



**Fashion Positive
and H&M Foundation
Present:**

**Emerging
Material
Innovators
Report
April 2018**

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Introduction

Innovative materials have the potential to solve fashion industry challenges. As a collective, we must ensure that these material innovations are developed from the start to be safe and cyclable for the future of fashion.

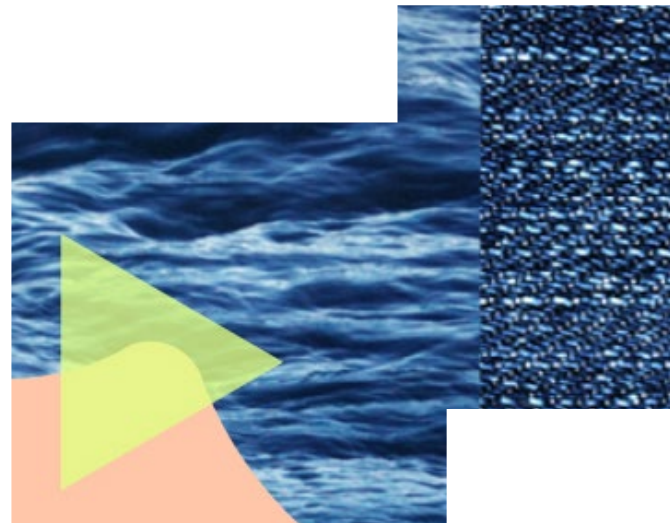
Increasingly, the fashion industry is turning to novel solutions to secure its long-term growth and reduce environmental impact amid rising costs and consumption. In fact, the size and urgency of the challenges ahead demand more than just sustainability best-practices to close the gap. They require bold ideas from a broad coalition of change-makers willing to disrupt current systems and transform material resources into new opportunities for positive change.

Fashion Positive and the Cradle to Cradle Products Innovation Institute, in partnership with H&M Foundation, are pleased to present our first quarterly Emerging Material Innovators Report, designed to feature bold material innovations that have the potential to drive the industry closer to its circular economy goals.

In evaluating the potential of these innovative materials, we emphasized the importance of material health and cyclability which are considered by the Products Program to be key attributes of materials primed for the circular economy. Fashion Positive supports this belief through our recently launched Innovators Hub, with funding from H&M Foundation, where innovators at all stages of development can learn the fundamentals about material health and reutilization through a variety of educational content and tools.

It is our sincere hope that by releasing this report to our global network each quarter, we will encourage the investor and accelerator community, along with our brand partners, to take notice and support the financial and business goals of these promising innovators. We also encourage all parties to ensure that these material innovations are developed and verified to meet the chemical, environmental, social and planetary needs of the future of fashion.

On our own, we can do less harm. Together, we can make fashion the world's cleanest—and most innovative—industry.



Selection Criteria

The innovations featured in this report were evaluated and selected by Fashion Positive and H&M Foundation based on the criteria listed below. Although submissions were not verified by third-party assessors of the program, they were qualified based on their likelihood of meeting Gold level requirements of the certification standard.¹

Each material innovation:

- Was submitted online to Fashion Positive prior to the March 13, 2018 closing date and included sufficient detail for evaluation.
- Represents an in-demand alternative in one of the following material categories:
 - Technical Fiber
 - Biological Fiber
 - Dye/pigment
 - Finish
 - Fastener
 - Sewing Thread
- Can be applied to a wide range of textile/fashion products to facilitate scaled impact.
- Represents an opportunity to solve a fashion industry material challenge.
- Demonstrates high potential for material health verification based on elimination of toxic chemicals.
- Demonstrates high potential for material reutilization through continuous technical or biological nutrient cycling.
- Requires accelerator and/or investor support to achieve commercial production scale.

¹ The information contained in this report was self-reported by material innovators. Neither Cradle to Cradle Products Innovation Institute nor H&M Foundation are responsible for claims made by innovators in this report.

