

# TRASHION

## 2024 SHOW RECAP



an event by  
Waste360™

**BEST IN  
SHOW**

**ANDREA VALENTINA  
JÁUREGUI**



Supported by:



**Environmental Research  
& Education Foundation**  
Lighting a path to sustainable waste management practices



# WHO WERE THE WINNERS?

## Best IN SHOW



**ANDREA VALENTINA JÁUREGUI  
CHAOS**

## Fan Favorite



**Adèle Visser Poubelle  
The Trash Queen**

## Runner Up



**Debra Storey  
Cosmic Couture**



# LIST OF ALL 2024 TRASHION DESIGNERS:

A special thank you to all the designers and models this year – such unique designs truly wowed our audience.



1 Angelina Coscuna

2 Bridgett Artise

3 Clementina Martínez-Masarweh

4 Anne "Cloudy" Bolus

5 Gregg Russell

6 Gwen Hawkins

7 Halima Abdul-Jaleel

8 Iliana Quander

9 Jade Balagtas

10 Judith Nielson

11 Olay Jabbi

12 Quinashai Chelette

13 Teja Fuller

14 Zoë Scott



# JUDGES:



**TEQUILA SMITH**

*EVP, Chief Sustainability Officer, Reworld*



**CARRIE CARTER COOPER**

*Founder & President, Las Vegas Fashion Council*



**LEE SPIVAK**

*Director, Advisory Services, WM*

# EMCEES:



**KRISTIN KINDER**

*15+ years in the waste industry and sustainability*

**TRACEE DUNDAS**

*Programs Director, Dress for Success New Orleans and Founder, New Orleans Fashion Week (NOFW)*

# HOST BOOTH & PARTNER:



**Environmental Research & Education Foundation™**  
*Lighting a path to sustainable waste management practices*

“This year's event welcomed designers from across the country. All incredibly talented and creative, most including unconventional materials in their design piece. The designers were equally passionate about the sustainable fashions, ethical practices and bringing awareness to the importance and impact of upcycling fashion.”  
—Tracee Dundas, New Orleans Fashion Week (NOFW)



# TRUE RESOURCE RECOVERY IN ACTION



DESIGNER  
**BRIDGETT ARTISE**  
JEANIUS

2 denim jean scraps, satin formal gown, and tapestry remnant



DESIGNER  
**GWEN HAWKINS**  
CUTTING EDGE

repurposed fabric (wedding gowns), cut glass, plastic water bottles and drink rings, recycled pearls.



DESIGNER  
**JADE BALAGTAS**  
EYE OF RA

thrifted men's blazer, men's ties, belt buckle and broach, lace/stringy trim.



DESIGNER  
**ANNE "CLOUDY" BOLUS**  
SOLE DESTROYER

pencil skirt, used necklaces and bracelets, newspapers, shoes (lots of repurposed heels).



DESIGNER  
**ZOE SCOTT**  
ICE AGE  
"SHIPWRECKED"

covid Mask; old t-shirts; hospital gowns; rocks; scarped fabric; rope



DESIGNER  
**TEJA FULLER**

DON'T LABEL ME LAMNOT

TJ Maxx Reusable Shopping Bag, Stickers; Disposable & Plastic Tarp; Old Knitted Blanket, Cereal Boxes; Old Knitted Fruit Holder, Duct Tape, Craft Paper; Candy wrappers, Ribbons, Old Shoestrings; Caution Tape, Double Sided Construction Tape; Adhesive Velcro, Disposable Water Bottles



# BROADER REACH IN 2024

Our designers were not just local, they hailed from:

- California
- Kansas
- Louisiana
- Maryland
- New Jersey
- Texas
- The Netherlands
- Washington DC



## PUBLICITY & MEDIA COVERAGE:

### Trashion show held and the Las Vegas Convention Center





# THE STATISTICS AROUND TEXTILE AND FASHION WASTE ARE STAGGERING:



\$500 billion is lost each year because of underwearing and failure to recycle clothes.<sup>5</sup>



More than half of fast fashion produced is disposed of in under one year.



In 2020, 2.6 million tons of returned clothing ended up in U.S. landfills.<sup>6</sup>



## THE SCOPE OF TEXTILE WASTE:



Americans produce almost 17 million lbs. of textile waste each year – that's about two full suitcases worth (~100 lbs) per person.



