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Recycle, Reuse, Rejean

Textile Recycling Takes the Guilt Out of a Seasonal Denim Refresh

TORONTO, ON — You know you're never going to wear those stretched-out, ill-fitting jeans again. Yet, there they are, staring at you every time you open your closet.

You wouldn't dare try to pass those jeans on at a clothing swap, and the dump is simply not an option. Studies have shown that Canadians throw out about 80 pounds of textiles per year, accounting for as much as 15 per cent of municipal waste.

"It's sad when fashion ends up in landfill," says Shopgirls founder Michelle Germain. "There is just so much waste, and denim is a fabric that is built to last. It really should be repurposed."

To help divert clothes out of landfill and to make textile recycling a part of the average Canadian consumer's consciousness, Shopgirls has partnered with Yoga Jeans and Textile Waste Diversion to create a take-back program specifically for denim devotees.

Jean lovers and jean-ready-to-love-ers are invited to bring their old jeans into Shopgirls between September 28 and October 1 to receive a \$10 credit for a new pair of Yoga Jeans at Shopgirls.

No matter the colour, material content, or wear-and-tear to your jeans, Textile Waste Diversion will find a new purpose for each pair. "Nothing goes to waste in the textile recycling industry," says Daniela Siggia, director of Textile Waste Diversion. "What isn't reused can be recycled into rags and upholstery."



Shopgirls stocks the largest selection of Second Denim's Yoga Jeans in Canada.

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Not quite ready to let go of those perfectly faded but no longer perfectly fitting boyfriend jeans? Shopgirls will have a seamstress on site for part of the weekend to repair the jeans you aren't ready to retire just yet.

Five Easy Ways to Tackle Textile Waste

Got some so-so sweaters that need a new home? Shopgirls staff offer a few easy ideas of how to find a new purpose for your pullovers:

1. Donate your gently used clothing to a clothing reseller such as Salvation Army or Goodwill.
2. Organize a clothing swap with friends. If you've got kids, invite other parents and create a kids pile, too.
3. Sell your most fashiony items on eBay or Kijiji. Outerwear, bags, and shoes are sure sellers.
4. Fix or alter clothes that don't fit or can be updated to fit your current style. DIY tutorials are your friend here, but, if you're not feeling crafty, check in with local tailors or seamstresses.
5. Rip up the really worn out clothing and use it for household rags.

ABOUT SHOPGIRLS

With pieces curated to fit and flatter every shape or size and a focus on making all women look and feel great, Shopgirls is all about body positivity. We proudly support Canadian designers in our shop, stocking all Canadian, all the time. We stock the largest selection of Second Denim's Yoga Jeans in the country.

ABOUT YOGA JEANS

Yoga Jeans' goal is to make sure that every single woman can find a pair of jeans that fits her body and feels amazing. Canadian designed and made, Yoga Jeans offers a wide variety of washes, styles, fits, sizes, and colours each season, with a commitment to being sustainable and eco-friendly.

ABOUT TEXTILE WASTE DIVERSION

Textile Waste Diversion is a family-owned and operated recycling company. They are leading the way in the textile waste diversion industry, building a community driven, green future. TWD helps to raise awareness of the positive environmental impact and economic potential of textile recycling.

CONTACT

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