



Dr John G Parkinson

# Innovation Insights

Hosted by: Liv Barnes



Partnering with Purpose: Driving Innovation, Collaboration, & Sustainability



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# Talking about a Revolution.

Designing Textiles for Circularity

Dr John Parkinson

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Textile Circularity by Camira





In 1813 in Batley, West Yorkshire, Benjamin Law created a whole new industry for waste wool recycling from knitwear and woven textiles.

# 1970 - 1995



'Benefits in cutting pollution and costs'

## 'Shoddy' makes a stylish return

A KIRKLEES company has revived the decimated "shoddy" textile trade with a little help from Huddersfield area firms.

Evergreen Recycled Fashions is marketing its own range of mens and ladieswear, caps, rugs and sweaters—using cloth containing between 75% and 100% recycled fibres and dyewares. And the company's efforts were recognised when Kirklees Mayor Cllr Tom O'Donovan officially launched Evergreen's first new products. The event was also attended by

Dewsbury Labour MP Mrs Ann Taylor, Mrs Elizabeth Peacock, Tory MP for Batley and Spen, and representatives of the Green Party and the textile industry.

### Costs

Senior partner Mr John Parkinson said recycling provided potentially considerable benefits—in reducing pollution and costs and enabling the firm to compete against low-price garment imports.

He added: "We are

already looking at export markets in Europe and beyond—but we hope our efforts in our sector will

generate renewed interest in the heavy woollen industry as a whole.

### Fashion

Mr Parkinson claimed: "People have pooh-poohed recycled fibres—but the rest of the world is only just starting to catch up with textiles because we have been 'green' for 150 years."

Mr Parkinson added: "Although there has been recycling in textiles for upholstery there is very little recycling for garments."

"We are the first to offer 100% pure recycled fashion wear and we are

Increasing the range all the time. We are also doing development work to increase the amount of recycled content still further."

Mr Parkinson said the firm had engaged a number of overseas firms to handle weaving, spinning and finishing processes—and hoped there would be spin-off benefits for them, too.

Evergreen, based in Batley's second-oldest mill at Albert Mills, Bradford Road, grew out of the family business run by Mr Parkinson's father, Colin.

Both father and son had been working on ways to revitalise the shoddy trade which had claimed many of their friends and competitors until Colin's death last November.

**EVERGREEN RECYCLED FASHIONS**  
Quality Textiles with style



*The first environmentally friendly option in woollen clothing*



Mr John Parkinson (second right) receives the first batch of garments from Mr Stephen Booth, technical director of H Booth and Sons clothing manufacturers, Barnsley. Also pictured are (from left) Mr Robin Durston, sales director, and Mrs Fiona Davis, Evergreen design consultant.

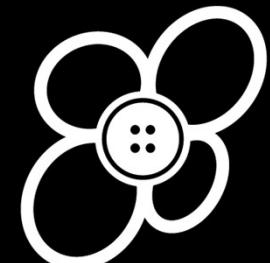
# 2019



A new eco-friendly facility that makes beautiful new yarns and fabrics from recycled wool and luxury fibres once more.



March 2022



inouïo

Textile Circularity by Camira



**Committed to advancing  
textile circularity at Camira,  
and in the wider textile,  
fashion retail and furniture  
industries.**

**Together we can make  
beautiful new products from  
textile “waste”.**



# Revolution

**Closing the loop and  
opening the door to a  
new era in textile  
circularity.**



**In a breakthrough in textile circularity...**



Recycling knitting waste from  
Superlove Merino into new  
products to start life all over again



[ReMerino™ A Story of Zero Waste Clothing](#)

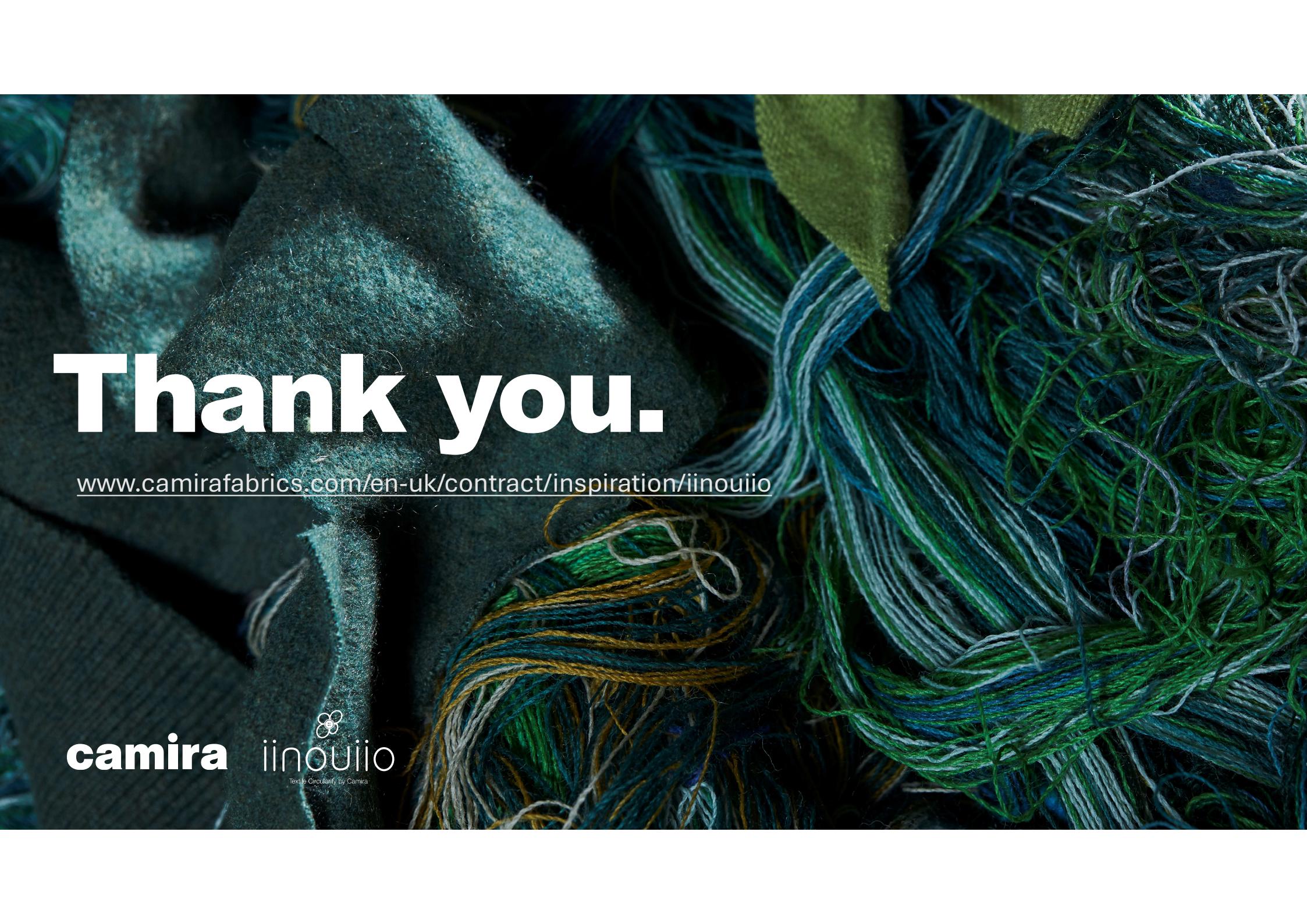




# Recycling woven tailors' waste worsted clippings from Saville Row, London



[Anderson & Sheppard Bespoke](#)



# Thank you.

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# R&D Discussion and Q&A



# Thank you

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