



Aquafil and H&M Collaborate on Conscious Exclusive Collection

The 2018 collection features several pieces made with 100 percent regenerated ECONYL® yarn

Trento, Italy and Stockholm, Sweden, Feb. 14, 2018 – [Aquafil](#) and [H&M](#) have joined forces to make sustainable fashion accessible and beautiful through the H&M Conscious Exclusive collection. This partnership marks the first time that the Conscious Exclusive collection features pieces made from [ECONYL®](#) yarn, Aquafil’s regenerated nylon made also from waste diverted from landfills and oceans. The collection’s release is the beginning of a long-awaited collaboration between two industry leaders with a shared vision for a more sustainable future.

“Aquafil is thrilled to have ECONYL® adopted by H&M’s Conscious Exclusive collection. This partnership represents great progress for the fashion industry and environment,” said Giulio Bonazzi, CEO of Aquafil. “Collaboration between brands and ingredient manufacturers is key: when we work together, it creates more sustainable options for consumers and a cleaner future.”

Launched annually, H&M’s Conscious Exclusive collection is comprised of high-end environmentally friendly pieces. The collection aims to move H&M’s fashion and sustainability development towards a more sustainable fashion future. This year’s collection will be available worldwide in stores and online on April 19, 2018, and features two lace dresses made from ECONYL®.

Cecilia Brännsten, Acting Environmental Sustainability Manager at H&M, commented, “We’re proud to feature ECONYL® in this year’s Conscious Exclusive collection. At H&M, we’re constantly on the lookout for innovative materials and processes that can make our products more sustainable. The Conscious Exclusive collection has always been an important testing ground for us as it allows us to try out the latest sustainable fabrics on a smaller scale. On numerous occasions, we have incorporated them into our regular collections.”

Aquafil, a global producer of nylon yarn, launched the [ECONYL® Regeneration System](#) in 2011 to produce nylon made from 100 percent regenerated waste. The nylon yarn, which can be regenerated an infinite number of times without any loss in quality, has been embraced by a large and growing number of sportswear, fashion, luxury and carpet brands. The partnership marks a firm commitment by both brands to create a more sustainable world, while keeping fashion accessible for the everyday consumer.

About Aquafil

Since 1965, Aquafil has been one of the leading players, both in Italy and globally, in the production of polyamide 6 (nylon 6). The Aquafil Group has a presence in eight countries on three continents, employing more than 2,700 staff at 15 plants located in Italy, Germany, Scotland, Slovenia, Croatia, the USA, Thailand and China. For more information, visit www.aquafil.com. www.econyl.com