

2020-2021

Faux Fur – KOBA® –Recycled

*-Making the transition happen-
Our new sustainable options*



ECOPEL
FAUX FUR ARTISAN

ECOPEL : OUR SUSTAINABLE INITIATIVES

KOBA®: THE FIRST EVER BIO-BASED FAUX FUR.

For years, faux fur has been known as a wonderful life-friendly alternative for all the designers seeking to use fur, without having to participate in a mass exploitation of animals. This intrinsic ethical value still crucial today, remains however a partial response in view of the current environmental situation our world is facing today.

While all environmental reports usually highlight that polyester, has less impact than animal-based materials, it has become important for us to design new ways to create faux fur.

That is why Ecopel has decided to begin an ambitious partnership with Dupont, a true leader in sustainability.

KOBA®: an innovative solution

KOBA® faux fur is designed for elegance without sacrificing on performance. KOBA® faux fur uses a unique fiber made of 37% corn based ingredients. This help reduce our environmental impact. Energy use is reduced by 30% and greenhouse gas emissions by 63% compared with nylon 6.

Beautiful and sustainable KOBA® is fully recyclable.

A new technology

KOBA® faux fur uses Sorona® a patented technology created by Dupont.

It is a corn by-product from the bio-fuel industry (not food source). Not only it is renewable, but the by-product nature of this component makes it a low impact ingredient compared with classic synthetics.

As a result the environmental burden is greatly reduced. This innovation participates to a more sustainable fashion industry. Made up to of 37% plant-based ingredients, KOBA® helps reduce our dependence on oil and petrochemicals and shrinks our environmental footprint.





Needs 30% less energy

Reduces gas emissions by 63%

ECOPEL : OUR SUSTAINABLE INITIATIVES

FAUX FUR MADE FROM RECYCLED FIBERS.

In 2018 ECOPEL has started a unique line of faux fur made from 70% to 100% post consumer plastics. While recycling is already widely used in the textile industry, it is the first time to have this technology applied to the creation of faux fur.

The principle of recycling is simple : the plastic bottles are cleaned, melted down before being stretched into fine threads. The thread is woven into a soft durable material.

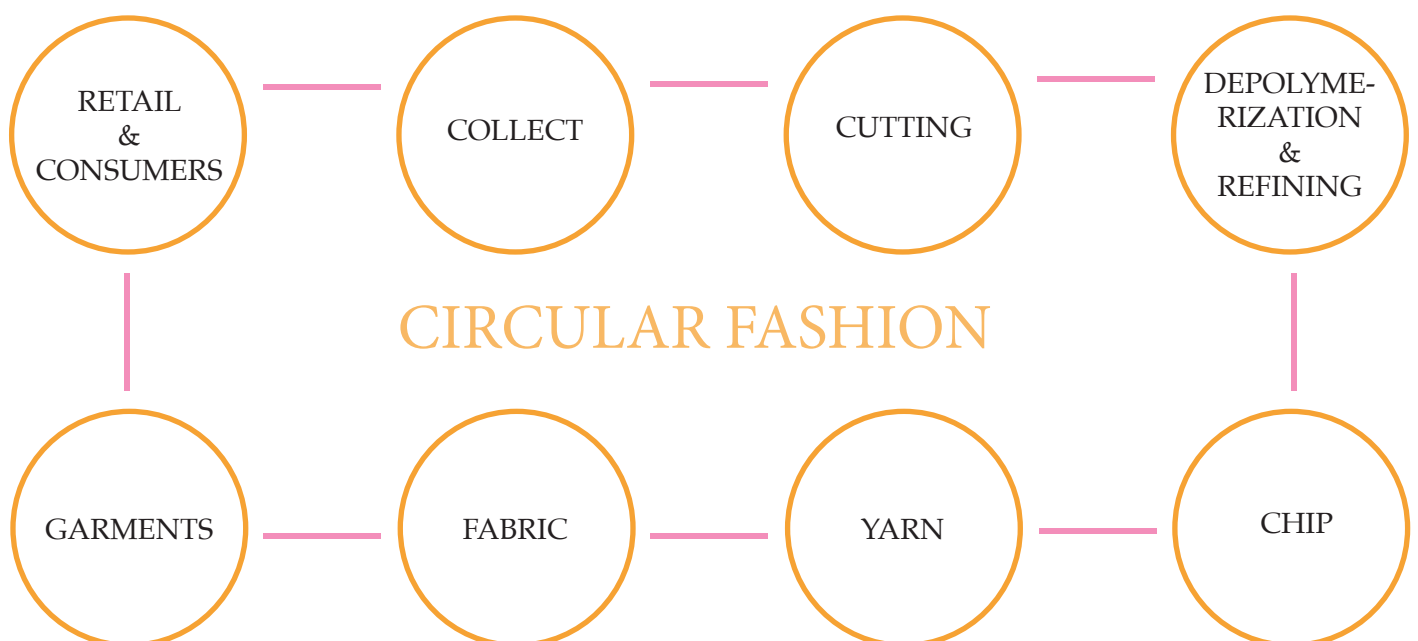
Needs 59% less energy than virgin polyester

Reduces gas emissions by 32%

Promoting circularity

Thanks to improved recycling technologies, synthetics have the full potential to become a closed loop system and promote circularity in fashion.

Recycling is a winner for the future, as energy used is reduced by 59% and greenhouse gas emissions by 32%. According to the **Recycled Textile Fibres and Textile Recycling Report** from the Federal Office for the Environment in Switzerland, recycled fibers conserve non-renewable resources by replacing the need for virgin materials and divert waste from landfill by giving a second life to the garment.



