

MODACC

CATALAN FASHION COMPANIES WITH SUSTAINABLE BUSINESS MODELS

MODACC CLÚSTER CATALÀ DE LA MODA

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CRAFT IT 4 SD

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The Why

There is a significant economic opportunity available that can be seized without having to wait for government legislation.

– Ellen MacArthur

The textile and fashion industry is undergoing an unprecedented transformation. The European regulatory framework - through the Green Deal, the Circular Economy Action Plan and the EU Strategy for Sustainable and Circular Textiles - sets a clear direction for structural change, requiring a comprehensive rethink of current business models.

In this context, the purpose of this report is to understand the current state of adoption of sustainable business models in Catalonia, with the aim of supporting and strengthening the competitiveness of the ecosystem.

This document is intended as a tool to facilitate this transition by providing knowledge, visibility and a shared basis of understanding for the sector as a whole.

Content

Introduction 05

Contextualisation of the European framework and the main challenges facing the textile and fashion sector.

Sustainable Business Model 09

Definition and classification of the main sustainable and circular business models applicable to the textile and fashion sector.

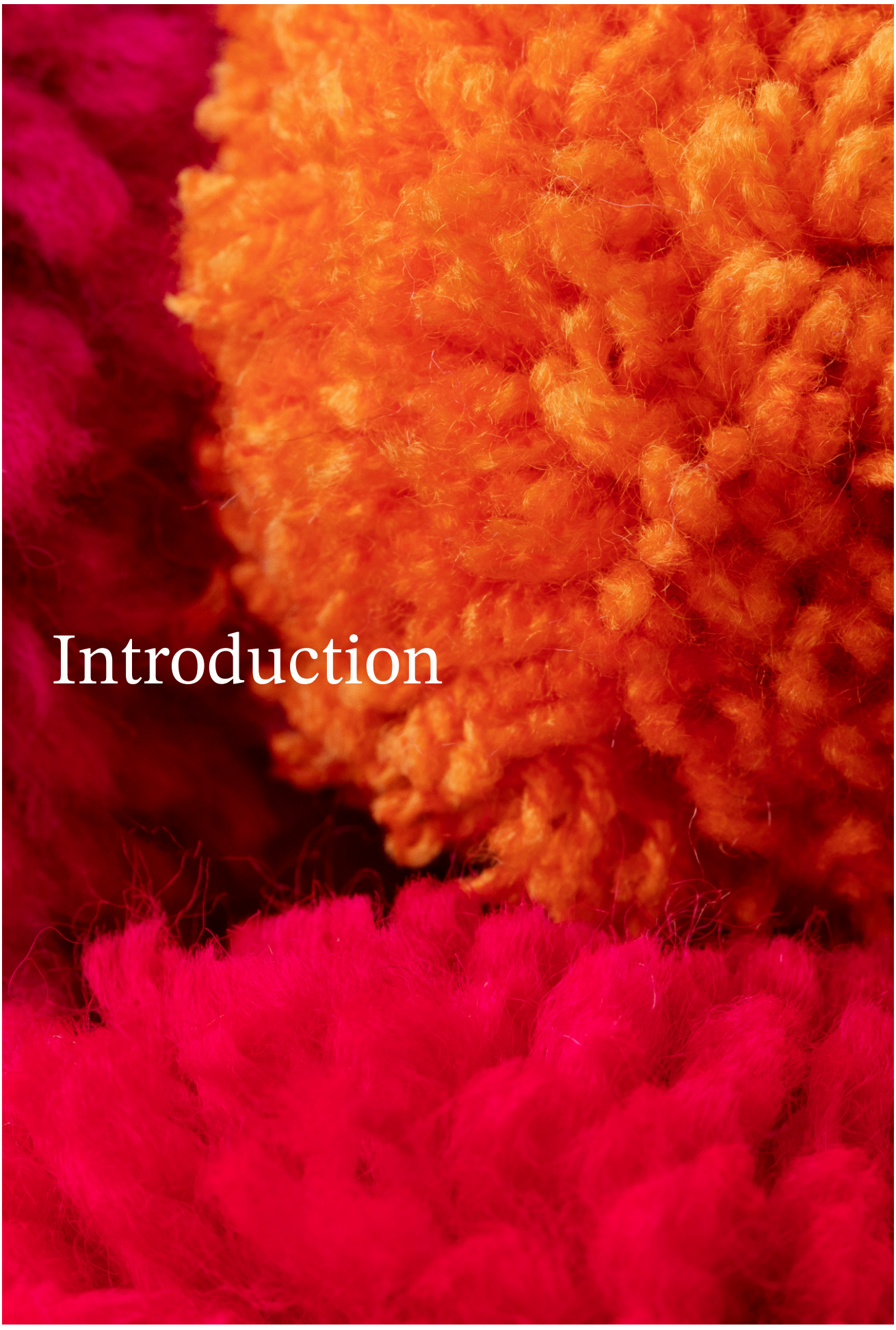
Stakeholder perception 18

Analysis of the sector's perception regarding the adoption of sustainable business models, as well as the barriers and driving factors involved.

Brand Directory 28

Showcasing brands and companies that integrate sustainability into their business model.





Introduction

Introduction

In 2019, the European Union set out the objective of decoupling economic growth from resource consumption. What for many was a source of confusion or even disbelief was, for others, a clear signal: the time had come to fundamentally rethink the way we produce across the entire value chain.

The framework established under the European Green Deal and subsequently developed through initiatives such as the Circular Economy Action Plan and the EU Strategy for Sustainable and Circular Textiles did not merely call for the integration of new technologies or materials, but for a transformation of business models and of the way industries generate value.

In this context, the textile and fashion industry is facing a structural challenge. Historically characterised by rapid growth, high margins, decentralised production and short product life cycles, the sector has built much of its competitiveness on intensive resource consumption, generating significantly negative environmental and social impacts.