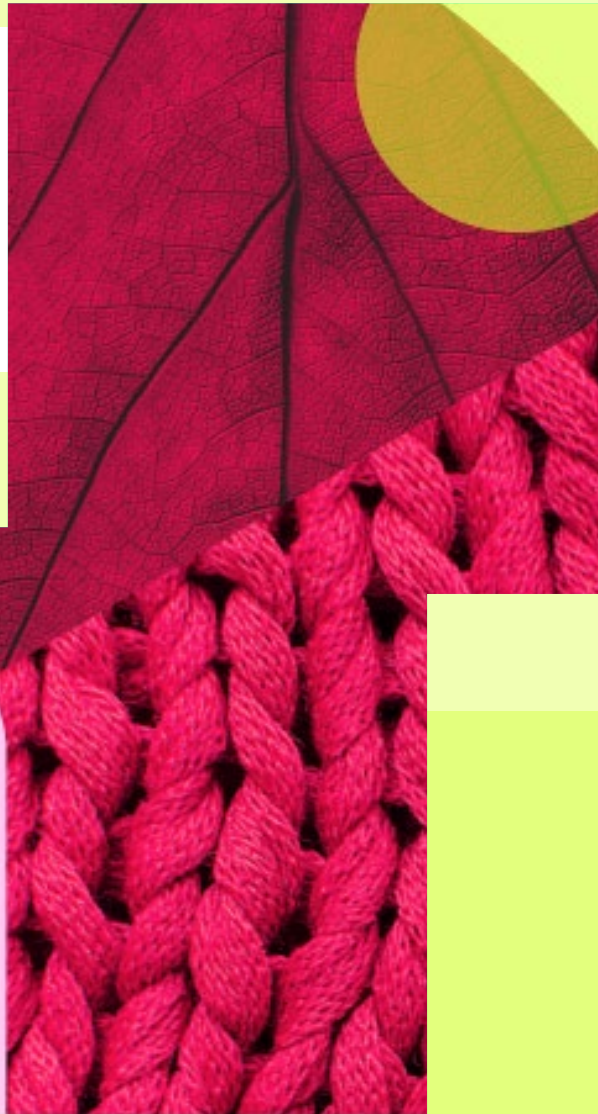
Optimization Recommendations

The materials in our Report are highlighted as some of the most promising innovations that can solve some of the toughest circular fashion industry challenges. While in the early stages of development, it is crucial that material innovators and their stakeholder partners work together to ensure innovations are developed with the highest chemistry and water stewardship standards; are produced in facilities with fair and just labor and renewable energy; have the ability to cycle in current system infrastructure; and can meet commercial viability demands from the industry. Ensuring these material innovations are developed positively from the start will prevent innovators from having to fix complications later (or risk not fixing them at all).

Below are some recommendations that innovators can follow to ensure their material meets the highest standards of sustainability and circularity:

- Use [MaterialWise](#) to screen the chemical substances in your material and confirm that there are no known hazards according to Cradle to Cradle Certified™ and ZDHC standards.
- If creating a material to biodegrade:
 - Ensure it can biodegrade in our current system or collaborate with supply chain partners to create an ecosystem that supports biodegradability.
 - Ensure that mills who will treat and/or dye your material are using biodegradable substances.
- If creating a material to be recycled:
 - Ensure that it can be recycled in our current system or collaborate with supply chain partners to create an ecosystem that supports recyclability.
 - Design it to be recycled at its highest value for as long as possible.
 - Specify how the material's composition can be identified and sorted in the collection stream for recycling.
 - Communicate with customers along the value chain about how and where to recycle the material at its end of life.
- Once a facility is established to manufacture your material:
 - Ensure it uses renewable energy or purchase Renewable Energy Certificates (RECs) and/or carbon offsets for manufacturing energy.
 - Ensure it uses a closed-loop water effluent system.
- Design your material innovation with intent to drive large scale impact through commercial viability to solve the fashion industry's most intractable challenges.
- Pursue Cradle to Cradle Certification to verify that your material innovation meets the highest standards of sustainability and circularity.

