



UniformReuse.co.uk Case Study

**WORN
AGAIN**

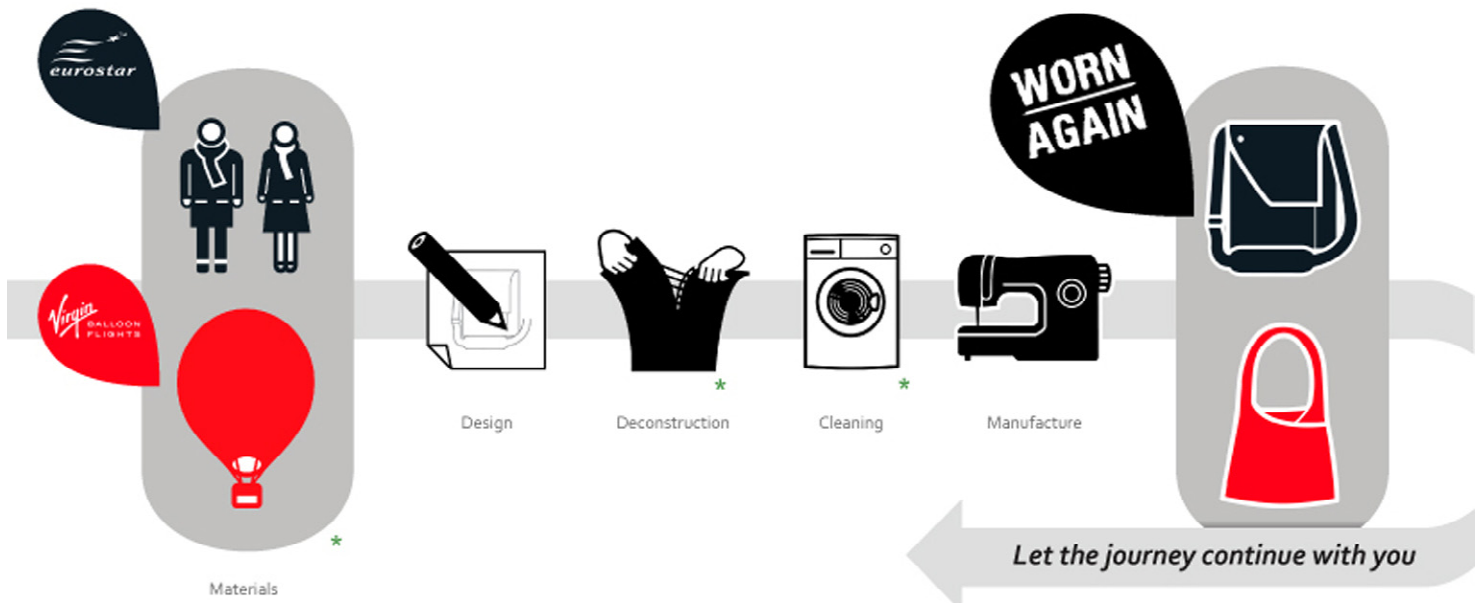
Worn Again

Key facts

- Worn Again is an upcycling consultancy that works with companies to create innovative solutions to textile waste
- The Worn Again vision is to transform consumption and manufacturing patterns through the production of goods made from upcyclable materials
- A percentage of every sale goes to Anti-Apathy, a registered charity promoting sustainable living
- Voted the 'number one eco-brand' by the Independent Newspaper
- The Bon Voyage range transformed redundant Virgin hot air balloons and Eurostar uniforms into attractive, practical products
- Worn Again launch their first corporate buy-back product in March 2010 - The Eurostar Train Manager's bag made from Eurostar's decommissioned uniforms and train seating

Since its conception, Worn Again has developed ever stronger brand identity, and a recent move from production in Portugal, to local London premises, has given more quality and design control. Products can now be found under the RE:Made in the UK stamp, bringing the resource and emission cost of processing down even further. The first RE:Made brands to be released are under the Bon Voyage range – with all products created from redundant Virgin hot air balloons and Eurostar waste uniforms.

Worn Again is expanding its corporate buy-back model with new clients, including Royal Mail, and a leading UK uniforms company.



* Additional steps involved in upcycling vs standard manufacturing.

Background

London based Worn Again take an innovative and creative approach to end-of-life textile waste. Frustrated with the loss of value associated with much textile recycling (or 'downcycling'), Worn Again was created in 2005, to try and ensure high value 'upcycled' products can be obtained from otherwise redundant corporate materials.

Originally, the focus was on footwear creation, in collaboration with Terra Plana, but more recent moves have seen the production of accessories, bags, and outer apparel.

Uniformreuse is run by the CRR





Bon Voyage!

The Bon Voyage range was launched at the end of 2009, and features jackets, bags and accessories, created from decommissioned hot air balloons and uniforms that may well otherwise have ended up in landfill. Devised by UK designer, Christopher Raeburn, the range is available at selected eco stores, as well as on the Worn Again website. Watch the incredibly transformation from waste to new product here.

Virgin Hot Air Balloons

Two huge balloons, in the iconic Virgin red, were donated to the project. The balloons, named G-TVBF 'Tango' and G-VVBF 'Victor', between them, had flown hundreds of trips around the UK, but had reached the end of their useful lives as passenger carriers.



Three separate designs were created from the material, an over the shoulder 'Cheeky Sling' bag, a reversible hooded 'Red Hot Air' jacket, and a 'Mile High Club' ladies parka, as shown. These not only meet the company's environmental aims, but are making headlines in the eco fashion world also!

Alex Ferguson, Head of Communications and Marketing for Virgin Balloon Flights UK, said:

'We recognise the importance of making our business as sustainable as possible and, by creating these fantastic, desirable products from our waste with Worn Again,



Eurostar

The Eurostar collection features six products, all created from uniforms worn by Eurostar employees that may otherwise have ended up shredded or dumped in landfill. These include ingeniously travel linked items such as a commuter bag and travel card (or business card) holder.

The haversack bag shown was created from old Eurostar raincoats, and padding from antimacassars (head cushions in trains).



Eurostar's Head of Environment and Energy, Louise Bell, iterated

'We're delighted to be working with Worn Again as they give new life to Eurostar uniforms. It's all part of Tread Lightly – Eurostar's plan to reduce our impact on the environment and help consumers do the same.'



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The complete remake of textiles overcomes one of most corporate clothing wearing companies' biggest concerns – the security risk associated with redundant uniforms ending up in the 'wrong persons' hands. Keeping design and production local also reduces the transport often required if corporatewear is recovered.

Barriers to Recovery

Due to the individual approach and dedication given to each organisation they receive textiles from, the whole process of designing, developing and then producing new products is time consuming and costly.

In general, across all sectors, customers often incorrectly presume some inferior quality to recycled goods, and therefore expect to get a reduced price.

Overcoming this barrier is difficult, but campaigning and corporate involvement seems to be moving perceptions in the right direction. Previous products, such as bags made from Virgin Atlantic seat covers, and ex Glastonbury tents, have been fantastically received and gained much press coverage, increasing the brand status significantly, with Worn Again being seen as champions in their field.

Additional Information

Websites

Worn Again
Anti Apathy

www.wornagain.co.uk
www.antiapathy.org

For contact information please search the Directory on www.uniformreuse.co.uk/directory

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