Eko - Sustainable Style · Clean Industry

Eko - Sustainable Style

Country: Colombia · Cali **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Ideation

Elevator Pitch

Our goal is to raise awareness about the importance of conserving the ecosystems, through environmental illustrations printed on tote bags made from 100% eco-friendly fibers. These fibers consist of 70% recycled cotton sourced from leftover textile scraps from the Colombian industry, and 30% recycled polyester fiber derived from PET plastic bottles, offering a conscious alternative to reduce the use of plastic and cotton bags. We aim to build a community committed to the cause, promoting sustain

Climate Problem

Textile production has doubled worldwide in the last decade, primarily driven by phenomena like 'fast fashion', where the lifecycle of garments is increasingly shorter. Consequently, the use of chemical and/or toxic substances, high consumption of water and energy, and the generation of large amounts of waste and discharge negatively impact the environment. For this reason, 'Eko Style' aims to implement plans to mitigate this impact, focusing on reducing textile waste through reuse or utilization as raw material in the production of new products. Consumers are increasingly committed to the environment and constantly seek ways to reduce their ecological footprint. They are concerned about the negative impact of the fashion industry on the planet and actively seek sustainable alternatives in their lifestyle and the brands they choose to support. This is how 'Eko', a sustainable fashion project, can direct its marketing efforts towards environmentally conscious individuals, highlighting i

Founder

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