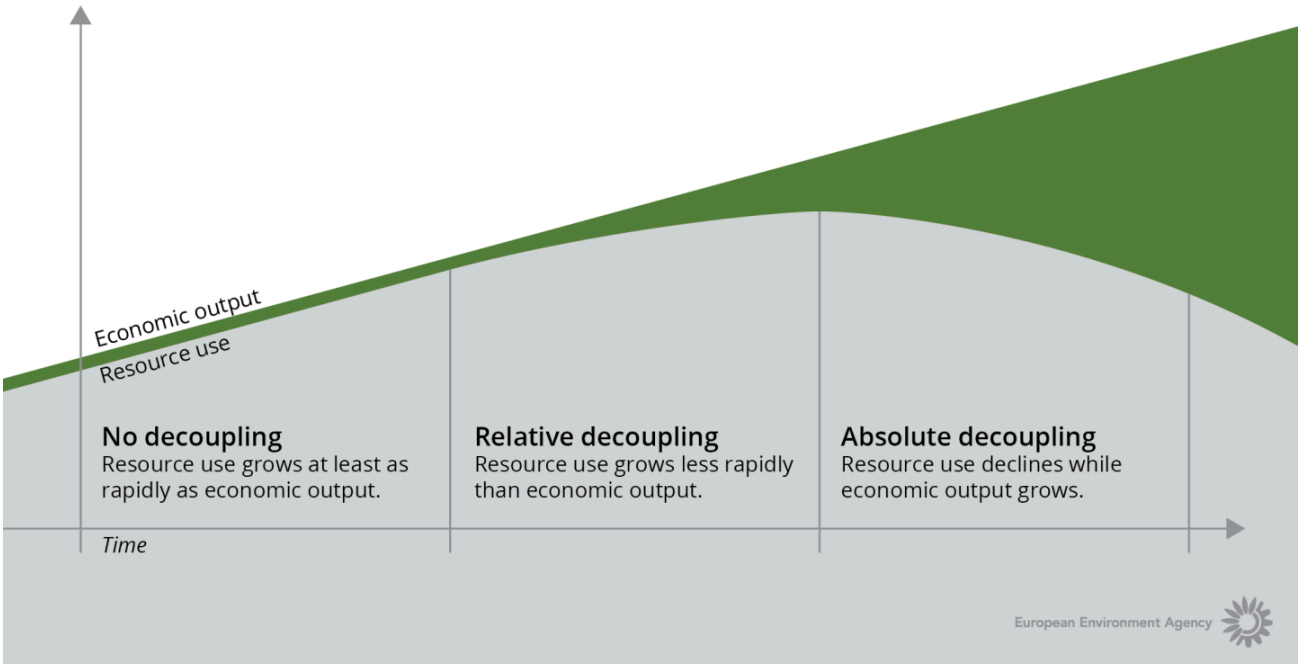


Figure 1. Graph illustrating the decoupling of resource use from economic growth. Source: European Environment Agency (EEA).

However, several studies show that the impacts associated with a garment are not concentrated within a single stage, but rather distributed throughout its entire life cycle. In this regard, the use and maintenance phase can account for approximately 20% of the total impact.

This introduces a paradigm shift in which sustainability must adopt a holistic approach, addressing not only the production phase but also the use and end-of-use stages of garments. This involves exploring mechanisms to extend product lifespan and redefining the relationship between the product and the user.

This perspective challenges traditional linear business models and opens the door to new forms of intervention throughout the product life cycle, with the aim of reducing impacts and generating value more efficiently.

Responding to this challenge requires going beyond the optimisation of production processes and moving towards models that integrate strategies such as durability, reuse, repair, ecodesign and servitisation. From this point onwards, new business opportunities emerge, redefining the value proposition of companies within the sector.

Catalonia is well positioned to lead this transformation, thanks to its strong industrial heritage and a well-established innovation ecosystem. Nevertheless, the level of adoption of certain business models, the maturity of existing initiatives, and the barriers that remain continue to pose significant challenges to the integration of new models.

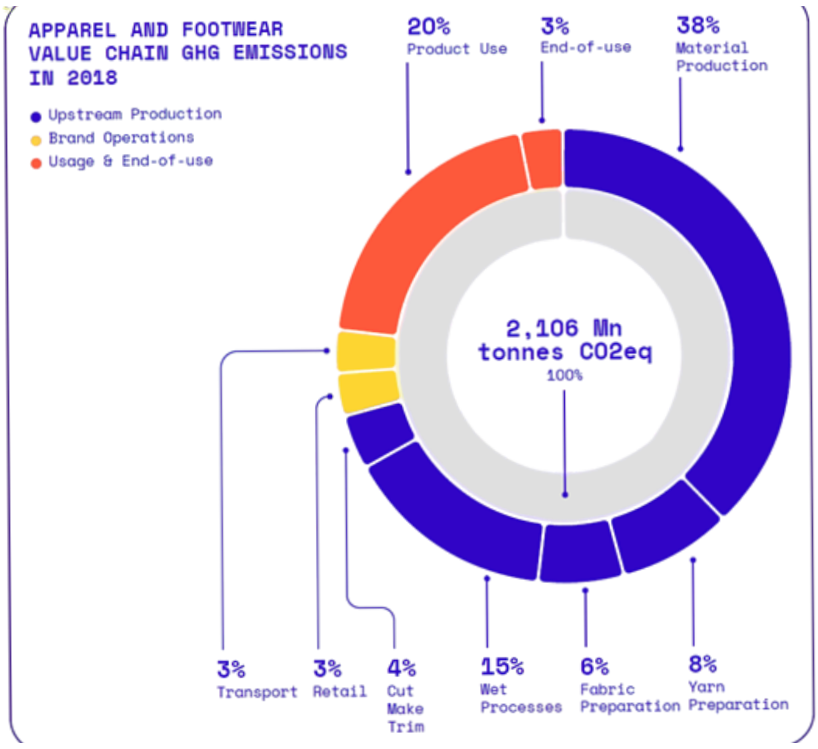


Figure 2. Distribution of greenhouse gas emissions across the fashion industry value chain (clothing and footwear) in 2018. Source: Global Fashion Agenda and McKinsey & Company, Fashion on Climate.

The purpose of this guide is to analyse this landscape by providing a structured overview of the current state of adoption of sustainable business models within the fashion and textile sector in Catalonia, incorporating the perspectives of key stakeholders and giving visibility to those brands that are integrating new models to generate value.

Beyond compiling initiatives, this guide is intended as a tool to accelerate the sector's transformation by identifying opportunities, highlighting existing gaps, and contributing to positioning the Catalan ecosystem as a benchmark for sustainability.



Sustainable and Circular Business Models.

Business Models

Sustainable business models are defined as those that integrate the creation, delivery and capture of economic value while simultaneously incorporating environmental and social value (Nosratabadi et al., 2019).

This entails a transformation of the traditional business model, whereby value creation is no longer limited solely to the economic profit generated by companies, but also incorporates the impact they have on the environment and society.

Confusion between sustainable business models and circular business models is common. However, according to academic literature and the main conceptual frameworks, although both concepts are related, they are not equivalent.

In line with the Ellen MacArthur Foundation, circular business models are specifically designed to keep products and materials in use at their highest possible value, decoupling economic value creation from resource consumption (Ellen MacArthur Foundation, 2013).

Sustainable business models, by contrast, encompass a broader range of strategies that go beyond circularity. These may include, for example, models based on product durability, on-demand production, or the integration of social impact through the social economy and labour inclusion initiatives. In such cases, the contribution to sustainability is not necessarily based on closing material loops, but rather on reducing impacts or generating social value.

Therefore, circular business models can be understood as a specific category within the broader spectrum of sustainable business models. In other words, all circular models contribute to sustainability, but not all sustainable models are necessarily circular.

Types of Business Models

1. Extending Product Lifespan

(Repair, resale, refurbishment)

Lifetime extension models focus on prolonging the life cycle of garments, keeping them in use for as long as possible while preserving their original value.



