

Embracing Circular Innovation with Textile-to- Textile Recycled Polyester

At the core of our innovation lies a deep commitment to environmental responsibility. We continually push the boundaries with polyester, a fiber known for its durability, wrinkle resistance, and lightweight nature. Mechanically recycled polyester (rPET), derived from PET bottles, has been a significant step toward sustainable fashion. It's widely available and makes use of existing waste, thus significantly reducing our environmental footprint. However, recognizing that rPET is not the ultimate solution, we have developed a groundbreaking innovation for our 2025 collection: textile-to-textile recycled polyester. This material starts as textile waste and is chemically transformed into high-quality, recyclable fibers that mimic virgin polyester but have a much lesser environmental impact. Managed under the strictest health and safety standards^[1], this process not only adheres to sustainability principles but also challenges the status quo of sustainable materials. Join us as we continue to embrace both established solutions like rPET and exciting new innovations like textile-to-textile recycled polyester, showcased in our Maui baseball hat, all part of our strategy to support a truly circular economy in textiles.

[1] <https://textileexchange.org/pfmm/>