Emerging Material Innovators



EMERGING MATERIAL INNOVATORS

Fibers

Sustainable Textiles
Supply Chain (STSC)

MATERIAL

Banana Sylk

DESCRIPTION

STSC focuses on “Wealth from Waste” fibers such as Banana Sylk made from 100% banana plant stem fibers. It is a boutique online store designing unique, ready-to-wear and bespoke fashion and interiors.

By harnessing contemporary and age-old technology, Indian engineers have developed innovative fiber extraction machines to create high quality sustainable and biodegradable banana silk.

India is the world’s number one grower of bananas and yet only 10% of the stems are used. Farmers pay enormous sums for stems to be removed, which are often burnt after removal and contribute to air pollution.

Banana textile supply chains offer income, jobs, training and support for farming families via Tamil Nadu Agricultural University’s “Wealth From Waste” Project.

WHY FASHION POSITIVE AND H&M FOUNDATION THINK THIS IS IMPORTANT

It’s unique hand feel might provide an alternative to silk.

- **Less waste to landfill.** The fiber is made from waste that is currently being landfilled or burnt, thus creating air pollution.
- Provides jobs and new opportunities to developing communities in India.

Contact:

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Applications:

Apparel

MaterialWise Screening Results:

Not reported

Material Reutilization Category:

Biological and Technical

Product Development Stage:

Commercial

Manufacturing Country:

India

Intellectual Property Status:

Intend to register the material's IP

Capital Sought:

Grant; Angel; Crowdfunding

EMERGING MATERIAL INNOVATORS

Fibers

Himalayan Wild Fibers

MATERIAL

Himalayan Nettle
Biological Bast Fiber

DESCRIPTION

Himalayan nettle is a wildly natural, sustainable fiber extracted from a variety of stinging nettle that grows in mountain forests of the Himalayas. It is long, strong, silky, and lustrous. It stands out because of its hollow core, which gives it a light hand feel and thermal properties.

The plant is wild-harvested annually by Himalayan subsistence farmers in their off-season. We use a proprietary extraction process and follow sustainable practices to extract and process the fiber.

WHY FASHION POSITIVE AND H&M FOUNDATION THINK THIS IS IMPORTANT

- **Biodegradable and organic.** The fiber is sourced from a plant that grows naturally without the use of pesticides.
- Annual harvesting could improve absorption of CO2 and promote root growth for soil stabilization in landslide prone regions of the Himalayas.
- May provide a new aesthetic for use in luxury apparel and interiors.
- May generate revenue for developing Himalayan communities and subsistence farmers.

Contact:

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Applications:

Accessories or Handbags;
 Apparel; Denim; Footwear;
 Luxury/High-end; Outdoor/
 Athletic/Outerwear

MaterialWise Screening Results:

Not reported

Material Reutilization Category:

Biodegradable

Product Development Stage:

Commercial

Manufacturing Country:

Nepal

Intellectual Property Status:

Not registered

Capital Sought:

Grant; Angel; Venture; Other
 Convertible

EMERGING MATERIAL INNOVATORS

Fibers

Malai

MATERIAL

Faux Leather

DESCRIPTION

Malai is a biocomposite material made from bacterial cellulose and natural fibers.

Waste coconut water is collected from coconut processing units in south India, then, sterilized and fermented with bacteria for twelve days. The resulting jelly-like substance is further treated with natural fibers, gums and resins to form a sheet-like structure. The final step involves softening and adding a natural water resistant treatment.

Malai is strong, flexible, water resistant and 100% biodegradable. It can be customized into sheets, patterns or even molded into 3D seamless shapes.

Other sources of agricultural waste, sources such as banana stems, can be diverted from a landfill and converted via fermentation into a material of higher value.

