



FOR IMMEDIATE RELEASE

Media Contact:

Olivia Zuro
Director of PR
Girlfriend Collective
(503) 507-5632
Email: ozuro@arizona.edu

Girlfriend Collective Launches New Recycle.Reuse.ReGirlfriend Recycle Program

SEATTLE (September 7, 2024)—Girlfriend Collective, a sustainable activewear brand, has announced the launch of its garment recycling program. Named “Recycle. Reuse. ReGirlfriend.,” the initiative is designed to reduce textile waste and promote environmental responsibility. The program encourages customers to send their old clothes to Girlfriend Collective, where the fabrics will be transformed into new products or materials.

These efforts are carried out in partnership with SuperCircle, a recycling management company that specializes in connecting brands with textile recyclers. Once the clothes are received, certain fabrics can be transformed into new Girlfriend pieces, such as leggings or bras, or downcycled to ensure no products end up in landfills.

“We are thrilled to introduce this program to fulfill our mission of never putting our bottom line before what’s best for the planet,” Olivia Zuro, PR Director, said. “We discovered that 85% of all textiles flood landfills every year. With this program, we can make it where our customers’ clothes don’t have to be included.”

“Making your pieces completely renewable is the holy grail for clothing – we believe this is the future,” Quang Dinh, co-founder of Girlfriend Collective, said. “We want to upcycle water bottles and recycle clothes. We upcycle single-use water bottles into clothing you can reuse and wear for years – now we’re going to be able to recycle that clothing into new clothes.”

-more-

Girlfriend Collective p.2

Customers can send clothes from any brand and in any condition to receive a \$10 credit per Girlfriend item, or a \$5 credit per non-Girlfriend item. This can be used for future orders. The shipping process is free, and customers can redeem their recycling credits for up to 30% off an order.

About Girlfriend Collective:

Girlfriend Collective, based in Seattle, Washington, is a leading sustainable active-wear brand, with values of inclusivity, ethical practices, and sustainable fashion founded in 2016. Fabrics used in developing the clothes are made from recycled plastic bottles, and the sizes offered range from XXS to 6XL. Girlfriend Collective primarily operates as an online store. They offer a recycle program, and an additional clothes swap program to promote the circular fashion movement. For more information, visit <https://girlfriend.com/>

###