Blue Jeans Go Green and Martex Fibers

In order to divert waste from landfill, A&F Co. partners with recyclers that are able to put denim and fabric scraps to productive use.

Fabric Recycling

Since 2014, Abercrombie & Fitch Co. has contributed to Cotton Inc’s Blue Jeans Go Green denim recycling program by collecting unwearable or scrap denim to be turned into insulation. We’ve collected 15,000+ pieces of denim and diverted 18+ tons of textile from landfills, resulting in 30,000+ square feet of insulation. Since its founding, Blue Jeans Go Green has collected more than 2.4 million pieces of denim, diverting 1,200+ tons of waste from landfills.

In 2016, we expanded our recycling program to include other fabric scraps generated at the Global Home Office. Partnering with Martex Fibers, our associates have collected and recycled unwearable or damaged fabric into reusable items such as gym matting, bedding, automotive fill, acoustic paneling and other materials.

Courtesy of Blue Jeans Go Green™