WHY FASHION POSITIVE AND H&M FOUNDATION THINK THIS IS IMPORTANT

It provides a biodegradable, faux leather alternative from an agricultural waste stream.

- **Animal free.** Many brands and retailers have strict policies against animal testing and the use of leather in their products.
- **Chromium free.** This fiber eliminates heavy metals, such as chromium, used for tanning, as well as other toxic chemicals used for cleaning, dyeing and finishing which make manufacturing traditional leather one of the most polluting processes in the fashion industry.

Contact:

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Applications:

Accessories or Handbags;
Apparel; Footwear; Luxury/
High-end; Shoes; Other
Furnishings, Automotive,
Stationary

MaterialWise Screening Results:

Not reported

Material Reutilization Category:

Biodegradable and recyclable

Product Development Stage:

Pilot

Manufacturing Country:

India

Intellectual Property Status:

Intend to register the material's IP

Capital Sought:

Grant; Angel

EMERGING MATERIAL INNOVATORS

Fibers

Mango Materials

MATERIAL

Technical Fiber

DESCRIPTION

Mango Materials' fully biodegradable biopolyester fibers are a sustainable, high-value alternative to petroleum-based polyester and can be used with other natural textile materials.

The fibers are made from waste methane using a natural bacterial process. When used with other biodegradable additives, textiles made from Mango Materials' fiber have the potential to biodegrade in many environments, including home composting and wastewater treatment facilities within weeks to months. This enables endless reuse and recycling of carbon to minimize impact on the planet.

Our naturally occurring biopolyester can be used with other natural textile materials to produce a truly sustainable product.

WHY FASHION POSITIVE AND H&M FOUNDATION THINK THIS IS IMPORTANT

- **Could replace synthetic polyester.** Biopolyester fibers are made from methane gas, a toxic waste byproduct sourced from wastewater treatment facilities and landfills.
- **Produces zero waste.** The process is closed loop and has the potential to be restorative since it removes methane gas from the environment.

Contact:

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mangomaterials.com

Applications:

Accessories or Handbags;
Apparel; Footwear; Luxury/High-end; Outdoor/Athletic/Outerwear;
Shoes

MaterialWise Screening Results:

Not reported

Material Reutilization Category:

Biodegradable and recyclable

Product Development Stage:

Prototype

Manufacturing Country:

USA

Intellectual Property Status:

The material is the IP of a legally incorporated entity

Capital Sought:

CapEx for demo unit

EMERGING MATERIAL INNOVATORS

Fibers

Migo Ranch and Farms

MATERIAL

Natural Fiber

Contact:

Tom Gard
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DESCRIPTION

This is a natural biodegradable fiber whose qualities lie between cotton and silk. It is sourced from the fruits of the Calotropis procera tree, which grows naturally in arid and semi-arid areas.

The fiber can be blended with other types of fiber to produce a different fiber with unique attributes.

The Calotropis procera fiber is highly biodegradable and may be a viable alternative to fibers that have a negative effect on the environment.

In addition, the Calotropis procera tree species has never been domesticated and could create a revenue source for human populations living in arid and semi-arid areas of the world.

WHY FASHION POSITIVE AND H&M FOUNDATION THINK THIS IS IMPORTANT

- **Potential alternative to cotton and silk with less water use.** It is sourced from a plant that grows naturally in semi-arid areas and requires minimal water during its growth cycle.
- Biodegradable, organic and grown without pesticides.
- May provide a revenue source for populations in arid climates.

Applications:

Luxury/High-end; Outdoor/
Athletic/Outerwear; Swimwear

MaterialWise Screening Results:

Not reported

Material Reutilization Category:

Biodegradable

Product Development Stage:

R&D

Manufacturing Country:

Kenya

Intellectual Property Status:

Intend to register the material's IP

Capital Sought:

Grant; Angel

EMERGING MATERIAL INNOVATORS

Fibers

Modern Meadow

MATERIAL

Bio Leather

DESCRIPTION

Modern Meadow is a biofabrication company creating advanced materials from engineered, animal free collagen in order to bring new materials category to the market. We focus on creating bioleather materials. We grow collagen, a protein naturally found in animal skin, which can then be combined with other natural or manmade materials offering new aesthetic and performance properties. In 2017 Modern Meadow launched a material brand – Zoa™.

