

Kaporal's winning recycling policy

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A new way of consuming is quickly overshadowing the Fast Fashion that has been so popular in recent years.

A recycling effort organised by **Kaporal**, a contributing partner of the **MMMM**, allows shoppers to exchange their used jeans for a 20-euro voucher in its network of stores.

Launched last winter, this operation, supported by the **MMMM**, is now bearing fruit.

Along with the **École de la Deuxième Chance**, a partner association of the project which works for the professional and social integration of young people who have left the school system, **Kaporal** has given a second life to the 5000+ pairs of jeans collected.

Decorative items and accessories have been created by **Kaporal's** design team and produced in collaboration with the Marseille integration workshop **13 A'tipik**, with all profits going to the Ecole de la deuxième chance.

As a major industry player in the Mediterranean region, it is only natural that **Kaporal** is a contributing partner of the Maison Méditerranéenne des Métiers de la Mode (**MMMM**).

[Press release.](#)