



Renoon's new app is launching this winter 2021 - exclusive to Springwise | Photo source [Renoon](#)

[Innovation](#) > [Sustainability](#) > A search engine for sustainable fashion

## A SEARCH ENGINE FOR SUSTAINABLE FASHION



**Renoon is a search engine that provides shoppers with one single place to find sustainable alternatives in their style**

**Spotted:** Despite the big push towards sustainable fashion in recent years, many consumers still feel that sustainable alternatives are not easily accessible. As a solution to this, an Amsterdam-based startup has launched a first of its kind search engine for sustainable fashion. Named Renoon, its mission is to accelerate the transition towards a more sustainable fashion industry by aggregating sustainable fashion at the product level, and ultimately empowering users to find alternatives that match their values and styles.

Born out of the frustration of having to open dozens of browser windows to find sustainable fashion alternatives, the Renoon founders felt the need to make brands and products already in the market more easily accessible. The search engine features a sustainability framework that has four selection criteria: product, earth, humanity, and future. After the products are filtered through this framework, Renoon is able to redirect consumers to the best place to finalise their purchases. With this selection process, consumers can shop consciously, compare prices and choose products according to their own values.

Renoon's website is free to use, along with an app that is available to download on both iOS and Android.

Written By: Serafina Basciano

**Explore more:** [Fashion & Beauty Innovations](#) | [Retail Innovations](#)

1st January 2021

Email: [info@renoon.com](mailto:info@renoon.com)

## **Takeaway:**

The fashion industry has had a disastrous impact on the environment in the last few decades and is in fact the second largest source of pollution in the world. As such, many people have been turning to sustainable fashion alternatives -- but the majority don't know where to start. The launch of Renoon could make sustainable shopping much more accessible, providing consumers with the convenience of finding sustainable pieces in one place. With ease then comes popularity.