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# FURNITURE MADE FROM WASTE CLOTHES AND OTHER POST-CONSUMER MATERIALS

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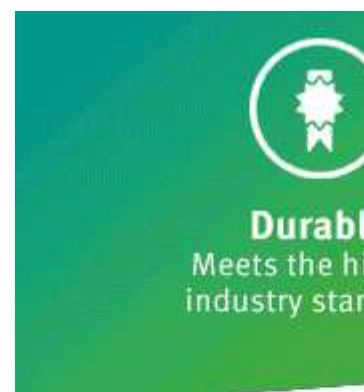
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**As our trash piles grow, reclaiming and recycling materials becomes increasingly important. Circular consumer brand Pentatonic has applied its technologies to address multiple consumer waste streams by upcycling them into products and applications. Their latest collection consists of a series of furniture and other objects made from discarded clothing from Europe.**

The new product series, Pentatonic's debut using

fashion waste, was launched in April, in a pop-up store in Paris called New Clothes. However, no clothes were actually sold there. "New Clothes by Pentatonic is a clothes store. With no clothes. Except everything is clothes," Jamie Hall, CMO of Pentatonic, says.

Fast fashion, low quality and fast produced clothing, is a major environmental problem, and only a small portion of all the textile waste produced is recycled.



Pentatonic uses waste synthetic textile from the [fashion](#) industry's returns, damaged garments and factory leftovers from Europe for their New Clothes line. The company applies its technology to turn synthetic fashion waste into raw materials for anything from a seat shell and chair leg to new yarns or 3D moulded felt.

The collection consists of chairs, tables, hangers, and accessories. It also includes cushions designed with Italian textile brand [Bonotto](#).

In addition to waste clothing, Pentatonic, launched at

the London Design Festival in September 2017, works with post-consumer plastic, recycled carbon fibre, and smartphone screens, a lesser-publicised, large-scale waste problem. All of Pentatonic's products are designed to be re-recyclable, so that they can be reused again and again. The brand even buys back used products from the users, recycling them into new products.

The Parisian pop-up store is now closed, but the New Clothes line are still available on Pentatonic's [website](#).

Photos: Pentatonic

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