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CONNECT

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Diffusione presunta  
Oggetto : Lunch of a new digital platform bringing  
ECONYL® to conscious consumers

*Testo del comunicato*

Vedi allegato.



## Aquafil launches digital platform bringing ECONYL® to conscious consumers

- The platform hosts a wealth of information about sustainability and circularity to strengthen brand and consumer knowledge
- The e-shop will host a range of global brands using ECONYL® Regenerated Nylon
- For the first time, products made from ECONYL® are available all in one place, and can be filtered by their sustainability values

**ITALY, 30<sup>th</sup> JUNE 2021:** After establishing its solid position in the B2B world, Aquafil is pivoting to reach consumers too, by launching an ECONYL® e-shop allowing conscious shoppers access to products made from ECONYL® Regenerated Nylon in one place for the first time.

The platform will champion a range of global brands who create their products using ECONYL® Regenerated Nylon. It was designed to respond to current market trends where digitalization, online sales and sustainability are the winning factors. Initially launching with 15 brands, other like-minded businesses will be invited to join the ECONYL® Club in the coming months.

In this first phase, consumers will be able to shop Swimwear, Womenswear, Menswear and Accessories, from brands including ACE, Aisy dance, Aoife®, Botanical Beach Babes, C'est la V, Dos Gardenias, Garmont, Karün, Ludovica Gualtieri Milano, Malaika New York, Mermazing, Pacsafe, State Of Matter, Tenue De Soleil and WAO.

Each product on the new platform is categorised according to values such as Vegan, Zero Waste, Craftmanship, Eco Design, Ethical Labour, Healthy Seas Member, Size Inclusive and Local Production, amongst others.

As well as being a digital space where consumers can browse through a responsible product offering, the platform will also host a variety of content to educate and strengthen knowledge about sustainability and circularity for both brand and consumers.

Some examples include:



[Recycling where do our clothes go after we toss them](#)

or

[8 certifications and standards to know when shopping sustainable fashion](#)

Giulio Bonazzi, CEO and Chairman of Aquafil said, *“We are very happy to see the enthusiasm of brands that immediately joined this pioneering project and the passion they have in wanting to change the world one product at a time. We are aware that unity is strength and we are very willing to collaborate with companies that share our same principles”*.

For the last ten years, ECONYL<sup>®</sup>, created by The Aquafil Group, has provided more responsible solutions for the fashion and interior world and is used by brands globally throughout the fashion industry and beyond – from Burberry and Prada to Adidas and Speedo.

### **Notes to Editors:**

#### ABOUT AQUAFIL

Since 1965, Aquafil has been one of the leading players, both in Italy and globally, in the production of polyamide 6 (nylon 6). The Aquafil Group has a presence in seven countries on three continents, employing more than 2,600 staff at 18 plants located in Italy, Scotland, Slovenia, Croatia, the USA, Thailand and China. To learn more about the company, please visit: [www.aquafil.com](http://www.aquafil.com).

#### About ECONYL<sup>®</sup>

ECONYL<sup>®</sup> is a brand of regenerated nylon that is made from recycled waste instead of oil and is also regenerable an infinite number of times without any compromise in quality. ECONYL<sup>®</sup> yarn helps divert global waste streams that would otherwise pollute the Earth such as fishnets, carpet and industrial plastic. Designers use ECONYL<sup>®</sup> to produce a wide range of textile products such as sportswear, swimwear, bags, eyewear and carpets. For more information, visit [www.econyl.com](http://www.econyl.com) or @ECONYL.

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