H&M

THINKING | GREENER



95% of all clothes that get thrown away could be reworn, reused or recycled. By recycling your unwanted garments at H&M, you make sure that nothing goes to waste.

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All textiles welcome!

This Is What YOU Do:

Drop your bad of unwanted garments in the recycle box at your local H&M store. All textiles welcome - from all brands, in any condition - even the odd sock, worn-out t-shirt or discolored sheet.

For Each Bag Of Textiles You Hand In, You Will Receive A Coupon With A Discount For Your Next Purchase.

This Is What WE Do:

We pick up your textiles with our regular deliveries and send them on to the nearest sorting plant. The garments are then hand-sorted into over 300 categories.

Most of the clothes will end up on the secondhand market. If they can't be worn again, they will be reused as cleaning cloths, for example.

Some garments will be recycled into next textile fibers. That way they can contribute to our concious materials and ultimately become new clothes. Metal zippers and buttons are also being recycled. We even collect the dust in the factory and turn it in into a raw material used for making cardboard.

RE-WEAR

Clothing that can be worn again is marketed worldwide as second-hand goods.

RE-USE

Textiles that are no longer suitable to wear are converted into other products such as remake collections or cleaning cloths.

RECYCLE

Textiles that can't be reused get a new chance as textile fibers, or are used to manufacter products such as damping and insulating materials for the auto industry

H&M & YOU



RECYCLE YOUR CLOTHES!

At H&M group, we believe it's senseless that so many clothes and discarded textiles end up in landfills. Recycling is one of many ways fulfil our goals towards a sustainable future.

In 2018, we collected 20,649 tonnes of textiles for reuse and recycling through our garment collecting initiative. That's 16% more than last year and represents the equivalent of 103 million T-shirts.

F.A.Q.'s

Why Is H&M doing this?

We want to reduce the environmental impact of the fashion industry by limiting the amount of waste ending up in landfill.

Will you only accept H&M garments?

Of course not. We welcome clothes and home textiles from any brand, in any condition.

Is there a limit for how much I can hand in?

You can bring in as many items as you want!

What happens to the garments new/old?

The process we use is:
Reduce-clothing that can be worn again will be sold as second-hand clothes.
Reuse- old clothes and textiles will be turned into other products, such as cleaning cloths.

