



**OVS IS IN THE *CIRCULAR FASHION PARTNERSHIP*
TO PROMOTE A CIRCULAR FASHION SYSTEM**

OVS has joined the Circular Fashion Partnership project to promote a circular production model in Bangladesh

Venice, 18 February 2021 – OVS, Italy's leading brand of clothing for men, women, and kids, is the only leading Italian company to take part in the Circular Fashion Partnership, a project promoted by Global Fashion Agenda, P4G and BGMEA (the Bangladesh Garment Manufacturers and Exporters Association), in conjunction with 30 other international stakeholders in the fashion industry, aiming to create a transition towards a circular fashion system and to reduce the consequences of stock build up in exporting countries on account of the pandemic.

In line with its own strategy for sustainability, which also involves its suppliers, OVS supports a business model based on the introduction of circular processes. The aim is **to reduce the production of waste, recover textile production scraps and give them a new life, creating environmental and economic benefits along the whole supply chain.**

The initiative has commenced in Bangladesh, one of the main manufacturing countries in the clothing industry, where more than 400,000 tones of textile waste are accumulated every year. Just a few weeks after the start of the project, and OVS has already involved some of its key suppliers in collecting textile waste, which can then be transformed into other textiles and yarns for upcoming collections. The use of recycled materials makes it possible to lower the environmental impact of production of same as well as eliminating the need for new dyeing processes, thanks to the used of coloured scraps.

The project has been set up to be repeated in the future, including in other locations, such as Vietnam and Indonesia.

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