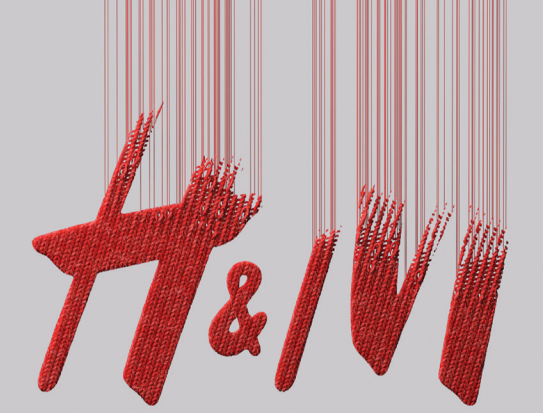


Loop

The world's first in-store garment-to-garment recycling system.



How it works



Step 01
Cleaning



Step 02
Shredding



Step 03
Filtering



Step 04
Carding



Step 05
Drawing



Step 06
Spinning



Step 07
Twisting



Step 08
Knitting

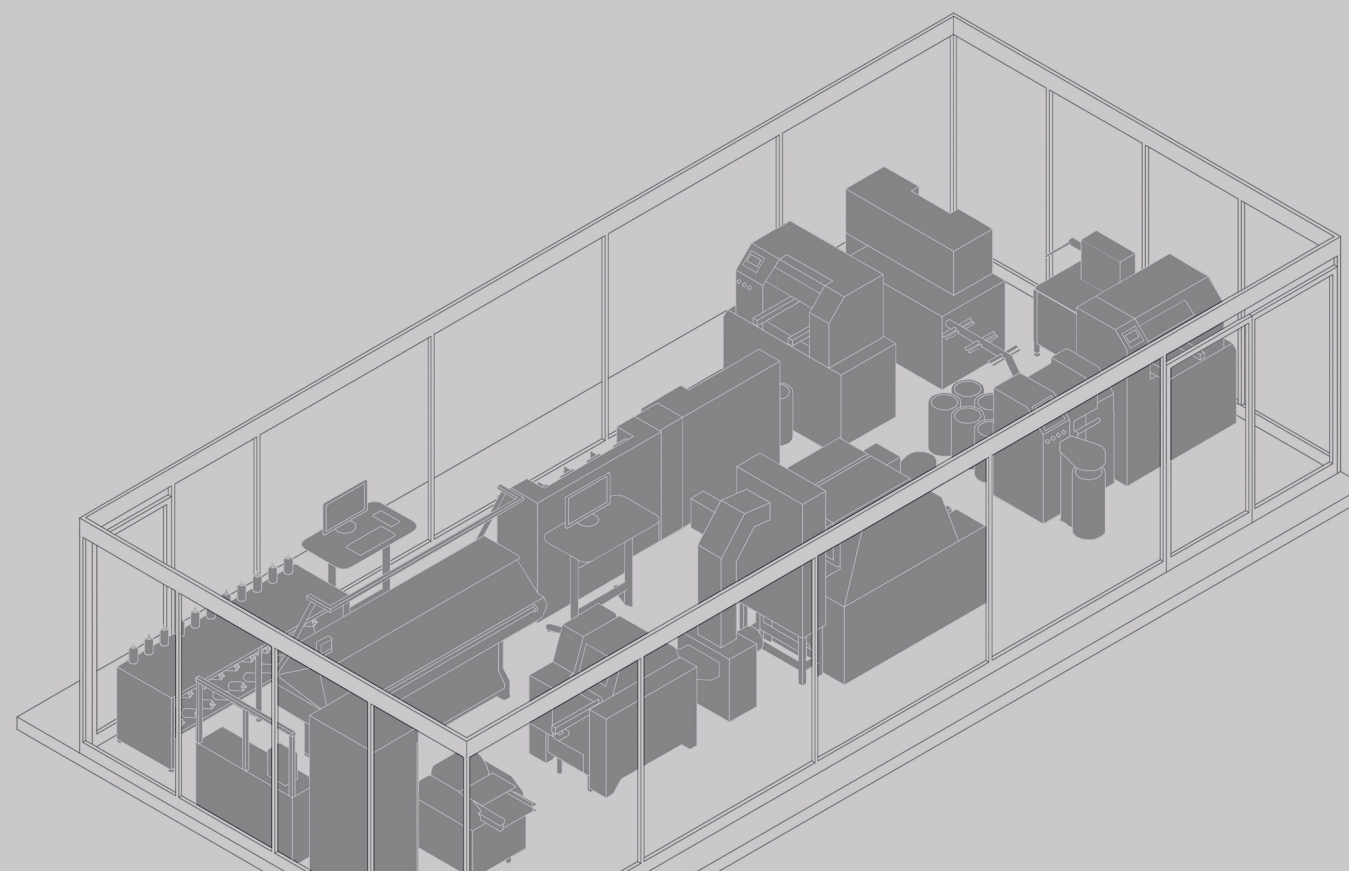
Context

You wouldn't think twice about recycling glass, a PET bottle or newspaper. But the sad truth is that 87% of clothing ends up as landfill - globally. To help fight climate change, fashion needs to change. H&M is on a mission to do this, by bringing circularity into the heart of the retail experience. So, together with the Hong Kong Research Institute of Technology and the H&M Foundation, they developed Loop - the world's first in-store garment-to-garment recycling system.

The brief was to bring Loop to the world by creating the overall commercial idea and concept. This included the visual identity, interior design, digital and interactive concept, to showcase Loop in H&M's flagship store on Drottninggatan in Stockholm, Sweden.

"Getting customers on board is key to achieving real change."

Pascal Brun, Head of Sustainability at H&M



Idea

Our approach focused on the craft and process at the core of this new technology, rather than the end product. As such, the design of the space is reminiscent of an exhibition, guiding customers on a journey that old garments take towards becoming new. A stunning glass box was created to house Loop to reveal the remake process to all. Via an intuitive app, customers can remake with Loop, selecting size and 1 of 8 ready-to-wear designs that Loop recycles their preloved garment into, right in front of their eyes and without water or chemicals. Opposite the machine, eight giant screens reveal the process within at a macro-level. Each step a beautifully animated loop, brought to life as customers walk by, with ASMR sound showers to make the experience truly immersive. A striking red yarn installation weaves its way through the store, transforming the interior, to create intrigue from passers-by on the street and to guide customers up into the space from within the store. An accompanying website brings this revolutionary recycling system and its story to a global audience.

BOOKED OUT

FOR FOUR MONTHS
IN ADVANCE.

BEYOND

TECHNOLOGY MADE AVAILABLE
TO AN ENTIRE INDUSTRY.

Results

Despite being launched in October 2020 during the height of Covid-19 restrictions in Sweden, spots to remake with Loop booked out within weeks, for four months in advance. The remake space was carefully managed to follow the strictest safety measures, allowing customers to explore from day one. News of Loop quickly spread around the world, with over 500 articles, across 55 markets, sharing Loop's story. The overall and combined social media reach of the campaign exceeded 15 million.

While Loop in Stockholm is the first in-store garment-to-garment machine of its kind, H&M plans to take Loop into other markets and stores. HKRITA has also made the technology available for license. To encourage all brands and companies within the fashion industry to join the recycling revolution. To change how we all see our old garments, not as waste, but a resource.

15 MILLION +

COMBINED REACH ON
SOCIAL MEDIA.

500 +

MEDIA IMPRESSIONS
IN 55 MARKETS.

CNN

Forbes

WIRED

FST@MPANY

HYPEBEAST

designboom

VOGUE

ELLE

GQ