

New Look reinforces its ongoing commitment to circularity by launching partnership with Re-Fashion

New Look is proud to announce the launch of [New Look X Re-Fashion](#), the brand's first venture into the pre-loved fashion market.

With over 350,000 tonnes of clothing from the UK ending up in landfill each year, New Look is on a mission to address the ongoing problem of textile waste in the industry. By partnering with re-sale experts, Re-Fashion, New Look will offer its customers a simple and easy way of extending the life cycle of unwanted or unused clothes.

How does it work?

Customers visit [Re-Fashion](#) to request a donation bag (bags typically hold up to 12 items) which is sent to them in the post. They are encouraged to edit their wardrobe, declutter and rid themselves of pieces they no longer wear, then simply drop their bag to their nearest Collect+ destination for free. Their unwanted items will then be reborn on the Re-Fashion website, ready to find a new home.

As a token of thanks for playing their part, and to further promote the environmental benefits of purchasing pre-loved clothing, customers will be offered 30% off any purchase on Re-Fashion. New Look, in partnership with charity Tree-Nation, will also plant a tree for every bag donated.

Sue Fairley, Head of Sustainability at New Look, says,

"We recognise that, as a broad-appeal fashion retailer, we have an important responsibility to both our customers and to wider society, to consider the lifecycle of the products we sell, from design stage to end of life. As part of our ongoing commitment to reduce the environmental impacts of shopping for clothes and to promote circularity within the industry, we are excited to partner with Re-Fashion and offer our customers an easy and convenient way for them to get involved."

Stephen Lyons at Re-Fashion adds,

"At Re-Fashion, we truly believe that the future of fashion is circular and we're passionate about keeping clothing in the loop to address the ongoing problem of textile waste in the fashion industry. Partnering with New Look will help spread this vital message and hopefully inspire more people to give their unwanted clothes a new life and also experience first hand the quality and value second-hand clothing offers."

This venture is part of New Look's 'Kind to the Core initiative', a key pillar of the brand's transformation strategy focusing on a continued commitment to become a more sustainable and responsible retailer. This partnership is just one of the ways that the brand will encourage its customers to play their own part in the journey to support circularity and help reduce the impact of clothes shopping on the environment.

New Look X Re-Fashion launches on Thursday 28th October 2021.

Notes to editors

For more information/images, please contact: Jodie.gwilliams@newlook.com

UK customers can request their donation bags [here](#), ROI customers can request [here](#)

Donation bags are made from sustainably sourced sugar cane, 100% recyclable, 100% renewable

For more information on Tree Nation, please visit treenation.com

New Look is also a part of [Textiles 2030](#), WRAP's new ground-breaking, expert-led initiative, harnessing the knowledge and expertise of UK leaders in sustainability to accelerate the whole fashion and textiles industry's move towards circularity and system change in the UK.