReBlend has committed itself to experimenting in recent years with mechanical recycling awaiting the development of new materials and chemical recycling technology. The need for non-renewable materials can be diminished right now by using regenerated textile fibres so that less cotton will be produced and dyeing and bleaching is not necessary.

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**Name: Van de Sant**

**Project Name:**

***Project Introduction:***

Van de Sant Innovations designs and manufactures comfortable furniture using an unconventional ingredient – discarded plastic, collected from both land and oceans. All the components of the furniture contain reused or recycled ingredients, including the fabric covers, which are made from 100% recycled fabrics by Reblend.  
<https://www.vandesant.com/>

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**Name: Vespo**

**Project Name:**

***Project Introduction:***

Vespo, expert in textiles, is one of the most important developers and importers for household textiles and workwear in the Netherlands. During DDW2018 Vespo and ReBlend present their latest application: beautiful table linen made from recycled post-consumer textiles. Hopefully the beginning of a long and fruitful collaboration!  
[www.vespo.nl](http://www.vespo.nl)

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**Name: Arch & Hook**

**Project Name:**

***Project Introduction:***

Arch & Hook is a premium clothing hanger brand with a global HQ in Amsterdam. Sustainability is at their core. Hangers are not just beautiful, but also eco-friendly and sourced responsibly. Designed to fit the future thanks to their in-house design department for retailers, brands and the hospitality industry.  
[www.archandhook.com](http://www.archandhook.com)

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## **Name: Tropenmuseum, Africamuseum and National Museum of Ethnology**

**Project Name:**

### ***Project Introduction:***

M.O.M., the unique collection from the Tropenmuseum, Afrika Museum and Museum Volkenkunde, have co-created together with ReBlend a collection of shawls made from textile waste inspired by the extensive archives mixed with cultural and artistic influences. [www.tropenmuseum.nl](http://www.tropenmuseum.nl)

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## **Name: Koutkunstje**

**Project Name:**

### ***Project Introduction:***

Natasja Kouthoofd has her own upholstery firm and uses ReBlend textiles because she finds that not only furniture deserve a second life but also textiles! During DDW2018 Natasja presents her chair made with 100% recycled ReBlend fabric. [www.koutkunstje.nl](http://www.koutkunstje.nl)

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## **Name: MadeHere**

**Project Name:**

### ***Project Introduction:***

MADE HERE is a production sewing atelier. We bring back the manufacturing industry to the Netherlands to reduce the ecological footprint of clothes. We do this thanks to our craftsmen that come from countries like Syria and Iraq where they still master the art of making clothes. [www.ateliermadehere.nl](http://www.ateliermadehere.nl)  
@ateliermadehere

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**Name: Karin Marseille**

**Project Name:**

***Project Introduction:***

In binding techniques from art, science, fiber, architecture, fashion and performance Karin Marseille applies mathematical formulas that enable knitting in circular motions. It is obvious to Karin to work with 100% recycled ReBlend textiles as a natural way of experimenting and creating.  
www.karinmarseille.com

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**Name: Ties Westerhuis - Hogeschool van Amsterdam / Recurf project**

**Project Name:**

***Project Introduction:***

As an industrial designer, I strive for efficiency in both materials and the manufacturing process to contribute to a sustainable environment. To illustrate: with the production of the ReBlend bags there is zero waste, on the contrary we use 'waste'. On the basis of this process, I want to innovate now and in the future in the field of industrial design.  
tieswesterhuis@hotmail.com

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**Name: Twan van Welzenis**

**Project Name:**

***Project Introduction:***

As a graduate in industrial design from the Hague School of Applied Science, Twan Luca van Welzenis designed a set of modular backpacks according to the guidelines of the circular economy. He mainly used ReBlend post-consumer textiles for this purpose. ReBlend and Twan share a strong passion and vision for change in the fast fashion industry and therefore he uses ReBlend textiles with a minimum ecological impact so this backpack is made to be made again.  
twanwelzenis@gmail.com

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**Name: Enschede Textielstad**

**Project Name:**

***Project Introduction:***

Enschede Textielstad is a sustainable industrial weaving mill in the Netherlands that produces garment and interior textiles. All fabrics are produced with recycled yarns, such as recycled denim, recycled workwear and upcycled cotton.

For ReBlend Enschede Textielstad developed a custom fabric from their own recycled yarn range. We strongly believe collaboration is key in the transition towards a sustainable and local textile industry.  
[www.enschedetextielstad.nl](http://www.enschedetextielstad.nl)

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**Name: Audrey Briot**

**Project Name:**

***Project Introduction:***

As a textile designer and technologist, Audrey Briot navigates between weaving, knitting and screen printing by integrating inside materials sensibility, data, intelligence.

She is co-founder of the textile hackerspace DataPaulette. This communal workplace is at the crossroads of textile art, scientific research and digital technologies.

Inspired by non-verbal communication and ethnology, her work tends to individualize the textile forms and questions DIY as a potential emancipation from the consumer society. Audrey Briot and Reblend started to collaborate in 2016, both concerned by the position of textiles nowadays in our society.

[www.audreybriot.cool](http://www.audreybriot.cool)  
[contact@audreybriot.fr](mailto:contact@audreybriot.fr)

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**Name: Martin Bady**

**Project Name:**

***Project Introduction:***

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Martin Bady is a french based menswear and textile designer, who's impactful stories are created by his devotion for unexpected hand made material.

His desire is to offer artisanal and couture garments for men.

He started to collaborate with Reblend in the late 2017, finding in their product a perfect echo with his values : craftsmanship, innovation and sustainability.

martinbady@gmail.com

Instagram : martinbady

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## Images

*The pictures are to be found in the images folder.*

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*For questions regarding this content please get in touch with us via [press@dutchdesignfoundation.com](mailto:press@dutchdesignfoundation.com).*