



Uprade matches buyers and sellers of excess fabric | Photo source [Pexels](#)

[Innovation](#) > [Fashion & Beauty](#) > [Rescuing and upcycling unused fabrics](#)

RESCUING AND UPCYCLING UNUSED FABRICS

 FASHION & BEAUTY

A B2B platform helps to reduce textile waste while giving suppliers the opportunity to make the most of their unused fabric

Spotted: French startup Uprade is on a mission to solve the fashion industry's fabric waste problem. The company is the first European platform to rescue and upcycle unused fabrics that would otherwise have been discarded.

Uprade was founded by Eleonore Rothley Lafon and Charlotte Billot. Together, the duo set out to address the overproduction standards that have shaped the fashion industry for decades. Their solution is a matchmaking platform that pairs those wishing to buy fabric with textile manufacturers and fashion labels with excess fabric in their inventories.

For buyers, Uprade curates a selection of 'sleeping' stocks' based on quantity, quality, and origin. Traceability is core to the platform, with the 'uprade – Saved fabric' label guaranteeing both the origin of a fabric and the sustainable approach of the seller. Uprade also negotiates a price that is fair to both parties.

For sellers, Uprade takes care of all the logistics. All the seller has to do is prepare the parcel and let Uprade know its weight and dimensions. Further instructions are then provided with the purchase order, with shipping costs borne by the buyer. Uprade will also help sellers develop a tailored selling strategy.

According to Uprade's website the need for upcycling is clear, "The figures are dreadful: in all the world, an average of 12 per cent of all the fabric produced in a year is wasted ...When these stocks are not simply left aside, they are often destroyed, by being either burnt or buried in a landfill site."

Springwise has spotted other recent fashion innovations focused on recycling and re-selling. These include a technology company bringing 'Resale-as-a-Service' to fashion brands, smart threads that make it easy to disassemble clothes, and a plug-in that lets customers sell back their old clothes in exchange for real-time store credit.

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Website: uptrade.fr/en

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Takeaway:

The textile industry plays a vital role in the global economy. In 2021, it was worth **\$993.6 billion** (around **€947.7 billion**), directly employing over **75 million** people worldwide. That's a lot of jobs and a lot of money. However, fashion is also responsible for **10 per cent of the world's CO2 emissions** and around 20 per cent of global wastewater comes from fabric dyeing and treatment. By making it easy to upcycle excess fabric, Uptrade hopes to remove a key source of waste in the industry.