These models make it possible to reduce the need to produce new garments and, consequently, to decrease resource consumption and waste generation (Ellen MacArthur Foundation, 2015).

Beyond their environmental impact, they introduce new opportunities for value creation for companies, as they enable revenue generation in later stages of the product life cycle.

It is important to distinguish between end of life and end of use. While end of life implies that a product can no longer fulfil its function, end of use refers to the moment when a user stops using it, even though the product remains functional.

This type of model has seen high levels of adoption within the sector, as it allows circularity principles to be introduced without significantly altering the structure of the traditional business model.

Types within the Model

Repair

Services aimed at restoring the functionality of a garment in order to extend its lifespan. It strengthens the relationship with the customer, generates new revenue streams, and supports local economies.

Resale

Allows a garment to have multiple users (C2C or B2C), maximising its use without physical transformation.

Refurbishment

A more comprehensive intervention that enables products to be recovered, their quality standardised, and reintroduced to the market.

2. Shared Use or Product-as-a-Service Models



(Rental, subscription, exchange)

These models are based on replacing product ownership with product use, offering temporary access to garments through rental, subscription or shared-use systems.

The objective is to maximise the utilisation rate of each garment, thereby reducing the need to produce new units to meet demand.

This approach makes it possible to partially decouple revenue generation from production volume, aligning with the principles of resource efficiency (Tukker, 2015).

In addition, these models involve a structural shift in the relationship with the customer, moving from a one-off transaction to a service- and recurrence-based model.

Types within the Model

Lloguer

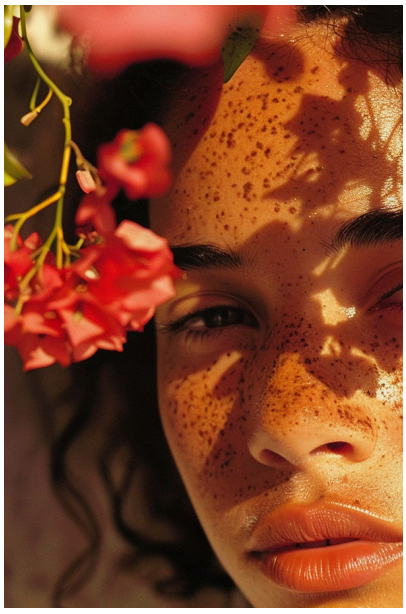
Accés puntual a peces per a un ús concret. Alta rotació del producte.

Subscripció

Accés mitjançant una quota periòdica. Permet previsibilitat d'ingressos i fidelització.

Intercanvi

Models en què múltiples usuaris accedeixen a un mateix producte, optimitzant-ne l'ús



3. Material Recirculation

(Recycling, upcycling, use of waste materials)

These models focus on reintroducing materials into the production system by transforming waste or end-of-life products into new resources.

Their objective is to reduce dependence on virgin raw materials and close material loops, one of the key principles of the circular economy (Geissdoerfer et al., 2017).

Unlike the previous models, the focus here is not on the product as a unit, but rather on the materials from which it is made.

However, their implementation presents significant limitations, as it depends on factors such as waste quality, available technology, and the initial design of the product.

Types within the Model

Recycling

Transformation of used materials into new fibres or products, generally involving a partial loss of quality.

Upcycling

Transformation of used materials into new fibres or products, generally involving a partial loss of quality.

Use of Waste Materials

Transformation of waste into raw materials. Direct incorporation of industrial or post-consumer waste into new production processes.

4. Circular Design and Production



(Durability, modularity, recyclability)

These design criteria do not constitute a business model in themselves, but rather an enabling condition that supports the implementation of different sustainable business models. In this regard, design largely determines a product's environmental impact and influences its capacity to be repaired, reused or recycled (Ellen MacArthur Foundation, 2013).

Therefore, this model acts as an enabler for the other circular or sustainable strategies, as many of them are not viable without appropriate design. Unlike other models, circular design does not generate value in a direct or immediate way, but instead has a cross-cutting impact throughout the entire product life cycle.

Types within the Model

Durability

Design of more durable, timeless and higher-quality products.

Modularity

Products designed to be easily disassembled, repaired or customised.

Reciclabilitat

Use of materials and processes that enable efficient recovery at the end of the product's life cycle.



5. On-Demand Production.

(on-demand / custom made)

Models based on manufacturing products only when there is actual demand, whether through made-to-order systems or customised production (custom-made).

This approach makes it possible to significantly reduce overproduction and excess stock, one of the main structural challenges facing the fashion sector.

This model contributes to the sustainability of the system by optimising resource use during the production phase and preventing waste generation at source.

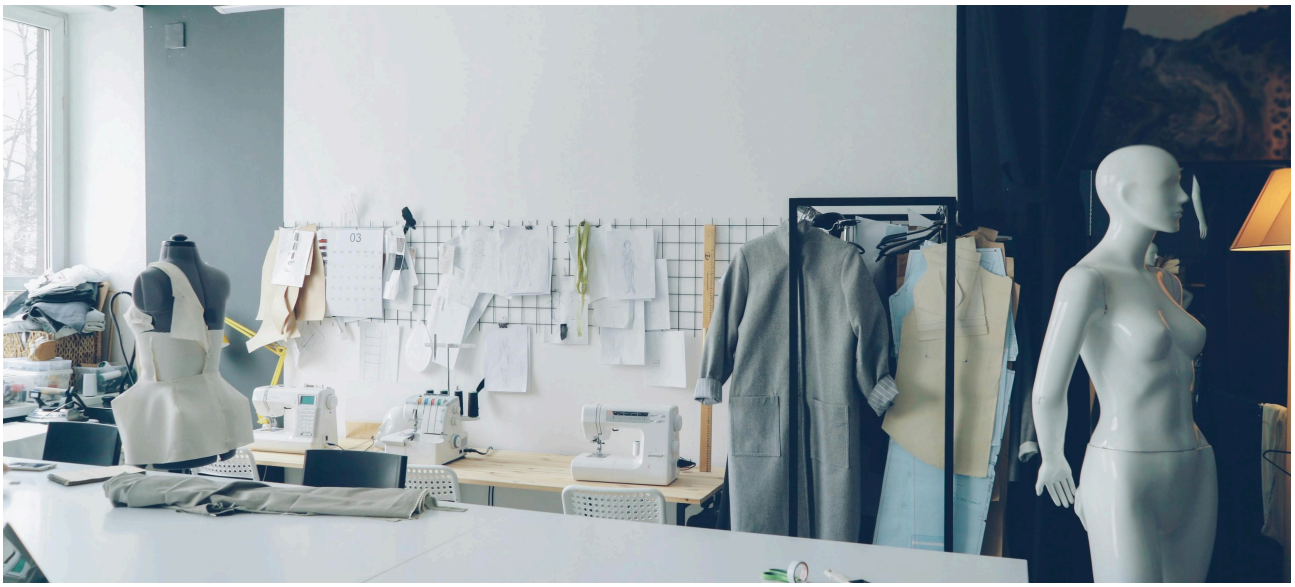
In addition, these models can encourage a stronger emotional connection with the product, as garments are personalised or produced specifically for the user, which may positively influence their longevity and frequency of use.