We design and engineer our collagen materials to deliver the performance properties our customers desire. We then tan and finish them through an efficient, ecologically mindful process to give our materials their final characteristics.

Our process is still in development, but we anticipate it having advantages in terms of land, water usage, and CO2 emissions. We are using Life Cycle Analysis to guide our development to ensure that our process is optimized to be maximally efficient and as environmentally friendly as possible.

WHY FASHION POSITIVE AND H&M FOUNDATION THINK THIS IS IMPORTANT

It could be an alternative to traditional leather which uses toxic chemicals in processing, often in deplorable working conditions.

- **Animal free.** Many brands and retailers have strict policies against animal testing and the use of leather in their products.
- **Less waste.** Zoa™ bioleather can be combined with other materials, including manmade or natural materials to deliver new aesthetics and/or functionality in a more efficient and environmentally friendly way.

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Applications:

Accessories or Handbags;
 Apparel; Footwear; Luxury/
 High-end

MaterialWise Screening Results:

Not reported

Material Reutilization Category:

Not reported

Product Development Stage:

Not reported

Manufacturing Country:

US

Intellectual Property Status:

Not reported

Capital Sought:

Not reported

EMERGING MATERIAL INNOVATORS

Dyes / Pigments

Expert Fibres AS

MATERIAL

IndiDye®
Dye/Pigment

DESCRIPTION

IndiDye® utilizes a patented dyeing technology that combines natural plant based dyes with an ultrasonic fiber dyeing process that uses minimal water, no hazardous chemicals and produces no waste water effluent.

The fibers are not bleached before dyeing, which saves water, energy and the use of hazardous bleaching agents. The resulting melange yarns are 100% biodegradable. Dyeing occurs at the fiber level where the dye and fiber are exposed to ultrasonic pressure waves that push the color pigments into the core of the fiber

The dyeing technology results in light and color-fastness comparable to traditional chemical dyes but without after-treatment chemicals or metals and salts commonly used, especially when dyeing natural fibers.

The dyestuffs are grown in areas with abundant water using natural fertilizers and crop rotation to improve soil conditions and avoid pesticides. Dyeing mills are close to plant farms to reduce environmental impact of transportation.

WHY FASHION POSITIVE AND H&M FOUNDATION THINK THIS IS IMPORTANT

- **Biodegradable.** The dyes are plant-based and biodegradable, unlike conventional dyes that are sourced from petroleum.
- **Good performance.** Unlike most natural dyes, IndiDye® has the same wash and light fastness properties of conventional dyes.
- **Less waste and hazardous materials.** The dye process uses new technology that eliminates bleaching agents and creates no wastewater effluent.

Contact:

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expertfibres.com

Applications:

Apparel; Denim; Luxury/High-end; Outdoor/Athletic/Outerwear; Home Textiles, Underwear, Kids' Wear (cellulosic based)

MaterialWise Screening Results:

Not reported

Material Reutilization Category:

Biodegradable and recyclable

Product Development Stage:

Commercial

Manufacturing Country:

China

Intellectual Property Status:

The material is the IP of a legally incorporated entity

Capital Sought:

Venture

EMERGING MATERIAL INNOVATORS

Dyes / Pigments

Faber Futures

MATERIAL

Dye/Pigment

DESCRIPTION

Pigment producing bacteria are grown directly on the fabric, significantly reducing water usage to 200ml to dye a T-shirt.

Colorfast patterns and prints can be produced without the use of harmful chemicals that are often needed and used during the dye cycle.

Patterns and prints can be controlled using a selection of proprietary tools and protocols.

