

# MÉTROPOLE EUROPÉENNE DE LILLE

PRESS RELEASE

10<sup>th</sup> October 2024



## Check out the finalist and vote for your favourite projects!

In early June, Lille Metropole teamed up with ADEME and Lille-Courtrai-Tournai Eurometropolis to kick off the Third European Circular Fashion Awards. Following a keenly watched and spirited open call (214 projects received!), the jury met on 10<sup>th</sup> September to select 15 finalists. Next stage: From 28<sup>th</sup> October to 3<sup>rd</sup> December, the public is invited to vote online to pick the winners ahead of the grand prize-giving gala night on 5<sup>th</sup> December.

Launched in 2020 and repeated for the first time in 2022, the European Circular Fashion Awards are an opportunity to spotlight innovative companies and projects that are gradually helping to curb the environmental impact of fashion and the textile industry.

The event drew a large number of project sponsors: 214 applications received from across France, but also from Belgium and the Netherlands (given the European scope).

This year once again, Lille Metropole is thrilled with the turnout of businesses and the calibre of projects pitched. It congratulates the finalists, particularly the four local companies, namely: Pierreprume, Maison Lemahieu, Okaïdi and Rouge Gorge.

### The 15 finalists:

Drawn from both small and large companies, the 15 finalists feature a novel product or service that blends innovation and sustainability. They are all rooted in more virtuous business models and a distinctive approach to value creation, one that is firmly in step with corporate social and environmental responsibility imperatives.

Five awards will be presented at the close of the contest: *Espoir*, *Booster*, *Honneur*, *Grande entreprise* and *Coup de cœur du public*. The goal is to reward a rich variety of projects, spanning different maturity milestones: from fledgling start-ups in their infancy to large, innovative companies! At stake are not only financial prizes, but also various forms of support, ranging from help with fund-raising and launching a crowdfunding campaign, to business model coaching, environmental impact measurement, and more.

## Small Business Award: *Espoir* (Hope)

*Projects in progress, aimed at launching a product or service over the short term*

### Hedj/October17 - Pays de la Loire

Drawing on a network of vocational integration and adapted working workshops, Hedj helps companies to recycle their end-of-life textiles, transforming them into different products that can be useful to them again. <https://hedj.fr>

### Loulenn - Occitania

Loulenn makes and sells baby care items stuffed with French wool and made in France. The little bonus? An ingenious pre-order and deposit system to minimise waste. <https://loulenn.fr>

### Recyc'Elit - Auvergne Rhône-Alpes

This project involves setting up a pre-industrial demonstrator for chemically recycling complex end-of-life polyester-based textiles. The promise: An alternative to landfill or incineration, as well as a new source of raw materials! <https://recyc-elit.com>

Follow the contest and vote: [www.modecirculaire.com](http://www.modecirculaire.com)

## Small Business Award: Booster

Projects on the market for less than a year

### *Les Raccmodeurs - Ile-de-France*

Les Raccmodeurs is all about restoring care and repair to the core of clothing consumption. They are therefore inviting fashion brands to manage, drive and operate their own in-store and online repair services.

<https://www.les-raccmodeurs.com>

### *LMSLH / Les mains sur les hanches - Ile-de-France*

LMSLH is about fashionable, comfortable, timeless clothing that are designed to last! Sold by pre-order and fully 'made in France', they are crafted from the most environmentally-friendly textile fibre: hemp. <https://lesmainsurlshanches.fr>

## Small Business Award: Honneur (Honour)

Projects on the market for more than a year with user feedback

### *Losanje - Burgundy Franche-Comté*

Losanje is pioneering upcycling automation solutions using innovative automated garment cutting technologies. A giant step towards mainstreaming circularity into fashion brand manufacturing processes.

<https://losanje.com>

### *Mijuin - Normandy*

Mijuin is a garment workshop specialising in short-circuit linen and a committed textile brand. Nowadays, Mijuin also makes garments for top French brands, thereby giving them a local, virtuous alternative for making their products.

<https://www.mijuin.fr>

## Big Business Award

Projects from companies with turnover exceeding €2m

### *Maison Lemahieu - Hauts de France*

A simple proposition: *Maison Lemahieu* is a manufacturer brand. As proof of its promise to offer quality to its customers, the company guarantees that its French linen t-shirts will be repairable for five years from when they are bought. <https://www.lemahieu.com>

### *Okaidi - Hauts de France*

In its stores, OKAÏDI collects used textile products and innovates by recycling them into new raw materials and new clothes. It does so by drawing on a network of industrial partners and SSE players in France. <https://www.okaidi.fr/eko-pour-un-monde-plus-responsable/mois-du-recyclage>

### *Mamé - Belgium*

*Mamé* is a kidswear brand that has embraced the challenge of cutting clothing consumption as children grow. How: progressive, practical, ethical and gender-neutral collections, designed with certified local materials.