6. Social Impact

(Labour inclusion, social economy, inclusion)

These models place social sustainability at the core of the business model, combining economic activity with the generation of direct social value.

Their objective is to address issues such as labour exclusion, inequality and lack of access to opportunities through job creation, training, and inclusive production models.



In the textile sector, these models are often linked to labour-intensive activities such as the collection, sorting, reuse or transformation of garments, thereby creating employment opportunities for vulnerable groups.

In addition to their social impact, these models make a significant contribution to environmental sustainability, particularly when combined with reuse and circular economy strategies. In this way, they act as hybrid models that integrate both social and environmental impact within the same value proposition.

Unlike other models, the value generated is not measured solely in economic terms or through resource efficiency, but also in terms of social impact, introducing new metrics and evaluation criteria.

Types within the Model

Labour Inclusion

Programes orientats a la incorporació de persones en situació de vulnerabilitat al mercat laboral, mitjançant formació i ocupació en activitats productives.

Inclusion and Access

Initiatives aimed at facilitating access to products and services (for example, affordable or second-hand clothing), thereby contributing to the reduction of social inequalities.





Stakeholder Perception

The Vision

In the Catalan context, sustainable business models within the fashion sector display a high degree of diversity, aligning with many of the typologies previously identified. This diversity reflects an active ecosystem with the capacity to adapt and innovate in response to the sustainability challenges facing the industry. Nevertheless, this development is not homogeneous.

There is a clear tendency towards the adoption of models focused on product optimisation (such as the use of sustainable materials, ecodesign or responsible production), while those involving a deeper transformation of the business model remain less widespread.

This situation highlights a strategic opportunity for the sector: to evolve from models centred on product sales towards hybrid models that integrate services, extend the lifespan of garments, and enable value to be captured throughout the entire product life cycle.



Participating Stakeholders

To analyse the perception of the most relevant stakeholders within the fashion and textile ecosystem in Catalonia regarding the level of implementation of sustainable and circular business models, the following key groups have been identified:

- Fashion brands
- Technology providers
- Waste management companies
- Consultancies
- Technology and innovation centres
- Industry associations and clusters

The objective of this segmentation has been to capture a broad view of the ecosystem by incorporating diverse perspectives from across the entire value chain.



Methodology

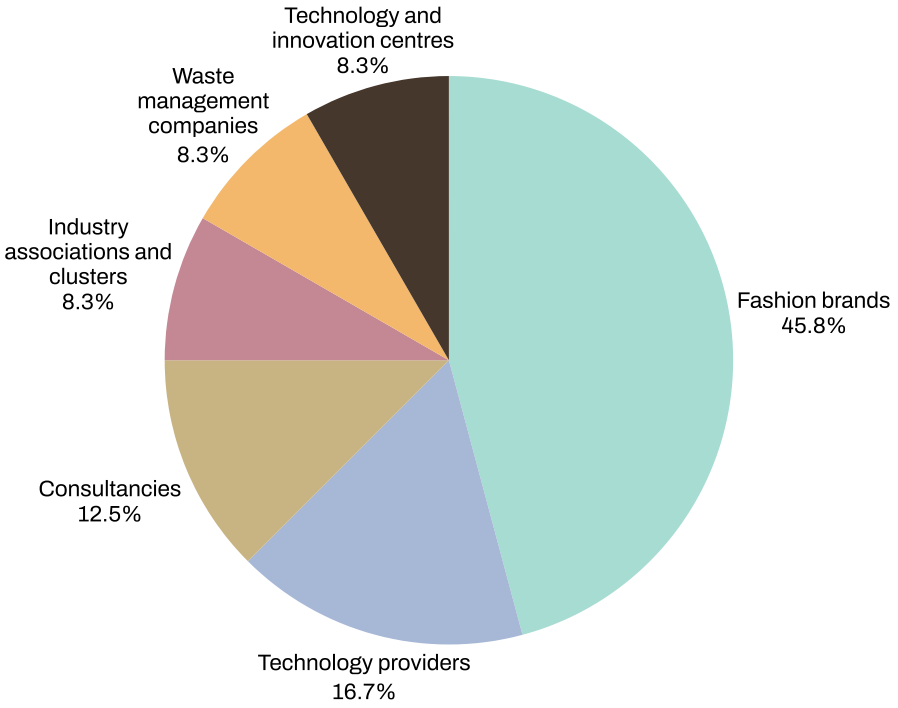


Figure 1. Distribution of the sample by stakeholder type (n=24).

Information was collected through a structured survey consisting of 7 questions, addressed to different stakeholders within the sector, with the aim of analysing:

- The level of adoption of sustainable business models
- Perceptions regarding their viability and scalability
- The main barriers to their implementation
- The driving factors behind the transition

The survey was distributed to a total of 41 professionals, resulting in 24 valid responses. Participants were grouped into six categories: companies within the sector (n=11), technology providers (n=4), consultancies (n=3), clusters (n=2), waste managers (n=2), and researchers (n=2), see Figure 1.

This volume of responses provides an initial qualitative overview of the current state of the sector, identifying trends, perceptions, and the main challenges associated with the transition towards more sustainable models.

Note: The overrepresentation of companies (45.8% of the sample) means that the results should be interpreted as trend indicators for the ecosystem, providing qualitative value rather than being statistically representative of each group individually.

The Results

LEVEL OF DEVELOPMENT OF THE MODELS

The ecosystem's overall perception of the development of sustainable business models reveals a fragmented landscape. The **second-hand** and **resale** market clearly leads in terms of perceived development, followed by **circular design and production** and by **recycling/upcycling**, which are positioned at intermediate levels.

These are followed by models such as **on-demand production** and r**epair and maintenance services**, while **collection or take-back systems**, **rental** and **subscription models**, and especially **product-as-a-service models** show a significantly lower level of development.