WHY FASHION POSITIVE AND H&M FOUNDATION THINK THIS IS IMPORTANT

- **Biodegradable.** The pigments are made from bacteria and are biodegradable, unlike conventional dyes that are sourced from petroleum.
- **Fewer hazardous chemicals.** No heavy metal mordants are required during dyeing.
- **Less waste and pollution.** The dyeing process uses very little water or chemicals, which means that it probably does not create any wastewater effluent.

Contact:

Natsai Chieza
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Applications:

Luxury, High End

MaterialWise Screening Results:

Not reported

Material Reutilization Category:

Biodegradable

Product Development Stage:

Prototype

Manufacturing Country:

UK

Intellectual Property Status:

Intend to register the material's IP

Capital Sought:

Not Specified

EMERGING MATERIAL INNOVATORS

Dyes / Pigments

The Hong Kong Research Institute of Textiles & Apparel (HKRITA)

MATERIAL

Dye

DESCRIPTION

HKRITA developed a solvent-assisted dyeing method for cotton fiber which involves the use of an emulsion system with silicone-based green solvents as the dyeing medium.

This method not only produces dyed fabrics comparable to those produced by conventional methods, it also saves 90% of the water. The effluent is easier to manage because dye fixation happens in the absence of salt.

WHY FASHION POSITIVE AND H&M FOUNDATION THINK THIS IS IMPORTANT

- **Less waste and hazardous chemicals.** The wastewater effluent does not contain salt which is a major polluter of fresh water bodies.
- **Less water use.** The amount of water is significantly reduced when compared with traditional dyeing methods.

Contact:

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hkrita.com

Applications:

Apparel

MaterialWise Screening Results:

No known hazards

Material Reutilization Category:

Recyclable

Product Development Stage

Commercial

Manufacturing Country:

China

Intellectual Property Status:

The material is the IP of a legally incorporated entity

Capital Sought:

None

EMERGING MATERIAL INNOVATORS

Finishings

Dimpora

MATERIAL

Membrane/Coating

DESCRIPTION

A phase-change functional membrane for apparel and footwear that is made from environmentally benign materials. The membrane keeps you dry and lets you sweat at the same time.

A membrane is based on thermoresponsive poly(N-isopropylacrylamide) (PNIPAM) microspheres embedded into a polyurethane matrix.

Selective dissolution of two-particle composite precursors affords porous membranes with PNIPAM microspheres located within the pore walls. Adjusting the mean size of the thermoresponsive microplug permits us to switch membrane breathability depending on outdoor temperature. In cold conditions, the textile fabric closes off pores and reduces heat loss and under hot conditions, the PNIPAM microplugs open up, and self-vent the jacket, allowing for high breathability and heat transfer.

WHY FASHION POSITIVE AND H&M FOUNDATION THINK THIS IS IMPORTANT

- **Could replace hazardous perfluorinated chemicals.** PFCs provide functional performance benefits including water and stain resistance but are persistent, bioaccumulative and toxic to the environment. Dimpora is biodegradable and recyclable.
- **Enhanced functional performance.** It could provide additional temperature regulating and stain management properties.

Contact:

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Applications:

Outdoor/Athletic/Outerwear;
Shoes

MaterialWise Screening Results:

Not reported

Material Reutilization Category:

Biodegradable and recyclable

Product Development Stage:

Prototype

Manufacturing Country:

Switzerland

Intellectual Property Status

The material is the IP of a university

Capital Sought:

Grant; Angel; Venture; Strategic partners; Brands

EMERGING MATERIAL INNOVATORS

Finishings

Tandem Repeat Technologies

MATERIAL

Coating for Synthetic Fibers

DESCRIPTION

Tandem Repeat is a self-healing and biodegradable coating that is designed to minimize plastic pollution. The coating, once applied to a fabric, increases its shelf-life and integrity.

