

PRESS INFORMATION

For immediate release



I:CO announces partnership with French childrenswear brand Okaïdi - Obaïbi

Ahrensburg/ Germany, November 2017 – Okaïdi - Obaïbi, the French childrenswear brand for kids, launches its LOVE BAG campaign together with I:CO, the global solutions provider for the collection, sorting, reuse or recycling of used textiles and shoes. Parents and children are encouraged to bring in their used clothing and shoes - any brand in dry, clean condition is accepted - at all participating Okaïdi - Obaïbi and IDKIDS.COMMUNITY stores in Germany, France, Italy, Belgium, Spain, Poland and Luxemburg. I:CO as well as Okaïdi - Obaïbi share the same vision: To help reduce textile waste by keeping it out of landfills or incineration, preserve resources and protect the environment.

For a more sustainable consumption, customers of Okaïdi - Obaïbi are offered 100% recycled ecodesign bags called LOVE BAGS in the stores. They are invited to return these bags to the store filled with their pre-loved clothing and shoes. I:CO (short for I:Collect) organizes the transport of the LOVE BAGS to the next processing facility. A precise, certified sorting and evaluation according to the international waste hierarchy of "reuse before recycling" follows. Every item of clothing and pair of shoes is sorted by hand and categorized based on its next best possible use. Still wearable items get a new life as secondhand goods. Non-wearable items are recycled to become new products for other industries such as insulation material for the automotive industry, cleaning cloths, paint substrate or even new clothing.

Okaïdi - Obaïbi offers high-quality childrenswear at affordable prices. The Obaïbi brand addresses babies from 0 to 3 years. Collections include soft baby jumpers, comfortable jeans and fancy T-shirts but also baby shoes and coats for the daytime or slippers and all-in-ones for nighttime. Okaïdi designs collections of children's clothing and footwear that are modern, comfortable and practical, for children from 0 to 14 years.

“With our new partner Okaïdi - Obaïbi, we will be able to further reduce the amount of clothing ending up in landfills or incineration. The collaboration helps to increase awareness of the growing issue of textile waste. By recycling children’s clothing and shoes, we want to contribute to saving natural resources for our future generations”, says Axel Buchholz, CEO of I:CO.

“Okaïdi wants to work with all its stakeholders to ensure children’s well-being and protect their environment”, says Séverine Mareels, Quality, Ecodesign and Sustainable Purchasing Director Okaïdi - Obaïbi, "That’s why the brand started involving its customers in 2008. The LOVE BAG has made it a habit for people to give their clothes a second life when their children grow out of them. Making it a permanent solution and opening it up in different countries, thanks to I:CO, is a new milestone for us. It fits perfectly with our wider progress initiative to ensure more sustainable designs, manufacturing and consumer habits.”

The partnership with Okaïdi - Obaïbi builds upon I:CO’s network across the fashion industry in more than 60 countries and with more than 40 brands, including H&M, Levi’s, Columbia Sportswear and Intimissimi.

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 Okaïdi - Obaïbi

Founded in France in 1996, Okaïdi offers clothing, accessories and shoes for children from 0 to 14 years. Obaïbi is designed for babies from 0 to 3 years. The brands are available in 787 stores in 67 countries and have an online presence. In 2008, Obaïbi - Okaïdi launched the project LOVE BAG to encourage parents and children to give their used clothing and shoes a second life. Find all Obaïbi/Okaïdi’s stores by following this link: http://stores.okaidi.com/fr_fr

For more information, please visit: www.okaidi.com

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