

THE TEXTILE MAGAZINE

ASIA'S LEADING TEXTILE INDUSTRY MAGAZINE

DAILY NEWS UPDATES FROM THE WORLD OF TEXTILES



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Shahi Exports becomes India's first woven apparel & textiles manufacturer to create Cradle to Cradle Certified® Gold products

SHAHI

- 100% CARBON NEUTRAL
Net zero emissions
- 86% OF WATER RECYCLED
After fabric processing
- 100% RECYCLABLE
Designed for circularity
- 100% ORGANIC
GOTS certified

CRADLE TO CRADLE GOLD CERTIFIED

C&A

In a massive step towards the transition to a circular fashion industry, Shahi Exports is the first woven apparel and textiles manufacturer in India to be awarded Cradle to Cradle Certified® Gold under Version 3.1, a globally recognized measure of safer, more sustainable products made for the circular economy.

Cradle to Cradle Certified® is awarded by the Cradle to Cradle Products Innovation Institute, a global non-profit dedicated to powering innovation for the circular economy through products that have a positive impact on the planet.

This certified product standard is rooted in the Cradle to Cradle® design principles established by William McDonough and Dr. Michael Braungart.

Every product is assigned an achievement level (Bronze, Silver, Gold, Platinum) for each category. Shahi has achieved a Platinum performance level for Material Health, and the Gold level on the other four standard categories. The lead assessment body for this process was Eco Intelligent Growth (EIG) and the material health assessment body was MBDC.

"At every step of the design process, C&A and Shahi worked together to find the right alternative materials, chemicals, and other raw materials to achieve the Cradle to Cradle Certified Gold level."

- Ruchi Asija, Vice President, Marketing, Shahi Exports

The fabric for the 'Arth' collection was made at Shahi's weaving mill and the garments were stitched at our apparel factory. The entire collection is made using Global Organic Textile Standard (GOTS) certified organic cotton, more than 96% of which is rapidly renewable cotton.

Further, 86% of the water used in fabric processing was recycled at our mill having Zero Liquid Discharge. The finished products are 100% carbon neutral.

The products are made keeping the principles of circularity in mind and are 100% recyclable.

HeiQ, LYCRA partnership promises an exciting future for textiles

Textile technology innovation leaders, HeiQ and The LYCRA Company, have entered into a broad-based collaboration across multiple technology and brand platforms that promises to bring more innovative and sustainable textile technologies to consumers around the world.

Building on exploratory discussions that started in early 2019, HeiQ and The LYCRA Company have elected to leverage their shared philosophies and strengths in textile science, commercial networks, and global marketing to drive innovation platforms into broad textile markets. The companies envision consumer-branded innovations in the stretch, thermoregulation, freshness and sustainability market spaces.

Together, HeiQ and The LYCRA Company bring trusted expertise across the global textile value-chain of yarn processors, fabric mills, garment producers, brands and retailers and demonstrate a commitment to sustainable, consumer-driven innovations, delivered through partnerships, that take textile performance to unprecedented levels.



(L-R) - Julien Born - CEO of The LYCRA Company & Carlo Centonze - Co-founder and CEO of HeiQ Group

"The collaboration is based on a strong foundation of common values shared by our two companies. We look forward to exploring the natural synergies between us and uncovering new solutions for the apparel industry."

- Julien Born, CEO at The LYCRA Company.

"This collaboration with The LYCRA Company not only brings the best minds together but also ensures our breakthrough innovations will be available for and benefit as many consumers as possible."

- Carlo Centonze, Co-founder & CEO of HeiQ Group