

ECONYL® Online Platform Launches for Conscious Consumers

- For the first time, consumers can shop products made from ECONYL® all in one place, which can be filtered by their sustainability values
- The e-shop will showcase a range of global brands using ECONYL® Regenerated Nylon
- The e-shop hosts a wealth of information about sustainability and circularity to strengthen consumer knowledge

ATLANTA – After establishing its solid position in the B2B world, Aquafil is pivoting to reach consumers directly by launching an ECONYL® shoppable platform, allowing conscious consumers to purchase products made from ECONYL® Regenerated Nylon in one place for the first time.

The platform was designed to respond to current market trends where digitalization, online sales and sustainability are the winning factors today. Initially launching with 15 brands, Aquafil plans to roll out the ECONYL® e-shop to other sustainably minded businesses who are aligned with company's value and vision for a better future.

In this first phase, consumers will be able to shop Swimwear, Womenswear, Menswear and Accessories, from brands including ACE, Aisy dance, Aoife®, Botanical Beach Babes, C'est la V, Dos Gardenias, Garmont, Karün, Ludovica Gualtieri Milano, Malaika New York, Mermazing, Pacsafe, State Of Matter, Tenue De Soleil and WAO. Many others will join soon.

Each product on the e-shop is categorised according to responsible values, such as Vegan, Zero Waste, Eco Design, Ethical Labour, Healthy Seas Member, Size Inclusive and Local Production, amongst others.

Consumers can not only shop but also learn more about sustainability. The new-look ECONYL® platform will host a variety of educational content to strengthen consumer knowledge on a range of sustainability topics as well as combat misleading and confusing information. For example, topics will include: what happens to clothes after they are tossed, how can fashion brands achieve zero waste, how can we, as consumers, reduce, reuse and recycle, or what are the UN SDGs and how can we contribute as individuals.

Giulio Bonazzi, CEO and Chairman of Aquafil, said, "In this very challenging historical moment, we are looking to the future with very different eyes. We stepped out of our comfort zone, something we know very well. We want to get closer to consumers and create a community where people share values and dreams for a better future. We envision a sustainable future driven by the responsibility to change the world one choice at a time."

For the last ten years, ECONYL®, created by The Aquafil Group, has provided more responsible solutions for the fashion and interior world and is used by brands globally

throughout the fashion industry and beyond – from Burberry and Prada to Adidas and Speedo.

Notes to Editors:

ABOUT AQUAFIL

Since 1965, Aquafil has been one of the leading players, both in Italy and globally, in the production of polyamide 6 (nylon 6). The Aquafil Group has a presence in seven countries on three continents, employing more than 2,900 staff at 16 plants located in Italy, Scotland, Slovenia, Croatia, the USA, Thailand and China. To learn more about the company, please visit: www.aquafil.com.

About ECONYL®

ECONYL® is a brand of regenerated nylon that is made from recycled waste instead of oil and is also regenerable an infinite number of times without any compromise in quality. ECONYL® yarn helps divert global waste streams that otherwise will pollute the Earth, such as fishnets, carpet and industrial plastic. Designers use ECONYL® to produce a wide range of textile products such as sportswear, swimwear, bags, eyewear and carpets. For more information, visit www.econyl.com or @ECONYL.

View source version on [businesswire.com](https://www.businesswire.com):

<https://www.businesswire.com/news/home/20210729005725/en/>

Jacqueline Chen

CONNECTIVE Agency

jacq@connectiveagency.com