The fabrics are made from recycled ocean and landfill plastic | Photo source Lumière Paris

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SUSTAINABLE ACTIVEWEAR AND SWIMWEAR MADE FROM RECYCLED OCEAN PLASTIC

FASHION & BEAUTY

Turning pollution into high-end fashion, this fully sustainable brand works with various environmental organisations and donates one per cent of profits to ocean clean-ups

Spotted: French swimwear brand Lumière Paris uses fabrics made from recycled ocean and landfill plastic, making it 100 per cent sustainable. Unlike many brands, which use recycled materials for just one product, the company provides an entire range of sustainable apparel – from activewear to swimwear and protective face masks.

Later this year, the company will also launch shape-wear, stockings and bags made of recycled and organic materials.

Their apparel features ECONYL® fibre, making it breathable, pilling-resistant, and also twice as resistant to chlorine and suntan creams and oils as other swimwears. Even the ink used to print the apparel and packaging are sustainable water-based inks. They also provide carbon-neutral shipping.

“Unlike many brands, we don’t use recycled materials for just one product. All our apparel is made using Italian fabrics with ECONYL® fibre at its core produced from discarded plastics in the ocean and landfills,” the brand told Springwise.

Lumière’s commitment to sustainability goes beyond the products themselves. They donate one per cent of the company’s profits to ocean clean-up and other environmental projects, and work with various environmental organisations to plant one tree for each package shipped. Lumière Paris supports the United Nations Billion Tree Campaign, which has reported over 13.6 billion newly-planted trees.
The brand is also currently in the process of creating a fully circular fashion economy, with a program that collects their products after their lifetime and converts them into new garments.

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Takeaway:

Fashion production makes up 10 per cent of humanity’s carbon emissions. Whilst the fashion industry is currently one of the biggest contributors to pollution and environmental damage, brands like Lumière are demonstrating that it doesn’t have to be so. Its commitment to sustainability goes beyond the products themselves. Lumière donates one per cent of the company’s profits to ocean clean-up and other environmental projects and works with various environmental organisations to plant one tree for each package shipped. Lumièrë Paris supports the United Nations Billion Tree Campaign, which has reported over 13.6 billion newly planted trees.