*The majority of textile waste in the U.S. comes from consumers*

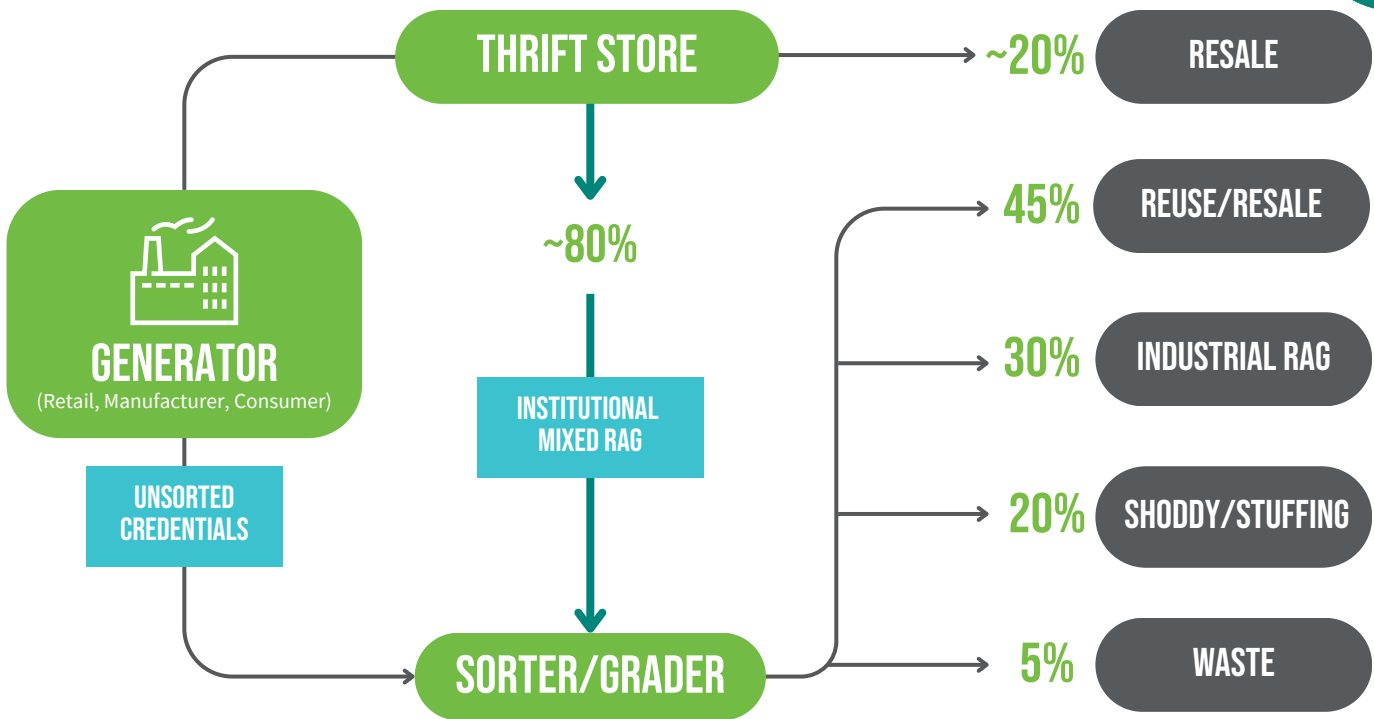
Textile waste in the municipal solid waste (MSW) stream increased by 78% by weight between 2000 and 2018, while the waste stream as a whole grew only 10% during the same time. Per capita, waste generation per capita has decreased 5%, but textile waste has increased 54% per person.





# WHAT HAPPENS TO TEXTILE WASTE:

85% of textile waste in the U.S. goes to landfill and incineration. Currently less than 15% of textile waste is diverted for reuse and recycling.



PLEASE NOTE: This is a representation of what occurs to textiles that are collected for donation/recycling. This is not representative of textiles in a landfill.



