

Weavabel launches the A New Direction Collection: trims and packaging made from certified recycled materials and designed to be recycled

The new collection of labels, swing tickets, patches, hardware and polybags gives fashion brands one place to source branding that looks considered and meets tightening packaging and recyclability rules.

Weavabel, the sustainable branding and packaging specialist for fashion brands, has launched the A New Direction Collection (AND), a new range of trims and packaging that pairs creative design with certified recycled or recyclable materials.

The collection is built around three principles: designed to be recycled or made from certified recycled materials, and available through Weavabel's global supply network. As the name suggests, it marks a new direction for Weavabel's design: a fresh look created for brands that want branding to keep pace with sustainability and compliance requirements without compromising on look and feel.

The AND Collection spans the full journey of a garment's branding, from the label inside to the bag it ships in. Feature pieces include:

- A recycled polyester woven label
- An FSC recycled hang tag with cotton string and a metal bulbous pin
- Recycled polyester tape with a high-build TPU print for a raised, eye-catching finish

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- A GRS recycled alloy metal buckle in a soft, tumble-plated gold finish
- A recycled cotton denim patch with layered embroidery
- A recycled lace embroidered badge and a recycled felt badge with recycled polyester embroidery
- An FSC recycled paper gift bag
- A 100% recycled CPE polybag, PPWR-compliant with the relevant sorting logos



Packaging is a growing priority for brands selling into Europe. The EU's Packaging and Packaging Waste Regulation (PPWR) is setting new requirements for recyclability, recycled content and labelling, and the AND Collection's polybags, gift bag and swing ticket are designed with those rules in mind.



Every piece is produced at volume with colour and quality matched across orders, and engineered to withstand commercial washing and wear. The range works across apparel categories, from denim to delicate lingerie, and is supplied through Weavabel's locations in the UK, Portugal, Turkey, Pakistan, India, Bangladesh, Vietnam, Hong Kong, China and North America.

"Fashion brands are being asked to do more with every trim and every bag: look great, last, and meet rules that are changing fast," said Genevieve Beaumont, Product innovation & marketing specialist at Weavabel. "We called it A New Direction because that's where fashion branding is heading. The AND Collection shows that brands don't have to choose between design and responsibility. Every piece is made from certified recycled materials or designed to be recycled, and because we supply globally, brands can use the same considered branding wherever their garments are made."



The AND Collection sits alongside Weavabel's Evrwilde collection of plant-based, biodegradable and bio-based trims, and The Essentials, its premium, compliance-certified range.

Brands can request samples and download the digital collection brochure at weavabel.com.