

FANFARE



New in from Fanfare Label: The Recycled Jeans

We do denim differently:
Ethically made in Portugal
Made from post-consumer waste
Fully recyclable
Denim for Life

Independent sustainable fashion house, [Fanfare Label](#) launches its new recycled denim collection named "Keep Hold". The inspiration behind this collection is to promote longevity and to ensure customers are 'keeping hold' of their garments and cherishing pieces forever.

Jeans are one of the most unsustainable products. Producing a pair of jeans requires large amounts of resources, chemicals, water & energy. The 'Keep Hold' jeans are made to be made again and from safe and recycled inputs.

The new jeans are manufactured in Portugal in a GOTS certified ethical factory. Made using post-consumer recycled cotton and organic cotton, the jeans are fully recyclable and made to encourage a buy to last mentality.

The Fanfare Label jeans are fully transparent – from sourcing the fabrics, through to the production. In the current industry landscape, clothes are often produced and bought without the intention of being made to last or to be recycled, which results in them being sent to landfill.

In fact, less than 1% of all materials produced for clothing are being recycled into new clothing. Fanfare Label starts their design process by considering the end of life of garments and are passionate about reducing wastage caused by the wider fashion industry.

The Fanfare Label jean, is made from 69% Organic Cotton, 20% Post-Consumer Recycled Denim, 9% Recycled Bottles and 2% Recycled Polyester. The jeans certified for transparency and peace of mind by:

GRS (Global Recycling Standard)

OCS (The Organic Content Standard)

Washed as GOTs certified laundry (Global Organic Textile Standard)

Made in a GOTs certified factory

Meets OEKO-TEX standards

To make the jeans fully recyclable, Fanfare Label removed all rivets from their jeans and replaced them with embroidery instead, reduced the number of labels attached to the jeans by printing them on the inside pockets and made sure that the alternative buttons and zippers are easily removable and can be reuse.

The use of Post-consumer Recycled Denim ensures that pre-existing denim that cannot be resold or repaired is worked back into the system and not headed for landfill, giving exciting materials a new life through various textile techniques.

Lastly, by using laser technology to change the colour of the jeans, Fanfare Label products save 92% more water than conventional denim fabrics.

Fanfare Label's new jeans are designed to stand the test of time with circularity, longevity & recycling at its core:

1. Made from waste
2. Made for recycling
3. Less chemicals and water
4. Certified factories, fabric and processing
5. Truth is transparency

In addition to producing their own circular garments, Fanfare Label also offers customers to upcycle what is already in their wardrobes as well as repair any items that might be damaged, making sure that no unnecessary waste is produced.

The recycled denim collection is available to purchase on <https://fanfarelabel.com> and prices range from £165-£225.

About Fanfare Label

Fanfare Label is an independent sustainable fashion house leading the way for circularity and positive change. Circularity, longevity and innovation drive the design of every one-of-a-kind creation at Fanfare Label and our award-winning collections are the go-to for those seeking seasonless, contemporary clothing.

Having recently won the Drapers Sustainable Fashion Awards 2022 and been named 'Highly Commended' by Marie Clare Sustainable Fashion Awards for 'Best Sustainable Denim Brand' 2021 & 2022, the brand has been featured at London Fashion Week and been stocked at Selfridges as part of their Upcycling campaign.

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