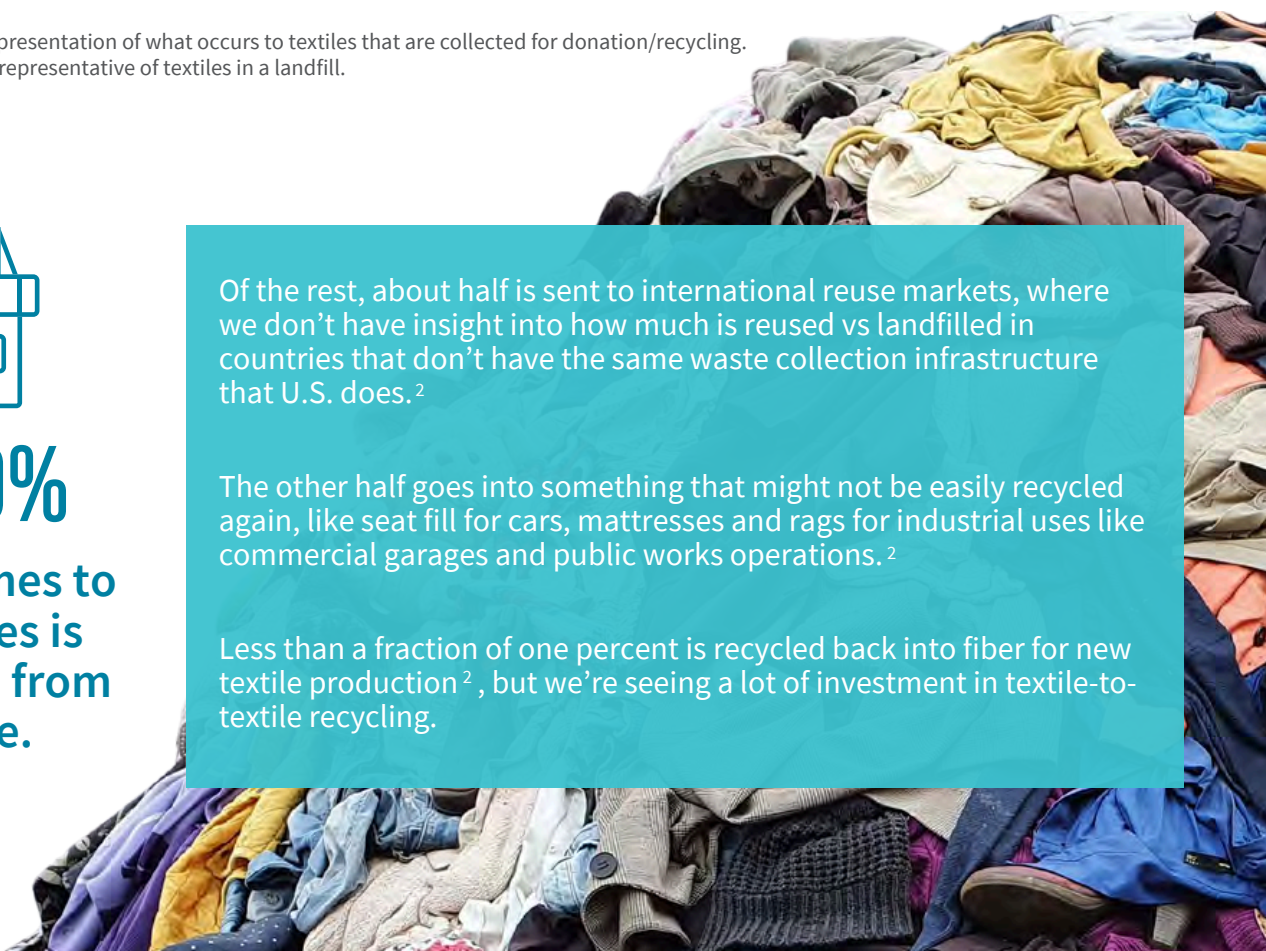
**20-30%**

of what comes to thrift stores is then resold from the store.

Of the rest, about half is sent to international reuse markets, where we don't have insight into how much is reused vs landfilled in countries that don't have the same waste collection infrastructure that U.S. does.<sup>2</sup>

The other half goes into something that might not be easily recycled again, like seat fill for cars, mattresses and rags for industrial uses like commercial garages and public works operations.<sup>2</sup>

Less than a fraction of one percent is recycled back into fiber for new textile production<sup>2</sup>, but we're seeing a lot of investment in textile-to-textile recycling.





# ADDITIONAL CHALLENGES FOR HANDLING TEXTILE WASTE:



The supply chain is incredibly complicated - a garment can change hands 7 to 10 times,<sup>3</sup> so even getting data on where it ends up is difficult.<sup>3</sup>



Garments are usually unique combinations of cotton, polyester, elastane, and other additives, which all go to separate markets. Lack of standardization makes sorting efficiently very challenging.



PET

Textiles use the most recycled PET of any market, almost exclusively coming from plastic bottles, taking supply from bottle-to-bottle recycling. Demand from both the beverage and textile industries could drive prices up, or even exhaust all material captured.<sup>3</sup>



Textiles are hard to collect with traditional recycling programs because they are 'wrappables' and difficult to sort. They'd require either a separate compartment on the truck or a completely separate truck to capture them.



