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Innovation > Fashion & Beauty > Cleaning up fashion with carbon-negative textiles

CLEANING UP FASHION WITH CARBON-NEGATIVE TEXTILES



FASHION & BEAUTY

A Californian-based company has created natural textiles made 100 per cent from carbon emissions

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24th May 2023

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Takeaway:

Many major brands have set carbon reduction targets for 2030. And unsurprisingly given fashion's massive climate footprint, Rubi Laboratories' creation reflects a growing need to seek alternative textiles that aren't produced at the expense of the environment – cutting carbon, water usage, and unnecessary deforestation. Beyond the world of fashion, viscose is such a

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abric that Rubi Labs' technology could also revolutionise sectors like building packaging, and tyres.