

Lindex scale up initiative for textile reuse and recycling

Lindex launches the possibility for their customers to hand in used textile for recycling and reuse in all stores in Sweden and Norway. Reuse and recycle is a part of the company's long term ambition to close the material loop. In Sweden, Lindex is collaborating with Myroma.



Lindex launched the possibility to hand in textiles for reuse and recycle, in a limited amount of stores in 2014 but are now expanding the initiatives to all stores in Sweden and Norway. During the autumn the initiative will also be launched in thirty stores in Finland.

"Every year approximately eight kilos of textiles are thrown away in Sweden. We want to change that, and together with our customers, reuse old textiles in the best possible way. Our long term goal is to close the material loop and use fibers recycled by consumers in our own production in order to decrease our need of new raw materials, says, Sara Winroth, Sustainability Manager at Lindex

Today the collected textiles are given a new life in Myroma's second hand shops or through recycling where they become parts in new products such as cloths for the industry or isolation material. Since the start over six tons of textile have been collected.

"This collaboration gives us the possibility to reach new donors and is really in line with our ambition to increase reuse and make it easier for people to donate instead of throwing away. In addition the collaboration with Lindex contributes to us making a profit that is dedicated to social work for people in need of help and support in Sweden, says, Emma Enebog, Sustainability Manager at [Myroma](#).

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Lindex is one of Europe's leading fashion chains, with approximately 490 stores in 18 markets. Lindex business concept is to offer inspiring and affordable fashion to the fashion conscious woman. The assortment includes several different concepts within women's wear, kids' wear, lingerie and cosmetics. More than half of Lindex total assortment is made of more sustainable sources and Lindex is dedicated to reach 80% by year 2020. 'We Make Fashion Feel Good' is Lindex communication concept which clearly express what Lindex do and stand for. Lindex is part of the Finnish-listed Stockmann group. More information is available at www.lindex.com