



PRESS INFORMATION

For immediate release

I:CO announces global collaboration with Suitsupply

Ahrensburg/Hamburg, August 2017 – I:CO collaborates with Suitsupply in order to provide their customers a simple, convenient solution to promote product end-of-life responsibility. Customers of the men’s fashion brand can return their worn-out clothing and shoes in selected Suitsupply stores across the globe. These textiles are then sorted and brought to their next and ecologically most appropriate use. Items in good condition get a second life, unwearable textiles are recycled.

Every new shirt or suit purchase usually involves the clearing out of old clothing. Thanks to the collaboration with I:CO (short for I:Collect), it will be easy and convenient for all customers of Suitsupply to direct these unwanted items to the I:CO recycling program. I:CO is the leading global provider for the collection, reuse and recycling of clothing and footwear. Consumers can drop off any brand of clean, dry clothing and shoes in selected Suitsupply stores worldwide and receive a bag made from recycled fabric as a reward. All items collected are sent to an I:CO recycling facility to find their next best use. Wearable items find new homes as second-hand goods while unwearable ones are processed to become secondary materials for new products such as cleaning cloth or insulation material. By reducing the amount of waste sent to landfills, this partnership will help renew our planet and communities.

The fashion brand Suitsupply has created an entirely new market in men’s fashion. Their European styling and insistence on using only the finest fabrics, coupled with excellent in-store service and an attainable price point is an approach that keeps customers coming back. The brand combines creativity with craftsmanship and flair to deliver outstanding results, quickly and effectively – and from now on, with a contribution towards textile recycling.

“Recycling for us is about extending life and use, something close to our own practices by making high quality products that last. Our partnership with I:CO gives us the opportunity to make an even bigger impact, by raising awareness and integrating our customers in the process”, says Joy Roeterdink, CSR Manager at Suitsupply.

“We are very pleased to welcome Suitsupply as our new partner. Our take-back system is an easy opportunity for Suitsupply customers to return old clothes and shoes and to create awareness of saving resources”, says Axel Buchholz, CEO of I:CO. “By constantly extending our global recycling network and our engagement in innovation, we get closer to reaching our vision of enabling a circular economy for the textile industry where used clothing and shoes circulate in closed loops and are used over and over again for the manufacturing of new products. The I:CO take-back system is the basis for this circular economy that we are building together with our partners.”



About I:CO

I:CO, short for I:Collect, is a global solutions provider for clothing, footwear and other textiles collection, reuse and recycling. Through its innovative retail take-back system and worldwide infrastructure, I:CO aims to keep consumers' used clothing and shoes in a continuous closed loop production cycle where these good can be reprocessed and reused again and again. This reduces waste, preserves resources, and protects the environment. For more information, please visit: www.ico-spirit.com

About Suitsupply

Founded in Europe in 2000, Suitsupply has since grown to over 80 international stores in cities such as Milan, London, Zurich, Amsterdam, New York, Toronto, Shanghai, Singapore and Hong Kong and, in addition to their expanding brick-and-mortar locations, maintains a strong online presence, allowing them to bring their style and top-tier service to all corners of the planet.

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