



Headlining the new campaign is actor and model Maisie Williams, of Game of Thrones celebrity | Photo source Nintendo

Innovation > Retail > Fashion loving gamers can now recycle their virtual threads

FASHION LOVING GAMERS CAN NOW RECYCLE THEIR VIRTUAL THREADS

  RETAIL

An H&M sustainability campaign, featuring the actor Maisie Williams, has launched on the popular Animal Crossing video game

Spotted: Fans of Nintendo's Animal Crossing game can now indulge a love of sustainable clothing on H&M's Loop Island. Named for the fashion giant's in-store garment-to-garment recycling system Loop, the island will host virtual meet and greets, allow players to recycle their avatar's outfits, and provide news and updates on the latest in industry sustainability measures.

Headlining the new campaign is actor and model Maisie Williams, of Game of Thrones celebrity. An advocate for greener living and H&M's new Global Sustainability Ambassador, Williams partners with H&M's Global Sustainability Manager Pascal Brun to host a variety of events, in real life and on Loop Island, throughout 2021.

Having recently set a goal of using only recycled or sustainably sourced textiles by 2030, H&M is pushing everyone in the field of fashion to clean up their act. Increased transparency in sourcing and labour, along with more concerted efforts to close the loop on the production of waste, could hugely affect the long-term health of the industry.

Notoriously wasteful and filled with opaque processes, many fashion brands have taken significant steps to work in ways that are far more ecologically kind. Recent innovations Springwise has featured include Balenciaga's [plastic waste jewellery](#) collection and a fashion house designing exclusively with [landfill plastic](#).

Explore more: [Retail Innovations](#) | [Arts & Entertainment Innovations](#)

20th April 2021

Email: ertur@hm.com

Website: hmgroup.com

Takeaway:

From collages made from scavenged fabrics, to collections made entirely of deadstock, the approaches embraced by many independent designers are beginning to be replicated by fashion houses worth millions. Even open-source design is becoming more common, with some creators offering patterns and DIY kits to customers. Once international travel reopens for business, a significant challenge will be in encouraging designers and brands to make upcycling a substantial and permanent aspect of their ongoing work.