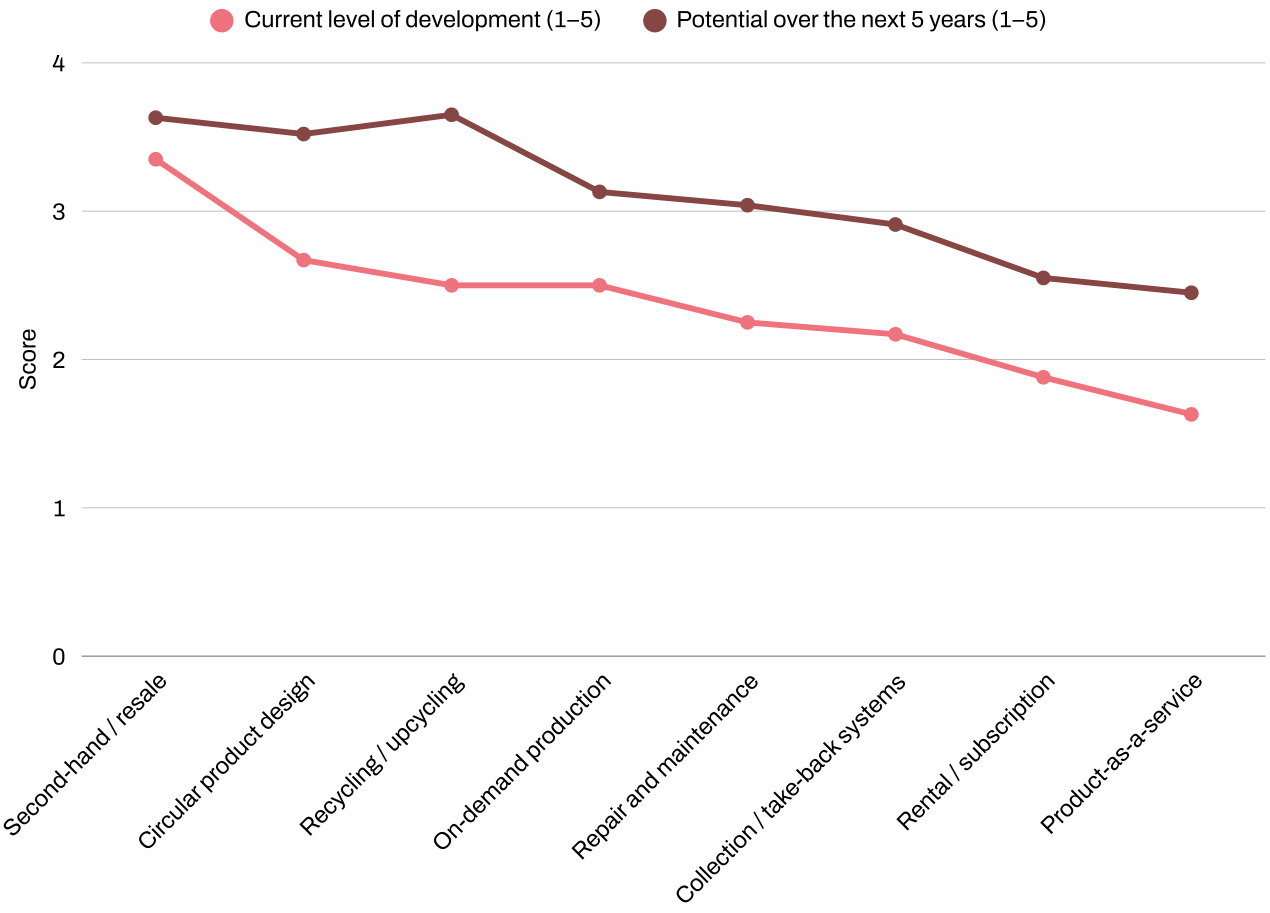


Figure 2. Current level of development vs. perceived potential over the next 5 years (scale 1–5).



From a five-year perspective, **recycling/upcycling** and **second-hand models** continue to lead growth expectations, remaining at the highest levels of perceived potential. **Circular design** also stands out, consolidating its position as one of the models with the greatest future potential.

The largest gap between current development and future potential is concentrated in **recycling/upcycling** and **circular design**, positioning them as the areas with the greatest opportunities for development in the short and medium term.

Driving Factors and Barriers

For most participants, **European regulations and policies** emerge as the main driving factors. This result indicates that **the transition towards sustainable business models is still strongly influenced by external dynamics, rather than by a fully internalised strategic adoption** within companies.

Alongside this primary driver, **competitive differentiation and brand reputation** are positioned as the main internal motivating factors.

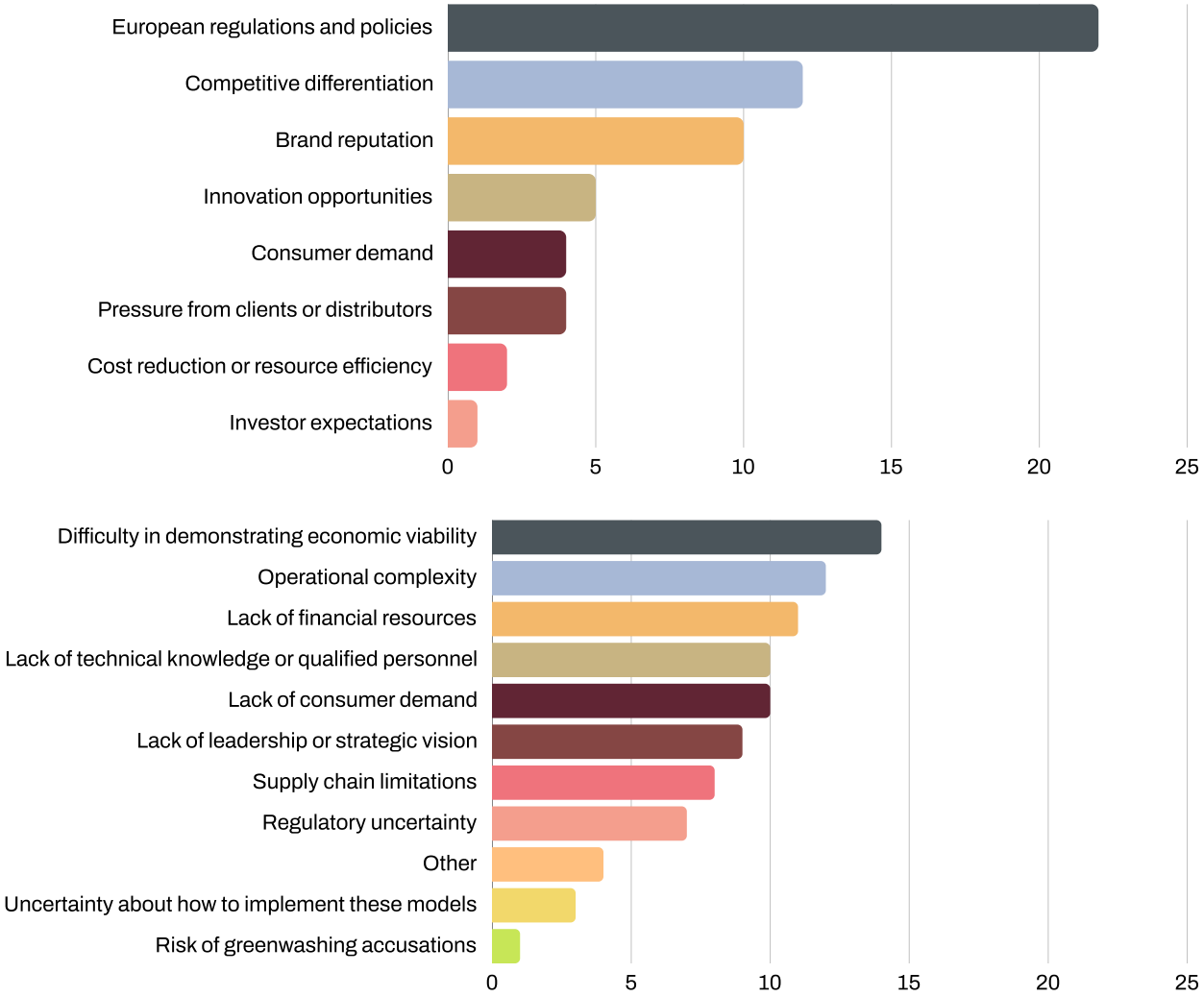


Figure 3. Main driving factors and barriers to the adoption of sustainable business models. Multiple-choice selection (n=24).

