

FOR IMMEDIATE RELEASE

**An Activewear Industry First
Sustainable Activewear Brand Girlfriend Collective Launches
New Recycle.Reuse.ReGirlfriend. Circular Sourcing Apparel Platform**

New York/ Seattle, August 15th, 2019 - Sustainable activewear brand Girlfriend Collective is proud to introduce the first circular sourcing apparel platform of its kind in the activewear industry, **Recycle. Reuse. ReGirlfriend.** The initiative pioneers the latest steps to fight textile waste, as it collects old Girlfriend Collective Compressive leggings, bra, shorts and upcycles them into new pieces that can be worn again and again... and again.

This activewear industry-first program encourages Girlfriend Collective customers to close the loop.

The world consumes 80,000,000,000 pieces of clothes per year. Only 1% of that is down-recycled or recycled. The other 99% is landfilled.

Girlfriend Collective currently upcycles single-use plastic into leggings that can be worn again in an entirely new form as a second, third, fourth, etc. life piece of apparel. The brand is bringing this effort to life by working closely with a partner facility in North Carolina to close the loop from a recycling standpoint, and by encouraging consumers to send in their old Compressive pieces to be upcycled into new Girlfriend pieces in exchange for a \$15 store credit they can use for future orders.

“Closing the loop and making your pieces completely renewable is the holy grail for clothing — we believe this is the future,” says Quang Dinh, co-found of Girlfriend Collective. “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.”

FAQ below and for more information visit

Product Page <https://www.girlfriend.com/products/regirlfriend>

Landing Page <https://www.girlfriend.com/pages/regirlfriend>

Image gallery

Media Inquiries

Melissa Rosenfield- IFP Communications/ This Vibe Life

melissa@melissarosenfield.com

FAQ

Is the entire legging recyclable?

Everything that is polyester is fully recycled, from the zipper to the thread. Once your item arrives at the recycling facility, they're shredded, the polyester is separated from the spandex, and the polyester is recycled into new Girlfriend clothing. There is no way to recycle spandex at this time, but we are always looking for new ways to improve our processes.

What can I send in?

Any Girlfriend Collective Compressive piece (Compressive High-Rise and Classic-Rise Leggings, Bike Shorts, Run Shorts, Topanga Bras, Paloma Bras, or Monroe Bras). We are currently working to create a similar system for our LITE fabric but are unable to accept them at this time.

How many can I send?

We are only able to process one item at a time per shipping label. If you'd like to send back more than one item, you'll need to purchase additional shipping labels for each one.

What condition do my items need to be in?

Old, new, stained, ripped — all will be accepted. All fibers will be completely regenerated during the process, so we're able (and happy!) to take clothes in any condition.

How long does it take for my gift card to arrive?

After you start the recycling process, you'll receive a shipping label via email within 24-48 hours. Your gift card will arrive via the same email address 5-7 days after and can be spent immediately.

Does my gift card expire?

Never — that's the best part.

Who can participate?

At this time, the program is only available in the U.S.

Why do I have to buy a shipping label?

We aren't able to cover shipping at this time. The goal is as we grow the program and company that one day we'll be able to absorb this cost for you.

Can I just bring them to your office?

We are unable to accept in-person drop-offs at this time.

What will my old items be recycled into?

A lot of textile recycling programs "downcycle" old clothes into rags or housing insulation. Our fabric was designed to be recycled from the beginning, your old Girlfriend items will become new Girlfriend items with the same quality and buttery soft feel you know and love.

How long will you be running this program?

5ever. (That's forever, but, like, longer.)

Is it safe to wear recycled plastic?

Recycled polyethylene terephthalate or RPET for short is used in single-use water bottles and food containers and has been repeatedly tested for over 30 years for its safety.

Do recycled fabrics shed microplastics when washed?

All synthetic materials do this. In June 2019 Girlfriend Collective launched a filter attachment for your washing machine to capture these fibers and keep them from entering the water stream.

About Girlfriend Collective

Girlfriend Collective is a sustainable activewear brand founded in 2016 for people who care — care about other people, care about how their clothes are made and care about making an impact through their purchasing power. Through ethically manufactured activewear, recycled materials, and our ever-growing community, we hope to help people lead more sustainable lives and rethink the activewear industry's role in saving the earth. Celebrity fans include actresses Sophie Turner, Issa Rae, Jennifer Lawrence and models Hunter Mcgrady and Molly Sims.

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