

September 2020

Press Release

WELCOME TO THE FRENCH RECYCLED COTTON

CETI Centre Européen des Textiles Innovants and Okaidi present the fruit of their innovation project for a new generation of cotton;

A FIRST OF ITS KIND IN EUROPE



©CETI_Fraying

©CETI_Spinning

©OKAIDI

A first series of two t-shirts (girl and boy) in recycled cotton for the children's collection will be available from September 15th in Okaidi boutiques and on www.okaidi.fr.

CETI made it possible to develop and prototype a 100% cotton yarn, composed of 60% fibers from recycled cotton used clothing and 40% virgin cotton fibers from organic farming.

This proportion of recycled fiber is a technical achievement. It is the result of 3 years of R&D work on the CETI's mechanical recycling demonstrator, supported by the strategic committee of the Fashion and Luxury sector and inaugurated in September 2019 with more than 250 players in the fashion and textile industry.

A local production

The CETI carried out the industrial production from fraying to carding on its pilot lines. The used clothing feedstock was collected, sorted and pre-processed by [TEXAID](#), one of the leading service providers of textile recycling services in Europe, with a strong commitment to the circular economy. The spinning and knitting were handled by 2 industrial partners in the Hauts-de-France region: [Textile des Dunes](#) and [the Manufacture Française du Textile](#). The CETI has carried out the quality control of the yarn thanks to its laboratory and its open-end spinning line. The innocuity and the conformity to the Reach regulation have been validated by an external laboratory accredited by COFRAC.

An alternative to the use of virgin cotton

CETI and Okaidi, a member of the İDKIDS brand community, are moving forward with the same approach: creating a circular economy circuit around cotton in order to reduce the environmental impact of this raw material and to develop a pool of local used clothing.

This new process reduces the negative externalities associated with the manufacture of cotton products:

- By reducing the amount of cotton grown, it minimizes soil pollution and water consumption.

- By eliminating or simplifying the dyeing and finishing stage, it reduces the chemical impact.
- By encouraging local production, it reduces the impact of transport and facilitates traceability.

A true breakthrough innovation for the industry

This innovation project asked CETI engineers and its industrial partners to reinvent and synchronize the following key steps: fraying of used clothing, carding and spinning.

The process is now mature and allows to work on other materials in mixture or 100%.

Making recycling a fashion standard

CETI's ambition is to build a recycling industry of excellence, by federating all the players in the value chain in a new reindustrialization approach and by exploiting new sustainable supply resources.

This sector is now able to produce fabrics made from recycled fibers of high quality and at a reasoned price.

About

CETI Centre Européen des Textiles innovants

Center for applied research and textile innovation adapted to the trends and needs of tomorrow, CETI is at the service of companies to encourage and accelerate innovation. It is a place to design, experiment, prototype and industrialize new products, materials and processes adapted to the needs of the global industry. In 8 years, CETI has built an international leadership and collaborates with producers, major brands and distributors of Fashion, Sports, Luxury, Technical Textiles, Health and Hygiene. Thanks to this reputation and the support of its clients, CETI has positioned itself to respond to the societal challenges related to Sustainable Development to transform the entire industry

www.ceti.com

OKAIDI

Created in 1996, Okaïdi is an international brand of ready-to-wear, shoes and accessories that offers children from 0 to 12 years old creative collections that respect their well-being and personality. It is present in 60 countries around the world, with a network of 943 stores and on the Web. In 2019, it generated revenue of 597 millions euros. Okaïdi belongs to İDKIDS, a community that brings together brands of products and services that are beneficial and militant for children aged 0 to 12: Okaïdi, Obaïbi, Oxybul - Eveil et jeux (toys), Jacadi Paris, Bubble (parental media), Rigolo Comme La Vie (daycare and leisure centers) and N'Joy (edutainment activities). İDKIDS has 6,500 employees, all driven by the same commitment to act so that the world progresses in the service of growing children: We Act for kids.

www.okaidi.fr

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