<https://www.mameboutique.be>

### *United Repair Centre - Netherlands*

By offering expert repairs, artistic creations and renewals, United Repair Center brings to fashion brands sustainable solutions for minimising waste while enhancing circularity in their production. Repair is the new cool! <https://www.unitedrepaircentre.com>

### *Pierreplume / Prémices recyclage - Hauts-de-France*

Amid ever-increasing production of textile waste, Pierreplume is opening up new opportunities by inventing innovative, acoustic and aesthetic materials for architecture and design.

<https://pierreplume.fr>

### *Refurbasket - Hauts de France*

Since 2019, Refurbasket has been reconditioning branded sports footwear using an innovative professional process, involving full cleaning, total sanitisation, a broad range of touch-ups, plus the fitting of fresh insoles and laces.

<https://www.refurbaskets.fr>

### *Lingerie Rouge - Hauts-de-France*

Product tests, customer feedback, choice of materials and components: *Rouge-Gorge* develops and markets genuinely sustainable lingerie products. The 3-year warranty applied to its Dentelle bra epitomises this committed corporate vision.

<https://www.rougegorge.com/fr-fr/garantie-dentelle.html>

### *Tecnifibre/XLoop - Ile de France*

X-loop is the first 100% recycled and recyclable technical T-shirt, made from used tennis racket strings and plastic bottles, collected in partner sports stores and tournaments.

<https://www.tecnifibre.com/fr/X-Loop.html>

## Next step: Call for votes and awards!

From 28<sup>th</sup> October until 3<sup>rd</sup> December, the public will discover the 15 finalists and vote for them on the [modecirculaire.com](http://modecirculaire.com) platform. For those who are interested, this discovery will overstep the digital realm:

From 7<sup>th</sup> November to 1<sup>st</sup> December, the projects will be physically presented at the Manufacture de Roubaix, during a vibrant and immersive exhibition.

At the end of this voting phase, the Awards will culminate in an Awards gala night, to be held on Thursday, 5<sup>th</sup> December 2024 at the Lille Chamber of Commerce and Industry.

## The jury

To assess and rank the projects, the Lille Metropole and its partners called on a jury of high-profile experts, representing networks, local authorities, the media and players in circular fashion in France, Belgium and the Netherlands.

- ✘ **Malika Bohem** - Circular Economy Project Manager - Lille Metropole (MEL);
- ✘ **Stéphane Castelein** - Sectors Manager - Lille Metropole (Lille Metropole);
- ✘ **François Humbert** - Circular Economy Engineer - ADEME;
- ✘ **Manon Léger** - Textile Engineer on the supervision of REP TLC - ADEME;
- ✘ **Elena Boulevard**, Refashion Eco-Design Project Manager;
- ✘ **Maxime Delavallee** - President - Circular Fashion Federation;
- ✘ **Annick Jehanne** - Volunteer President- Fashion Green Hub;
- ✘ **Renaud Nicolas Petit** - Editor-in-chief - The Good Goods;
- ✘ **Isabelle Robert** - Lecturer at IAE Lille and Co-founder of the Tex&Care Chair;
- ✘ **Anne Perwuelz** - Professor Emeritus at ENSAIT - *Ecole Nationale Supérieure des Arts et Industries Textiles* and Co-founder of the Tex&Care Chair;
- ✘ **Pascal Denizart** - CEO - CETI Transformative Textiles;
- ✘ **Catherine Dauriac** - President - Fashion Revolution France;
- ✘ **Jeanne Meillier** - Business Manager - EuraMaterials;
- ✘ **Jan Mahy** - Professor - Hogeschool Saxion (Netherlands);
- ✘ **Philippe Colignon** - Circular Economy Consultant - Centexbel (Belgium)

## Récap' Trophées: Save the dates

**Monday, 28<sup>th</sup> October:** ✘ General public vote kicks off for one month, accounting for 1/3 of final score.

✘ **From 8<sup>th</sup> November to 1<sup>st</sup> December:** Exhibition of projects by finalists at Manufacture de Roubaix.

✘ **Thursday, 5<sup>th</sup> December:** Assessment of finalist projects by jury and award ceremony for winners at Lille CCI (Place du Théâtre)

Follow the contest and vote for the Public Award: [www.modecirculaire.com](http://www.modecirculaire.com)

The Awards are also on [Facebook](#) - [LinkedIn](#) - [Instagram](#) - [X](#)

They all support this edition of the Awards



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