The coating is made from squid ring teeth protein and is completely natural. The protein is dissolved in a weak acid or organic solvent and applied to a textile via dip coating or spraying. The textile is then dried to remove remaining water.

Initial studies show that microfiber shedding can be prevented by applying our coating to a textile.

The coating covers the surface of the textile at the fiber-scale, therefore the hand of the fabric is not affected. Because the abrasion on the fibers will be lower, it will increase the shelf life of the product. In addition, the coating also increases the wear-tear resistance.

If the average lifespan of clothing was extended by just three months, it could reduce clothing's carbon and water footprints by 5 to 10%, as well as reduce waste generation. Three months of lifetime increase will save two million tons of textile waste annually in the US (16M/annual textile waste generated).

WHY FASHION POSITIVE AND H&M FOUNDATION THINK THIS IS IMPORTANT

It provides a potential solution to the microfiber issue and therefore the plastics pollution issue.

- Could provide a solution to microfiber shedding and plastics pollution.
- The coating is biodegradable and could extend the life of a garment.

Contact:

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Applications:

Accessories or Handbags;
 Apparel; Denim; Footwear;
 Luxury/High-end; Outdoor/
 Athletic/Outerwear; Shoes;
 Swimwear

MaterialWise Screening Results:

Not reported

Material Reutilization Category:

Biodegradable and recyclable

Product Development Stage:

Prototype

Manufacturing Country:

US

Intellectual Property Status:

The material is the IP of a legally incorporated entity

Capital Sought:

Grant; Angel; Venture;

EMERGING MATERIAL INNOVATORS

Fastener

Zipr Shift

MATERIAL

Klōs™

Fastener

DESCRIPTION

Zipr Shift produces the Klōs™, a revolutionary bio-inspired closure that mimics the spine in order to achieve the features essential for a flexible, durable, hermetic (airtight) closure.

The zippers can be made out of any rigid or flexible material. Common rigid materials are steel, aluminum, and brass but can also include hard plastics. Common flexible materials include polymers, fabrics, and film or even paper-like products like hemp as long as they are coated with a protective film.

Zipr Shift Klōs™ is one cohesive, continuous structure without teeth that can malfunction, cause snagging or fall off causing garment tears. This single zipper can save more than 100 gallons of water per clothing item. Since many articles are thrown away if the zipper breaks, this new innovative solution could save many thousands of pounds of clothing from being dumped in landfills.

WHY FASHION POSITIVE AND H&M FOUNDATION THINK THIS IS IMPORTANT

- Reduces zipper breaks which could extend life of garments.
- Could be recyclable depending on flexible materials used.
- Might provide a new design aesthetic since it can be overlaid on a garment's fabric.

Contact:

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Applications:

Accessories or Handbags;
 Apparel; Denim; Footwear;
 Luxury/High-end; Outdoor/
 Athletic/Outerwear; Shoes;
 Swimwear

MaterialWise Screening Results:

No known hazards

Material Reutilization Category:

Recyclable

Product Development Stage:

Depends on specific application

Manufacturing Country:

US

Intellectual Property Status:

The material is the IP of a legally incorporated entity

Capital Sought:

Grant; Angel; Venture

Acknowledgements

The Cradle to Cradle Products Innovation Institute | The Cradle to Cradle Products Innovation Institute is a non-profit organization whose mission is to turn the making of things into a positive force for people, the economy and the planet. It administers the Cradle to Cradle Certified™ Product Program, a guidance-system for assessing and continually improving products based upon five sustainability characteristics: material health, material reuse, renewable energy, water stewardship and social fairness. The Institute is headquartered in Oakland with an office in Amsterdam, NL. For more information, visit [C2CCertified.org](https://www.C2CCertified.org), or follow @C2Ccertified on Twitter and Instagram.

Cradle to Cradle® is a registered trademark of MBDC. Cradle to Cradle Certified™ is a certification mark licensed by the Cradle to Cradle Products Innovation Institute.

