

Target tackles denim waste



Melissa Wylie, Bizwomen reporter
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Akespyker

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Target has partnered with clothing recycling company I:Collect for a denim exchange program.

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Target is teaming up with clothing recycling company I:Collect for a two-week denim exchange program, Supply Chain Dive reports.

Until March 24, customers in the Pacific Northwest will receive a 20 percent discount on new jeans when they bring in old denim to exchange, per Supply Chain Dive. I:Collect, based in Germany, expects the partnership to keep 50,000 pounds of denim out of landfills.

I:Collect will sort the used denim into two piles – reuse, to be sold second-hand, and recycle, to become textiles for products in other industries. Buttons and other embellishments will be donated to the metal-working industry, per Supply Chain Dive.

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Levi's also works with I:Collect to recycle clothing and shoes, and customers receive a 20 percent voucher when they exchange items, according to Supply Chain Dive.

The U.S. generates about 25 billion pounds of textile waste each year, which equals about 82 pounds per person, according the Council for Textile Recycling. Just 15 percent of that waste is donated or recycled and the rest goes to landfills.

The textile industry is the second most polluting industry in the world following gasoline, WWD reports. Dyes and chemicals from textiles in landfills can contaminate local water systems and soil, per WWD.

"There are millions of pounds of textiles right now that are being disposed of every year in the United States, and we need solutions now for those textiles," Scott Cassel, founder of the environmental nonprofit Product Stewardship Institute, told WWD. "There's costs that are incurred by taxpayers and governments every day by these textiles being thrown in the garbage."

In addition to Target and Levi's, retailers such as H&M, Madewell and The North Face also offer coupons and in-store rewards to customers who bring in used clothing to recycle, according to Supply Chain Dive.

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