Note: Multiple-choice question. Participants could select more than one factor. Valid responses: 24.

However, the relative weight of competitive differentiation and brand reputation is significantly lower, suggesting that although there is **growing awareness of the strategic value of sustainability, it still does not act as the main driver of transformation** in most organisations.
Other factors, such as **innovation opportunities, consumer demand, or pressure from clients and distributors,** appear with lower intensity, reflecting that market-driven momentum remains incipient in comparison with regulatory pressure.



As regards barriers, the difficulty in demonstrating **economic viability** emerges as the main obstacle to adoption, followed by **operational complexity and the lack of financial resources.** These are compounded by limitations linked to **internal capabilities** — such as the **lack of technical knowledge or qualified personnel** — as well as market-related factors, including **uncertainty regarding consumer demand.**
Together, these barriers create a highly complex landscape, in which the challenges do not stem from a single isolated factor, but rather from the accumulation of economic, operational, capability and market constraints. In this context, **the transition towards sustainable models cannot be addressed through isolated solutions alone, but instead requires a systemic approach capable of activating multiple levers simultaneously.**

Perception of Impact

Brand reputation and competitive positioning are perceived very positively, consolidating sustainability as a genuine lever for market differentiation. This effect is supported by a highly favourable perception of **environmental impact**, which emerges as the main recognised source of value.

Social impact is also perceived positively, although to a lesser extent, suggesting that its integration as a strategic element is still not fully developed in most organisations.

However, the **impact on economic performance** is the only dimension showing a negative balance (–0.09), making it the main point of friction. Unlike the other variables, there is no clear perception of economic value creation, but rather a divided and uncertain view.

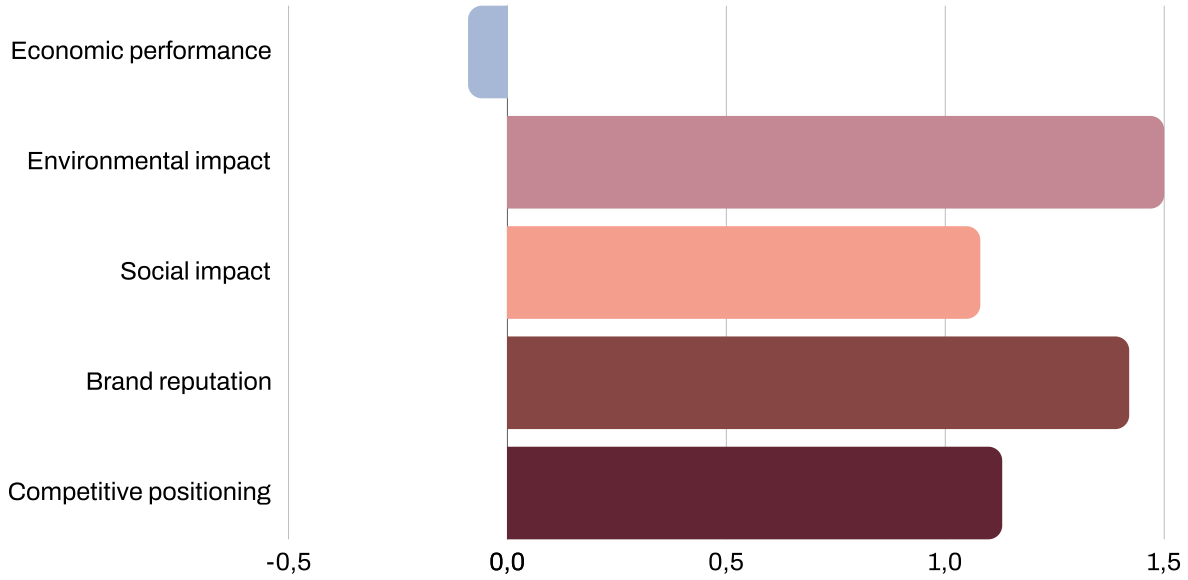


Figure 4. Perception of the impact of sustainable models by business dimension (–2 = very negative · +2 = very positive).

Note: The weighted score was calculated by assigning the following values: –2 (very negative impact), –1 (slightly negative), 0 (no impact), +1 (slightly positive), +2 (very positive), and calculating the average for each dimension. Responses for Economic performance: n=23. Remaining dimensions: n=24. The Reputation and Positioning rows reflect estimated distributions based on the published weighted score.

This dissonance — clearly positive environmental, social and reputational impact alongside weak or negative economic impact — highlights the sector's main structural barrier: sustainability is still not convincingly linked to profitability.

Open-Ended Responses

The following quotes reflect a range of perspectives from across the sector, highlighting the tensions between opportunity, market realities and barriers to adoption.

- Do you believe the market is sufficiently mature to understand these new business models?
- What do you think limits consumer adoption of these new models?

"Second-hand fashion, especially when associated with the term 'vintage', is very well understood and highly popular among younger audiences. However, for models such as rental, repair or take-back schemes, the market is far from mature. At present, most fashion consumers buy based on price rather than quality, nor are they actively seeking durability. I also believe that companies have not yet found the right way to communicate these models. Fashion consumers want to buy fashion — and preferably at a low price; messages focused on quality and longevity currently hold little value for them.
Models such as take-back schemes only succeed if consumers perceive a direct benefit in the form of a discount or return incentive. However, for companies, take-back systems involve additional logistics and management costs that must somehow be made economically viable."

"No, people are very comfortable and mainly focused on price. They do not pay attention to durability or environmental impact for the vast majority, these are not factors they take into account. People want everything immediately, and if they care about anything, it is the brand of the product; and if they can find it cheaper in China, that is where they will buy it."

"The consumer is highly price-driven, and sustainability models will inevitably involve higher costs. As a result, consumers will tend to choose cheaper products, putting sustainable business models at a disadvantage."

"Yes. The entire value chain is still immature when it comes to adopting sustainable business models, and the change required is deep and structural, which creates resistance among brands.
This transformation could be accelerated through regulation, consumer pressure or economic incentives, but it remains complex because it may affect short-term commercial performance.
In addition, there are key factors such as the lack of genuine digitalisation, difficulties in technological implementation, insufficient training, the need for investment, and limited adaptability.
The inertia of traditional business models also plays a significant role in slowing innovation. Overall, this is not only a technological challenge, but also a cultural and strategic one."