Fashion Positive | The mission of Fashion Positive is to drive circular economy principles and scaled impact in the fashion industry through the growth and use of Cradle to Cradle Certified™ materials at the Gold Level.

One way Fashion Positive serves this mission is through its PLUS Member Collaborative, a community of pioneering brands who collaborate pre-competitively to identify their most in-demand, high-impact building block materials including fibers, yarns, dyes, trims and more for gold level certification. Once certified, these building block materials are available for purchase from suppliers in the open access [Fashion Positive Materials Collection](#).

For more information, visit fashionpositive.org.

About H&M Foundation | The H&M Foundation is a non-profit global foundation, privately funded by the Stefan Persson family, founders and main owners of H&M group. Its mission is to drive long lasting, positive change and improve living conditions by investing in people, communities and innovative ideas. Through partnerships with organisations around the globe, the H&M Foundation aims to accelerate the progress needed to reach the UN Sustainable Development Goals by 2030. The H&M Foundation focuses on four areas: Education, Water, Equality and Planet. The H&M Foundation is the initiator of the Global Change Award, one of the world's biggest challenges for early stage innovation aiming to protect the planet and our living conditions. Visit hmfoundation.com and follow @hmfoundation on Facebook and Instagram.

In Support of the Report

“Continuing to accelerate the fashion industry’s transformation within the circular economy requires a critical groundswell of material innovation which protect both planet and people. H&M Foundation, in partnership with the Cradle to Cradle Products Innovation Institute’s Fashion Positive Initiative, is pleased to offer the publicly available Emerging Innovators Report as a means of driving this groundswell by introducing brands and investors to the most promising fashion innovators committed to growing the circular economy.”

—Erik Bang, Innovation Lead / H&M Foundation

“Closed Loop Ventures is in support of more industry collaboration on innovative material recycling technologies as well as new material types. We applaud Fashion Positive for taking on this project so we can better analyze what is happening in the industry.”

—Bridget Croke, VP External Affairs / Closed Loop Partners

“Cradle to Cradle is usually where I go to find out about early-stage innovators.”

—Dana Davis, Director of Design and Production / Mara Hoffman

“At Fashion for Good, our ambition is to reimagine the way fashion is designed, made, worn and reused. But this type of systemic change cannot happen in a bubble. An open innovation culture is crucial, and Fashion Positive’s report provides different stakeholders with information that support them in the transition to only good fashion”.

—Katrin Ley, Managing Director / Fashion for Good

“The Emerging Innovators report helps us keep tabs on startups and suppliers who are bringing new technology into the market with the potential to eliminate hazardous materials. At Safer Made, we believe that the best way to eliminate hazardous chemicals is to focus on new chemistry and materials that provide superior performance. The Emerging Material Innovators Report will help us navigate the innovation landscape.”

—Marty Mulvihill, General Partner / Safer Made

As fashion’s trajectory towards a more circular economy rises, brands and innovators need greater access to the material innovators working on the frontlines of technology, sustainability and material health. Through our partnership with H&M Foundation, we are proud to offer the Fashion Positive Emerging Material Innovators Report to help build a bigger pipeline of circular materials for the fashion industry and beyond.”

—Lewis Perkins, President / Cradle to Cradle Products Innovation Institute

In Support of the Report (cont.)

“I’m thrilled that Fashion Positive and H&M Foundation are connecting brands, investors, and fashion innovators - we need collaboration, alignment, and transparency to accelerate the transition to the circular economy, and Cradle to Cradle Products Innovation Institute is instrumental in helping us navigate the environmental impact of new materials.”

—Jake Sargent, Co-founder and General Partner / Softmatter

“We’ve been educating our product development teams about what sustainable options are available in the marketplace, but we’re also eager to work with partners that can research and innovate to identify solutions for blended fibers, more sustainable fibers, and ultimately helping to drive toward a more closed loop system.”

—Megan Stoneburner / Gap Inc. Sustainable Innovation

