



## RE&UP Partners with Madewell and ISKO on Textile-to-Textile Denim Capsule

*The collaboration transforms 20,000 pairs of post-consumer jeans into high-quality feedstock, demonstrating a scalable, closed-loop solution for premium denim.*

8 April – RE&UP Recycling Technologies is accelerating the shift toward a closed-loop textile economy through a strategic collaboration with American denim brand Madewell and global fabric manufacturer ISKO. By transforming approximately 20,000 pairs of post-consumer jeans into high-quality recycled feedstock for a textile-to-textile recycled denim capsule, RE&UP is demonstrating the commercial readiness of circular systems for the denim sector.

Launched in 2006, Madewell is known for its premium denim and commitment to responsibly sourced materials and sustainable practices. As the first brand to offer year-round denim recycling through Cotton's Blue Jeans Go Green™ program, Madewell has operated its denim trade-in initiative for more than a decade, giving worn denim a new life and collecting and recycling over two million pairs of jeans.

This partnership marks a technical evolution: RE&UP's advanced recycling technology allows these pre-loved garments to be deconstructed and re-engineered into **Next-Gen Cotton and Polyester fibers** that meet the durability and aesthetic requirements of the premium denim market.

The challenge of post-consumer denim lies in its complexity and varied mechanical history. RE&UP's proprietary process solves this by providing a **feedstock-agnostic capacity**, capable of handling diverse polycotton blends and turning them into a "raw canvas" for new production. The resulting fibers were provided to **ISKO**, where they were engineered into Global Recycled Standard (GRS) certified fabrics that maintain the stretch, strength, and comfort required by modern consumers.

The collection launches on Wednesday, April 8 and will be available to shop on [Madewell.com](https://www.madewell.com).

*"Closing the loop on post-consumer denim requires industrial precision," said **Marco Lucietti, Head of Global Marketing&Communications of RE&UP**. "Our collaboration with Madewell and ISKO demonstrates that we can deconstruct complex, worn garments and re-integrate them into the supply chain as high-quality Next-Gen Cotton and Polyester. This is a blueprint for how brands can utilize their own take-back streams to create a repeatable, closed-loop production cycle."*



## **About RE&UP**

RE&UP is the circular tech company reshaping the traditional textile-to-textile paradigm. By producing Next-Gen Cotton and Next-Gen Polyester that maintain the same performance as virgin fibers, it brings sustainable solutions to life, addressing the planet's most pressing challenges. Enriched by SANKO's centenary knowledge in textile innovation, RE&UP creates a seamless circular ecosystem that transforms end-of-life textile waste into high-quality raw materials at scale: a commitment to opening up a more responsible and technologically evolved future for textiles and fashion.

To find out more, visit [www.reandup.com](http://www.reandup.com).

## **About Madewell**

Launched in 2006, Madewell is a denim-first brand offering premium apparel, accessories, and footwear for women and men. Rooted in quality craftsmanship and thoughtful design, the brand is known for its perfect fits, lived-in washes, and effortless approach to personal style. Madewell pairs its denim expertise with a full assortment of wardrobe essentials, while prioritizing sustainability through responsibly sourced materials and circularity programs, including its denim trade-in initiative. The brand is available in over 150 stores across the U.S. and at [madewell.com](http://madewell.com).

## **For contacts and information**

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