Repairing is currently more expensive than purchasing new clothes (didn't used to be this way) and quality of clothing is so low that it's too difficult to repair.<sup>4</sup>





# WHAT IS AND CAN BE DONE TO HELP – SOLUTIONS & TECHNOLOGY:

01. Valvan Baling Systems and Tomra are developing commercial scale optical sorting systems for fiber-sorting, as are others, like Andritz, Pellenc, PicVisa, and more!
02. Tech startups, like EON's CircularID, are working on digital product identification (often called a digital passport) in which a garment is equipped with a permanent digital identifier such as a QR code, RFID tag, watermark, and others.
03. Chemical or molecular recycling, like what Evrnu and Ambercycle are working on, brings a lot of promise for mixed composition fabrics.<sup>3</sup>
04. Brands are starting to take an interest in circularity:
  - In-store collection programs
  - Sourcing recycled content
05. A number of partners are helping brands to get more circular:
  - The Renewal Workshop and Trove for repair, refurbishment, and recommerce<sup>2</sup> of their garments.
  - Partnerships for curbside collection programs in Europe (H&M, Remondis, and Loooper).
  - Reverse logistics with Optoro.



*Knowing that textile waste continues to grow and that scalable recycling for textiles faces unique challenges just makes seeing so many organizations from start-ups to large publicly traded companies chipping away at solutions even more heartening.*

– Kristin Kinder, Wastequip





# AS CONSUMERS, WHAT CAN WE EACH DO?

## WEAR IT AGAIN (AND AGAIN).

Kate Middleton and other celebrities are repeating outfits – even for high-profile, red-carpet events, sending the message that ‘being resourceful is now fashionable’.



### RESALE

Check resale websites for Allbirds, Lululemon, Patagonia, Coach, and Eileen Fisher first. Amazon also sells used clothing and shoes – you just have to click a bit more to find it.

The shopping experience for used clothing can be similar to that for new clothing nowadays. Search for good quality, vetted and verified items that are returnable.



### FIND A GOOD TAILOR OR LEARN HOW TO SEW.

Or ask one of the TRASHION designers to teach you.



*It will take an incredible amount of collaboration (probably fostered by regulation) to really be able to understand the scale and build solutions to measure and combat textile waste.*

– RRS



### THRIFT

Before buying new clothing, look to thrift stores and websites. Since the Salvation Army, Saint Vincent de Paul and Goodwill started in the late 1800s, the shopping experience for buying used clothing has transformed with easier searching, vetted and verified items, and the ability to return items. You can also try Poshmark, The Real Real, and Rent the Runway.



# AS CONSUMERS, WHAT CAN WE EACH DO?



## Renting clothing

Renting allows you to be creative, try new things, and return when you are done. You get the same excitement when they arrive as you would new clothing.



## Buy collections made from recycled content



Share Clothing - Swap outfits with friends and family or host clothing exchanges with friends.



Resales and rentals are arguably much smaller than the fast industry, but resale is expected to grow eleven times faster than the broader retail clothing sector by 2025.



Look up Fashion for Good - They've build a directory of companies and service providers along the textile recycling value chain in an open-source format.



Donate - Get educated on non-profits in your area - including Dress for Success!



# Thank you!

*Special thanks to Kristin Kinder, Tracee Dundas, New Orleans Fashion Week and Marisa Adler, RRS for providing data and research that contributed to the creation of TRASHION 2024 Recap.*

**Sources:**

1 – EPA – <https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/textiles-material-specific-data>

2 – RRS - <https://recycle.com/whats-new/textile-recovery/>

3 – NIST – <https://www.nist.gov/mml/mmsd/security-technologies-group/circular-economy-textiles>

4 – Eureka - [https://eurekarecycling.org/wp-content/uploads/2020/01/Eureka-Recycling-Clothes-and-Linens-Collections-Study-Summary\\_Final.pdf](https://eurekarecycling.org/wp-content/uploads/2020/01/Eureka-Recycling-Clothes-and-Linens-Collections-Study-Summary_Final.pdf)

5 – Ellen MacArthur Foundation – A new textiles economy: Redesigning fashion’s future. 2017

6 – The New York Times – When You Return Those Pants, There’s a Price You Don’t See. Paul, Pamela. 2024

*By 2025, clothing resale is expected to grow eleven times faster than the broader retail clothing sector.*