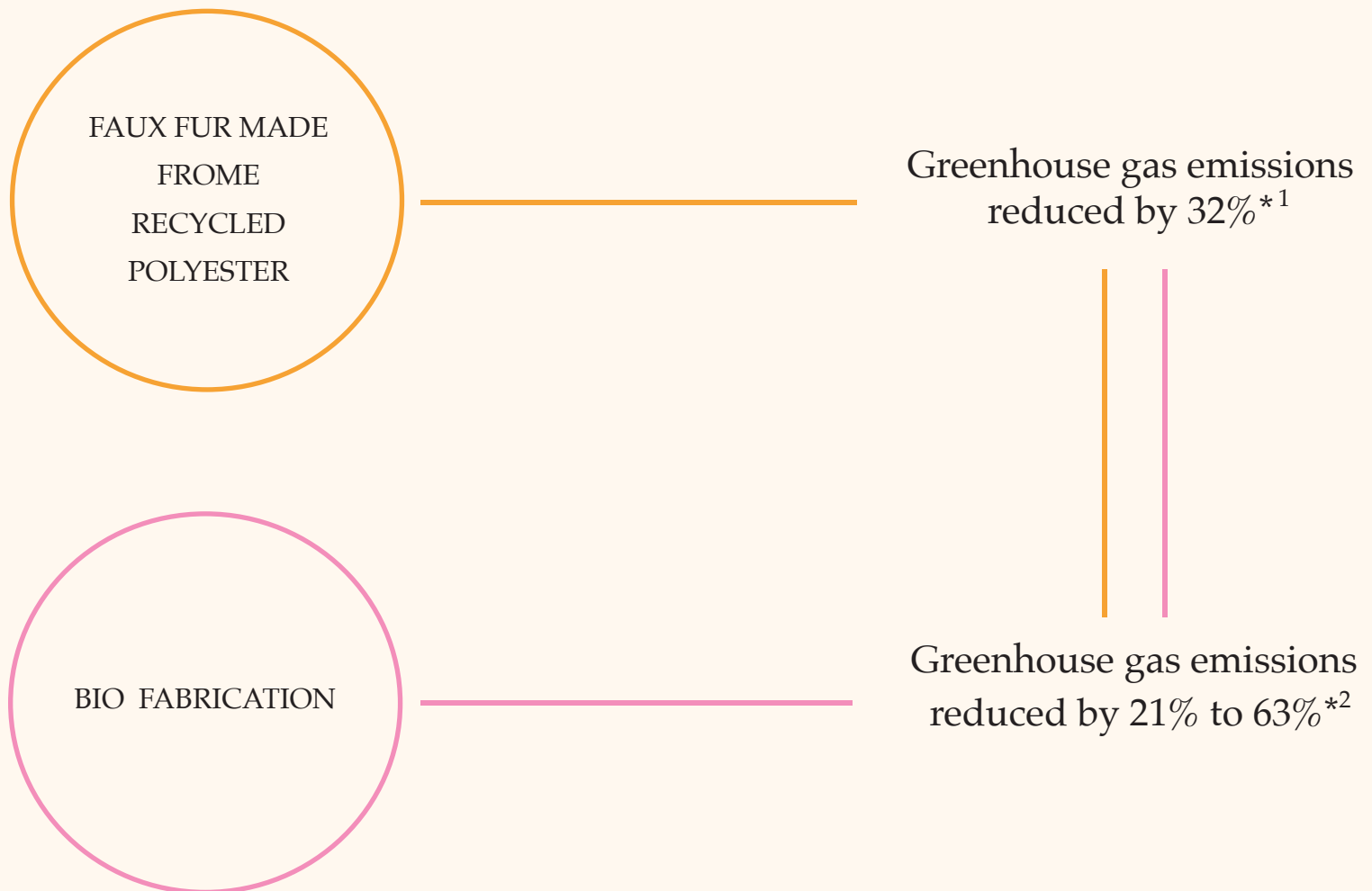
WE RECYCLE



ECOPEL
FAUX FUR ARTISAN

OUR APPROACH TO SUSTAINABILITY

45% REDUCTION IN GREENHOUSE GAS EMISSIONS TARGET FOR 2030.



*1 Source : 2017 study from the Swiss Federal Office for the environment and WRAP waste and resource action program.

*2 Source : Dupont.

Sustainable... what does it mean ?

Consumers are unsure what sustainability means and how to identify sustainable actions. At the moment there is no official definition of sustainability.

We think the idea of **reducing** the impacts, in the frame of a well-defined target, is the most interesting approach.

The IPCC, **Intergovernmental Panel on Climate Change**, an intergovernmental body of the **United Nations** dedicated to providing the world with objective scientific information relevant to understanding the scientific basis of the risk of human-induced climate change (...) and possible response options, promotes a **45%** reduction in greenhouse gas emissions target for **2030**, in order to avoid a 1°C rise in temperature.

«Online searches for sustainable fashion tripled between 2016 and 2019»

«Fashion's new must have : Sustainable sourcing at scale»

-Mc Kinsey's

This is where our most sustainable options come into play : in the context of an ecological transition, our decreased impact options, such as faux fur made from recycled sources or bio-based KOBA® fur, enter the target set by the IPCC.

In the coming decade, we believe our faux furs can fully be made in recycled or bio-based materials. With the support of all brands and consumers, we can make the transition happen.