

A man and a woman are standing side-by-side against a plain white background. The man, on the left, has short brown hair and a beard, and is wearing a white t-shirt and dark trousers. The woman, on the right, has long black hair with bangs and is also wearing a white t-shirt and dark trousers. A large, semi-transparent circular watermark with the text 'THE CIRCULAR TEE' is overlaid on the image, centered between the two people. The text 'THE SLOW LABEL' is visible in the top right corner of the image.

# ABOUT THE PROJECT

From fiber to t-shirt, from t-shirt to fiber. Say hello to our Circular Tee!

This T-Shirt is part of our pilot project, which intends to test a circular business model. Fully traceable from seed to finished garment and beyond: The origins and material composition of our Circular Tee are fully transparent to anyone who will hold this T-Shirt in their hands. Customers can simply scan the QR code printed on the care label to find out more.

We design with longevity and durability in mind and take accountability for what we produce. When a customer no longer wears their Circular Tee, we take it back, and offer it as a 'pre-owned' Circular Tee on our website! To access the take-back program and find out more about the future of the Circular Tee, customers can simply scan the NFC-tag in the hem of the T-Shirt.

# THE WHY

Tons of clothing items end up in landfills each year. The fashion industry needs to change the way it works. As a brand, we believe that we should be held accountable for the garments we produce.

Firstly, by designing for longevity and durability, using organic materials which leave no toxins behind when they degrade. Secondly, by taking responsibility for what happens to our garments when our customers are done with them.

Extending the lifespan of garments by letting them circulate – from one customer to another – is one of the key solutions to fixing our take-make-dispose society.

And that is exactly what we intend to test in this pilot project.

## ABOUT THE TEE

Rib made with Cradle2Cradle  
certified elastane (ROICA  
V550), which degrades  
without leaving harmful traces.

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Comes in the colors  
“Undyed” and “Striped”.

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100% traceable back to the seed

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Fabric & garment  
manufactured in Europe.

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Unisex

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100% certified organic cotton from  
Remei Tanzania, 100% traceable

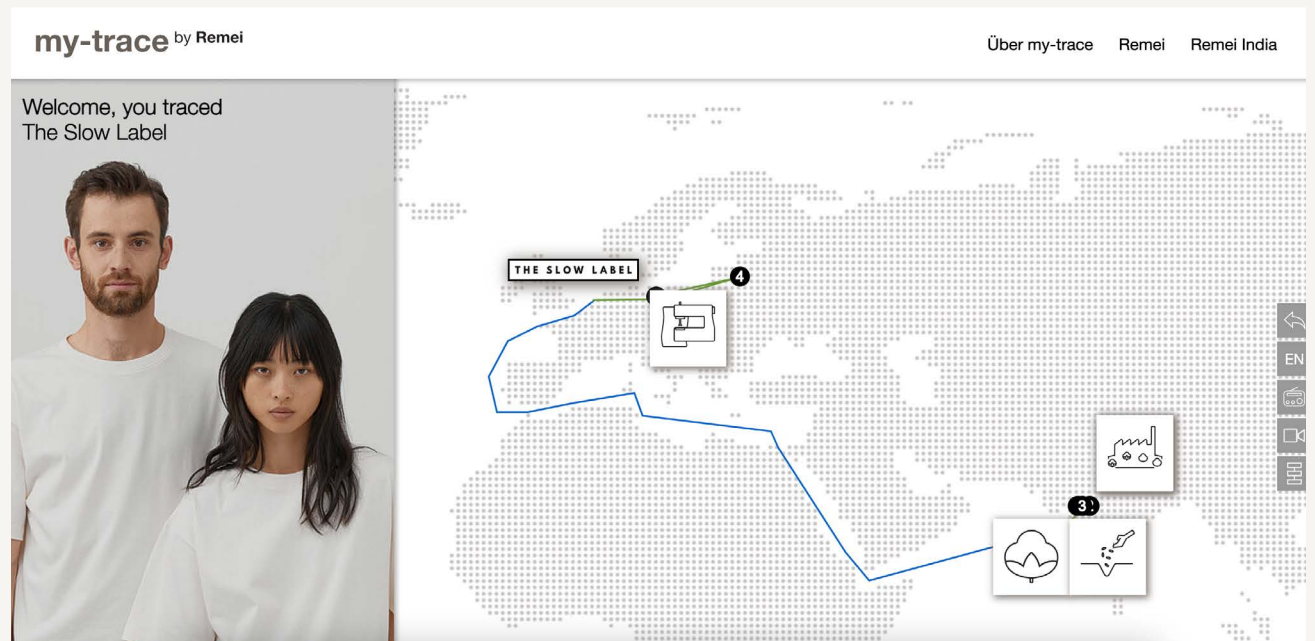
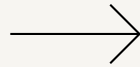
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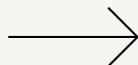
# THE PAST STORY



Scan QR-Code!

A partnership with  
Remei and its my-trace.ch  
technology.





A partnership with  
circular.fashion.

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# THE LOOP





THE SLOW LABEL

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WEAR LOVE CARE RETURN  
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