Vero Moda launches first piece using Circulose

By Sandra Halliday - April 16, 2021

Bestseller is shouting loudly about the launch of a new dress from its Aware by Vero Moda label. And while a single dress launch isn’t usually worthy of a company statement all of its own, in this case it’s the fact that it “represents a key step forward in [its] commitment to innovation and more sustainable materials” that’s important.

The new limited edition piece brings the firm’s collaboration with Swedish firm Renewcell to life.

It said that “in a breakthrough moment for Renewcell’s innovative material Circulose, Vero Moda has become one of the first brands to produce a garment at market scale from the more sustainable material”.

Circulose is made only from recycled textiles using 100% renewable energy. The dress has therefore been launched with this fact to the fore and it comes with the tagline “The Beauty of Second Life”.

The company has made 648 dresses that have already sold out online with the rest being available at selected Vero Moda stores across Europe.

It's clear from the emphasis the group is giving to this launch that it sees such developments as hugely important, both in its effort to be more sustainable and also in its aim of reaching consumers who are heavily focused on circularity in their shopping choices.

“We want to show what’s possible with more sustainable fashion by creating a breathtaking garment that not only looks incredible but is also far better for the environment,” said Mette Møller Wejdemann, VERO MODA’s International Buying & Design Manager.

The link-up with Renewcell began last year as part of Bestseller’s Fashion FWD Lab initiative.

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