

MANGO

Mango launches its first denim collection designed with circularity criteria to promote a second life for garments



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- The company is taking one step further in its journey towards a more sustainable collection with the inclusion of circularity criteria in the design of its garments, in order to make them easier to use and recycle after their useful life.
- To make them more recyclable, the new garments in the denim collection have been designed with a single type of fibre (100% cotton) and accessories such as rivets and jacron labels have been eliminated.
- To minimise waste during product development, the garments were also designed using 3D digital design technology, keeping the number of samples required to the minimum.
- This is the first capsule collection the company has launched as part of its new sustainability strategy, which aims to incorporate circular design criteria, so that by 2030 such criteria will predominate in the design of its products and 100% of fibres will be of sustainable origin or recycled.

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Mango, one of Europe's leading fashion groups, is taking one step further in its journey towards sustainability with the launch of its first denim collection with designed with circularity criteria, in order to make the garments easier to use and recycle after their useful life, in this way promoting a second life for products.

The new collection, in capsule format, includes various Mango Woman garments in denim, such as jackets, gilets, trousers, skirts and jumpsuits, in indigo and black, some with dirty washes, in on-trend silhouettes influenced by the 2000s.

To achieve greater circularity, the new garments in the collection have been designed with a single type of fibre (100% cotton), at least 20% of which is recycled, while accessories such as rivets and jacron labels have been eliminated. Also, to minimise waste during product development, the garments were designed using 3D digital design technology, in order to reduce the number of samples produced.

Mango has manufactured the garments in this collection minimising its environmental impact in aspects such as the use of chemicals and water, and inside the garments there is a diagram explaining circular design to its customers, thus reducing the production of paper labels.

The campaign for this collection, set in Akroll (Barcelona), stars the American model Indira Scott, chosen by Mango for her freshness and her commitment to the environment. The photographer Dario Catellani and videographer Héctor Ferreño also participated in the campaign.

New sustainability strategy

The denim collection, designed with circular design criteria, is the first capsule collection Mango has launched as part of its new sustainability strategy, called Sustainable Vision 2030, one of its goals being to incorporate circular design criteria in its collections, so that by 2030 such criteria will predominate in the design of its products and 100% of fibres will be of sustainable origin or recycled.

To achieve this, in the next few years Mango will increase circular design in its products, either by producing garments that are easier to recycle (bearing in mind their composition or construction), committing to durability or using designs that produce less textile waste.

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With this in mind, Mango's circular design strategy establishes three policies in order to help close the loop: the first, Give it back to the loop aims to create garments with a simpler design, with a single type of fabric or fewer accessories, in order to achieve greater recyclability. The second, Extended life, commits to designing more durable garments by selecting materials with physical properties that have been certified by AITEX, reinforced garment construction and timeless design; and the third, No Waste, focused on optimising the materials used and the reincorporation of textile waste.

Para más información, contactar con:

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Mango, uno de los principales grupos de moda de Europa, es una compañía global con el diseño y la creatividad en el centro de su modelo y una estrategia basada en la innovación constante, la búsqueda de la sostenibilidad y un completo ecosistema de canales y partners. Fundada en Barcelona en 1984, la empresa finalizó 2021 con unos ingresos de 2.234 millones de euros, con un 42% de negocio procedente del canal online y presencia en más de 115 mercados. Más información en www.mangofashiongroup.com