

Recycle your clothes!

By [Dora Jurd](#)

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At a time when H&M is about to submerge the South African fashion market, let's have a look at its last spot: 'Close the loop'. This spot is part of a broader set of initiatives that H&M gathered under its 'Conscious' banner. It pledges to use nothing but organic or recycled cotton in its clothes by 2020. H&M is already the biggest user of organic cotton in the world.

The 'Close the loop' spot invites consumers, whoever they are, whatever their gender, their age or their culture, to recycle their clothes. Through this spot, H&M acknowledges and recognises that each human being is singular and unique. The only rule in this expression of singularity is to respect one common rule: recycle one's clothes. 'Recycle your clothes' becomes a group injunction, an invitation to take part of a collective action for the sake of our common world despite our own singularities and personalities.

Through this communication, H&M is taking the brand a step further: it becomes a brand committed in the protection of the environment, such as Levi's, for example. Levi's has been spearheading the drive to make denim production more water efficient. As a matter of fact, the whole fashion industry is starting to commit in this cause. Last April, the Rainforest Action Network launched a new campaign, Out of Fashion, calling on 15 well-known brands to commit to making changes in their supply chain that would ameliorate forest loss.

Meanwhile, a number of fashion and luxury brands have started to take steps in the right direction. On the denim front, Pharrell Williams has partnered G-Star to create a range made from yarn spun out of cotton and shredded plastic sieved from ocean trash. Kering's CEO, François-Henri Pinault, instituted sourcing and waste-reduction reforms company wide and established the Material Innovation Lab, which develops sustainable-or at least more sustainable-luxury-grade textiles.

The fashion industry is implementing worldwide environmentally friendly initiatives, we consumers just have to follow!

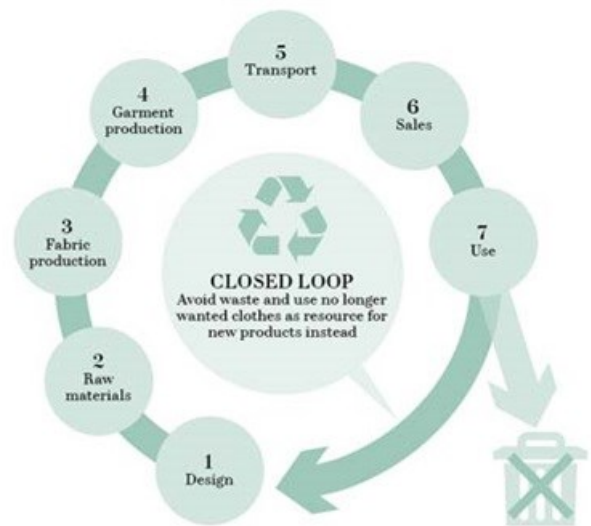


Image source: www.hm.com

ABOUT DORA JURD

Dora Jurd co-founded Innovative Matters, a strategic innovation lab, with Amandine Robin in 2014. The company is dedicated to designing innovative concepts and building consistent brand experiences. After working in product development for cosmetics, luxury goods and industrial firms in Europe and the USA, she worked as a brand strategist at the TBWA Group in France. She published a book in 2002 on family businesses in France and contributed to the 2015 Brands & Branding edition.

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