



ADIDAS BY STELLA MCCARTNEY MAKES NEW CLOTHES BY LIQUIFYING OLD ONES

In an effort to solve the problem of product waste, [adidas](#) has unveiled two new apparel innovations within [adidas by Stella McCartney](#) – the first 100% recyclable hoodie created from garment waste with NuCycl fiber by Evrnu and a tennis dress created with Microsilks and cellulose blended yarn.



With the world producing an estimated 92 million tonnes of textile waste every year¹, adidas by Stella McCartney and partners are helping turn this problem into a more sustainable design solution.

adidas by Stella McCartney Infinite Hoodie was created with advanced textile innovations company [Evrnu](#). The performance garment signals a move towards a reality where products can be completely recycled and repurposed. Using NuCycl by Evrnu technology, the Infinite Hoodie is made from 60% NuCycl and 40% organic cotton that has been diverted from landfills and can be reused again and again to be remade into high-performance product.

adidas by Stella McCartney Biofabric Tennis Dress is a prototype concept incubated in partnership with [Bolt Threads](#), a company that specialises in bioengineered sustainable materials and fibres. The tennis dress is the first of its kind, made with cellulose blended yarn and Microsilks™, a protein-based material that is made with renewable ingredients, like water, sugar, and yeast and has the ability to fully biodegrade at the end of its life. The inspiration behind the products is simple, create product that not only performs for the athlete, but also for the world at large.

Made with Repurposed Plastic targets one of the biggest challenges facing the brand today – reducing the dependency on virgin use plastics and CO2 emissions associated with production. The first solution to this problem was seen in 2015 with the launch of the first [adidas x Parley prototype shoe](#), created from upcycled marine plastic waste and illegal deep-sea gillnets. In the four years since, adidas has built a supply chain for scale and will make 11 million pairs of shoes using Parley Ocean Plastic by the end of 2019, with the goal to use only recycled polyester in products by 2024.

Made to be Remade is the next step, creating a completely circular loop where products won't end up on beaches or landfills in the first place. Through closed systems, raw materials can be broken down and remade into high performance sportswear, as seen earlier this year with the launch of FUTURECRAFT.LOOP, a recyclable performance running shoe that can be returned and repurposed into another shoe, and today with the reveal of the adidas by Stella McCartney Infinite Hoodie.

Made to Biodegrade is the future-gazing ambition to create a bionic loop where products have the capability of being completely biodegradable and return to the natural ecosystem. Using materials developed from natural resources or made from cells and proteins in a lab, as seen with the adidas by Stella McCartney Biofabric Tennis Dress concept, adidas has demonstrated the possibility to create products using materials that are made with nature, and is a step in the brand's journey to explore innovative solutions that can, at some point, also return to nature.