Directory of Brands



About the Directory

This directory brings together 16 brands and companies from the ecosystem. It is not intended as a hierarchical classification, but rather as a representative sample of the diversity of business models, positions within the value chain, and levels of maturity currently present.

The brands are organised into five strategic categories that reflect their role within the ecosystem and the type of sustainable value they generate:

Block 1 - Fashion brands with an advanced sustainable positioning: sustainability is at the core of the business model.

Block 2 - Fashion brands in progressive integration: established brands that are incorporating sustainability as a strategic lever.

Block 3 - Circular economy models: platforms and brands whose value proposition is inherently circular (resale, circular model enablement).

Block 4 - Enabling providers (B2B): materials and technology companies that facilitate the sustainable transition of the wider ecosystem.

Block 5 - Social economy and impact: companies and foundations that generate environmental and social value simultaneously.

Methodological note: All information has been verified using the official websites of each company. Fields marked as “Not publicly available” indicate the absence of publicly verifiable information at the time this guide was prepared. The assessment of the level of implementation is qualitative and has not been directly validated with the companies.

The Brands

Block 1 - SUSTAINABILITY AT THE CORE

- Two Thirds
- Alohas
- Thinking Mu
- Iaios

Block 2 - SUSTAINABILITY AS A STRATEGY

- Boboli
- Escorpion
- Duuo Empathy Shoes
- Munich Sports
- Matcha Jeans

Block 3 - CIRCULARITY MODELS

- Ecodoers
- Coleo
- Drelife
- Retexcycle

Block 4 - MATERIAL SUSTAINABILITY

- Organic Cotton Colours
- Hilaturas Jesus Rubio
- Hilaturas Arnau
- Postfiber

Block 5 - SUSTAINABILITY AND SOCIAL IMPACT

- Solidança
- Formació i treball

Methodological note: All information has been verified using the official websites of each company. Fields marked as “Not publicly available” indicate the absence of publicly verifiable information at the time this guide was prepared. The assessment of the level of implementation is qualitative and has not been directly validated with the companies.

Two Thirds

Year founded: 2013
Category: Clothing and accessories for men and women

Business model: On-demand production, transformation of waste materials
Level of implementation: Advanced

Sustainable Practices

- On-demand production for selected models
- Certified recycled and organic materials
- Value chain mapping
- Product-level carbon footprint calculation
- Low-impact packaging

Description

Barcelona-based brand whose name refers to the proportion of the Earth covered by oceans. One of the most advanced players in Spain in the field of sustainable materials, combining recycled marine-based fibres with radical supply chain transparency, local production and environmental activism as core brand pillars. Selected references are available through on-demand production, significantly reducing environmental impact.



"Protect what you love"

Alohas

Year founded: 2015
Category: Footwear, clothing and accessories for women

Business model: On-demand production
Level of implementation: Advanced

Sustainable Practices

- On-demand production to reduce overproduction and excess stock
- Local production
- Production adjusted to real demand
- Reduction of stock surplus and associated waste

Description

Brand founded in Barcelona whose business model is based on on-demand production as a mechanism to reduce overproduction within the sector. ALOHAS combines contemporary design with an operational system that adapts production to real demand, contributing to greater resource efficiency and reduced environmental impact.



"Changing the way people consume fashion"

Thinking Mu

Year founded: 2012
Category: Clothing and accessories for men and women

Business model: Durability, recyclability
Level of implementation: Advanced

Sustainable Practices

- Use of organic cotton and hemp fibre
- Fair Trade-certified supply chain
- Carbon offsetting programme
- Limited collections (slow fashion)

Description

Barcelona-based brand positioned as a regenerative label. It combines certified natural fibres with an ethical supply chain and embraces transparency as a key differentiating factor. Its model is based on product durability and more controlled production, aligned with principles of sustainability and impact reduction.



“It’s time to regenerate”

Iaios

Year founded: 2020 (textile heritage dating back to 1895)
Category: Knitwear/jumpers and accessories
Business model: Recycling, repair
Level of implementation: Advanced

Sustainable Practices

- Use of recycled wool as the main raw material
- Local production in Catalonia
- Traceability throughout the production process.
- Preservation of artisanal textile craftsmanship
- Repair and maintenance services to extend garment lifespan

Description

Brand linked to a Catalan textile family with five generations of history. IAIOS transforms this heritage into a contemporary model based on material recirculation and local production, while also integrating repair services as a mechanism to extend garment lifespan and reduce the impact associated with the consumption of new products.



"Every jumper tells a story"

Boboli

Year founded: 1987
Category: Children's fashion
Business model: Durability, resale
Level of implementation: In progress

Sustainable Practices

- Use of recycled and certified materials
- Design focused on product durability
- Recyclable packaging
- Textile collection scheme
- Sale of second-hand products through outlet channels

Description

Children's fashion brand with more than 35 years of experience, integrating sustainability through the quality and durability of its garments. This approach is complemented by the introduction of resale channels through outlets, enabling products to have a longer lifespan and reducing surplus stock.



"Respect for each other and for our environment"

Escorpion

Year founded: 1929
Category: Women's knitwear
Business model: Recycling, durability
Level of implementation: In progress

Sustainable Practices

- R&D programmes and 100% Circular Wool
- Design focused on product durability
- Reduction of impact in dyeing and finishing processes
- Objective of water reuse in production processes

Description

Women's knitwear brand with a strategy focused on innovation in production processes. It develops technical solutions aimed at reducing environmental impact, particularly in critical stages such as dyeing, while progressively incorporating circularity criteria.



"A deep love for what we do"

Duuo

Year founded: 2016
Category: Vegan footwear

Business model: Transformation of waste materials
Level of implementation: In progress

Sustainable Practices

- Use of animal-free materials
- Incorporation of recycled and/or recovered materials
- Recycled packaging
- Social impact initiatives

Description

Vegan footwear brand whose value proposition is based on alternative materials and lower-impact production processes. It progressively integrates sustainability criteria into its products and complements its positioning with social impact initiatives.



"Walk the Earth with love"

Munich Sports

Year founded: 1989
Category: Footwear and sportswear
Business model: Repair
Level of implementation: In progress

Sustainable Practices

- Incorporation of recycled materials
- Product repair service
- Reduction of plastic use
- Partial local production

Description

Sports brand with a long-standing history that has begun integrating more sustainable models. The introduction of repair services represents a first step towards extending product lifespan.



"Shoemakers since 1939. Committed to the future"

Matcha Jeans

Year founded: 2021
Category: Denim
Business model: Durability
Level of implementation: In progress

Sustainable Practices

- Design focused on reducing environmental impact
- Inclusive sizing
- Diversity of fits
- Local production

Description

Denim brand positioned as a responsible alternative within a high-impact category. Its approach is based on product quality, durability and inclusivity, with the aim of extending garment use.



