



**PRESS RELEASE**  
*For Immediate Release*

## **ONEZERO8 RETHINKING FASHION WASTE: TRANSFORMING UNCLAIMED GARMENTS INTO OPPORTUNITIES**

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**London, UK** – The fashion industry is a major contributor to global landfill waste, with millions of tonnes of garments discarded annually. In 2020 alone, the US saw 2.6 million tonnes of returned clothes end up in landfills, with the Global North responsible for 70% of the world's fashion waste. Meanwhile, the Global South faces severe environmental and social challenges from the remaining 30%.

onezero8 is addressing this issue by reclaiming unclaimed dry cleaning garments and transforming them into fashionable, wearable pieces. This initiative reduces waste and offers a sustainable alternative to traditional fashion production.

Every year, UK dry cleaners generate an estimated 1,600 tonnes of waste, making up 3% of the global total. Extrapolated, this suggests a global waste of 16,000 tonnes from dry cleaning alone, potentially comprising up to 20% of all textile waste.

Onezero8's innovative process collects unclaimed garments from dry cleaners, reworks them into new fashion items, and reintegrates them into the market. This supports a circular economy, significantly reducing environmental impact.

Onezero8 Reclaim Case Study Impact and Results:

- Repurposed over 650 garments in 18 months.
- Reduced waste by saving approximately 80% of reclaimed items from landfills.
- Created unique fashion pieces, including reversible clothing.
- Achieved substantial sales and community engagement on platforms like Depop.



**Future Goals:** Building on this successful pilot, Onezero8 aims to scale operations through partnerships with fashion brands and aggregators. The goal is to inspire industry-wide adoption of sustainable practices, proving that environmental responsibility can also be economically viable.

*"There's incredible value in what we often consider waste. By rethinking how we handle discarded garments, we not only prevent environmental damage but also create a sustainable model for the fashion industry. We're committed to showing that these initiatives can be both sustainable and profitable."*

- Kuben Edwards, CEO of Onezero8.

Onezero8's case study is a call to action for the fashion industry, demonstrating that sustainable practices lead to substantial environmental and economic benefits. As the project moves into its next phase, Onezero8 continues to lead by example, proving that innovation and sustainability can go hand in hand.

For more information about Onezero8 and their initiatives, please contact the press office at [press@onezero8.io](mailto:press@onezero8.io).

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### **About Onezero8:**

We are a female-led company dedicated to steering the fashion industry toward greater responsibility and sustainability. At Onezero8, we are committed to revolutionizing recycling and waste-minimizing processes, transforming how the fashion industry manages post-consumer waste.

