

Prada jumps into the sustainability realm with six Re-Nylon bags made from recycled plastic waste

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by [Dawn Hammon](#)

The topic of sustainability is the zeitgeist of our era and there are few industries as predominantly targeted for creating waste, and in turn holding the power for high-impact solutions, as the fashion industry— even those deemed high fashion. Easily identifiable as a luxury brand, Prada now hopes to lead the industry in sustainable action with the production of a new line of bags made from an innovative material, Re-Nylon.



Using recycled materials in fabric production is not a new idea, but the ability to bring together the best sustainability efforts from five continents just might be.

Re-Nylon is the result of extensive research and the dedication to sourcing recycled waste. With this in mind, Prada has collaborated with some leaders in the waste-to-material industry who are proving there are ways to reuse post-consumer products in new and exciting ways. Partnering with Italian textile specialists, Aquafil, materials are sourced from used carpeting, fishing nets and ocean waste across five continents.

One example comes from Phoenix, Arizona, where the world's first carpet recycling plant

diverts some of the 1.6 million tons of carpet discarded annually and converts it into ECONYL nylon used in Prada's Re-Nylon bags.



Putting this waste through a process of depolymerization and re-polymerisation, the end result is a yarn that is endlessly recyclable with no reduction in quality. Production facilities in Ljubljana, Slovenia and Arco, Italy receive the recycled plastic and turn it into polymers and threads used to make the initial Re-Nylon line that includes the belt bag, the shoulder bag, a tote bag, a duffle and two Prada backpacks.

The Re-Nylon project goes beyond this initial reveal of six bags with a focus on making sustainability a permanent part of the production plan.

"I'm very excited to announce the launch of the Prada Re-Nylon collection. Our ultimate goal will be to convert all Prada virgin nylon into Re-Nylon by the end of 2021. This project highlights our continued efforts towards promoting a responsible business. This collection will allow us to make our contribution and create products without using new resources," says Lorenzo Bertelli, Prada Group Head of Marketing and Communication



In an effort to prove this dedication, a percentage of the profit from each bag is donated to an environmental sustainability project. Prada has also partnered with UNESCO to set up an educational programs aimed at teaching youth about conservation of resources, plastic and circular economies so they can lead an awareness campaign on the topic.

Images via Prada