Ecodoers

Year founded: 2013
Category: Digital solutions (B2B)

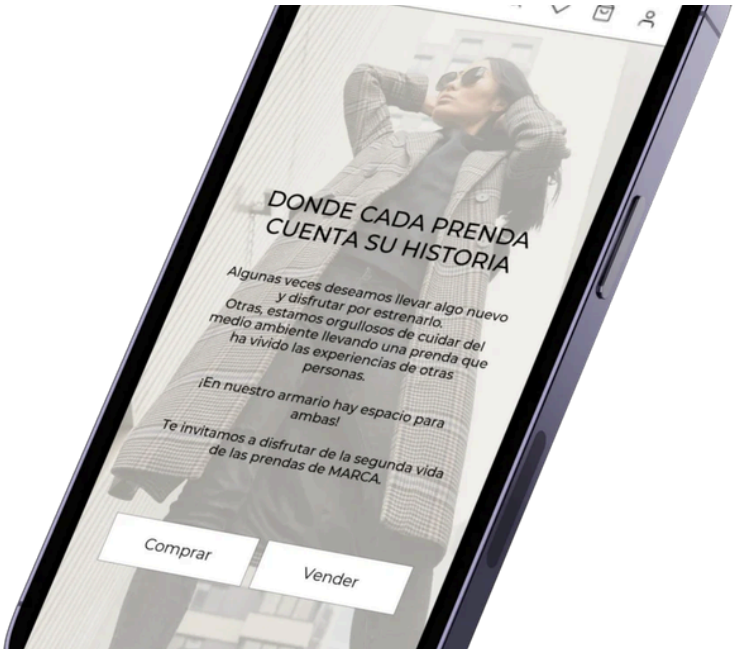
Business model: Resale
Level of implementation: Established

Sustainable Practices

- Digital infrastructure for resale programmes
- Associated logistics management
- Data analytics
- White-label solutions for brands

Description

Technology company that enables fashion brands to implement resale models. It allows circularity to be integrated without the need to develop proprietary infrastructure.



"We work to raise awareness around responsible consumption"

Coleo

Year founded: 2013
Category: Circular textile solutions (B2B)

Business model: Recycling, use of waste materials
Level of implementation: Advanced

Sustainable Practices

- Valorisation of post-consumer and post-industrial textile waste
- Transformation into new fibres, yarns and fabrics
- Industrial sorting and recycling facilities
- Traceability technologies

Description

Group specialised in the circular transformation of the textile sector, operating from waste management through to the production of new materials. Its model enables the textile loop to be closed at industrial scale.



"Transforming the textile industry through sustainable solutions"

Retexcycle

Year founded: 2021
Category: Digital solutions for textile waste management (B2B)

Business model: Recycling, use of waste materials
Level of implementation: Established

Sustainable Practices

- Textile waste traceability systems
- Monitoring of material flows
- Digitalisation of the value chain
- Optimisation of recycling processes

Description

Company specialised in digital solutions for the traceability of textile waste throughout the value chain. Its model facilitates the efficient management of materials and contributes to the integration of circularity into industrial processes, improving transparency and control over waste flows.



"From raw material to final product"

Drelife

Year founded: 2025
Category: Circular services platform (B2B)

Business model: Resale
Level of implementation: In progress

Sustainable Practices

- Trade-in systems
- Reintroduction of products into the market
- Resale platform for brands
- Extension of product lifespan

Description

Platform that enables brands to integrate resale and trade-in models into their value proposition. The company facilitates the reintroduction of products into the market, contributing to extending product lifespan and reducing waste associated with fashion consumption.



"The smartest circular movement for business growth"

Organic Cotton Colours

Year founded: 1992
Category: Textile materials
Business model: Durability
Level of implementation: Advanced

Sustainable Practices

- Production of organic and regenerative cotton
- Proprietary certification system
- Full traceability across the value chain
- Direct control over raw materials

Description

Pioneering company in the development of organic and regenerative cotton with full control over the value chain, from cultivation through to the final product. Its model is based on material quality, traceability and impact reduction at source, positioning the company as a key player in the transformation of raw materials within the textile sector.



"Organic and regenerative cotton for a better world"

Hilaturas Jesús Rubio

Year founded: 1968
Category: Yarn manufacturing
Business model: Recycling
Level of implementation: Advanced

Sustainable Practices

- Production of recycled yarns
- Certified materials
- Valorisation of textile waste
- Integration of recovered fibres into industrial processes

Description

Company with a long-standing history in wool yarn production that has integrated material recirculation as a core element of its business model. It acts as a key industrial player in the valorisation of textile waste, contributing to the reduction of virgin raw materials across the supply chain.

Designed by Sylvia Calvo Bcn:



"We have been spinning stories for more than 50 years"

Hilaturas Arnau

Year founded: 1947
Category: Technical textiles
Business model: Recycling
Level of implementation: Advanced

Sustainable Practices

- Use of high-performance recycled fibres
- Participation in textile sustainability R&D projects
- Development of sustainable technical textile solutions

Description

Technical textile supplier integrating recycled materials into high value-added applications. Its model combines technological innovation and sustainability, positioning the company within demanding industrial segments where circularity requires advanced solutions.



"Protecting human lives while ensuring the preservation of the environment"

Postfiber

Year founded: 2024
Category: Recycled fibre production (B2B)
Business model: Recycling, use of waste materials
Level of implementation: Established

Sustainable Practices

- Textile-to-textile recycling
- Transformation of post-consumer waste into new fibres
- Industrial production of recycled materials
- Integration into the textile supply chain

Description

Industrial structure focused on the production of recycled fibres from post-consumer textile waste. Its model contributes to closing material loops by enabling their reintroduction into production processes and reducing dependence on virgin raw materials.



"Redefining fashion through circular thinking"

Solidança

Year founded: 1997
Category: Textile waste management

Business model: Labour inclusion, social economy
Level of implementation: Advanced

Sustainable Practices

- Collection, sorting and reuse of textiles
- Labour inclusion programmes
- Collaboration with public administrations
- Participation in extended producer responsibility schemes

Description

Leading organisation in Catalonia in the management of textile waste, operating through a model that integrates circular economy principles and social impact. It operates at large scale in the collection and reuse of clothing, creating employment opportunities for people at risk of social exclusion and contributing structurally to the transition towards a more circular textile system.



"Transforming lives and caring for the planet"

Formació i Treball

Year founded: 2013
Category: Social textile economy

Business model: Labour inclusion, social economy
Level of implementation: Advanced

Sustainable Practices

- Training and labour inclusion programmes
- Textile reuse and management
- Development of the **Moda re-** programme
- Partnerships with public and private organisations

Description

Foundation operating an integrated model combining training, employment and circular economy principles within the textile sector. Through product reuse and the generation of economic activity, it acts as a key player in social inclusion and in the consolidation of circular models with tangible impact.



"We work with awareness and sensitivity towards the planet"

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