



**SUSTRAINY**

Sustainable action Training for Youth



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# SUSTRAINY PROJECT



## PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

UPCYCLING AND  
DOWNCYCLING – ELVIS  
AND KRESSE  
SUSTAINABLE FASHION  
BRAND

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# UPCYCLING and DOWNCYCLING – Elvis and Kresse sustainable fashion brand



FIRE-HOSE



PARACHUTE SILK



PRINTING BLANKET



LEATHER



COFFEE SACK



SHOE BOXES



TEA SACK



AUCTION BANNERS

Source: <https://www.elvisandkresse.com/>

Category – Key words	Sustainable fashion, upcycling, downcycling, circular economy
Who?	Elvis and Kresse brand
Location	On-line, UK
Years of implementation	2005- ongoing
Website	<a href="https://www.elvisandkresse.com/">https://www.elvisandkresse.com/</a>

## Abstract

### Reason for the initiative

In 2005 we had a chance encounter with the London Fire Brigade. When we learned that London's damaged decommissioned hoses were headed to landfill we mounted a rescue. We set up Elvis & Kresse to save it. For over a decade none of London's fire-hose has gone to landfill and over 200 tons of material has been reclaimed.



## Objectives

To rescue raw materials that are meant to be thrown away by transforming them into fashion luxury items such as bags, belts, purses, travel accessories, technology cases etc.

## Process of design and implementation

Since 2005 Elvis & Kresse have been rescuing raw materials, transforming them into luxury lifestyle accessories and donating 50% of profits back to charities.

## Funding:

In 2017 the Burberry Foundation partnered with Elvis & Kresse to tackle the even greater global problem of leather waste. This Five-year partnership will see at least 120 tonnes of leather off-cuts from Burberry recrafted into new luxury items, designed and sold by Elvis & Kresse.

## Concept Addressed

Upcycling is a process in which used materials are converted into something of higher value and/or quality in their second life. It has been increasingly recognised as one promising means to reduce material and energy use, and to engender sustainable production and consumption. The process of redesigning is one of the important steps in upcycling, which comprises ideation, reconstruction and fitting. The limitation of redesigning is variability in size and pattern. This can be overcome through various techniques such as craftsmanship, time, innovation, provenance, desire and narrative.

Downcycling - The concept of downcycling is understood as "to recycle something in such a way that the resulting product is of a lower value than the original item"

## Relevance

### Added value:

- Rescue

Since 2005 Elvis & Kresse have been on a rescue mission. Our first goal was to save London's decommissioned fire-hose from landfill; this was just the beginning. We are working with the Burberry Foundation to solve the problem of the 35,000 tonnes of leather waste produced each year by the European luxury industry.



- Transform

We create stunning lifestyle accessories by transforming seemingly useless wastes and combining them with highly skilled, traditional craftsmanship. A lot of packaging and wrapping that would have been thrown away such as: empty shoe boxes, coffee packaging etc are being used by our teams and transformed in our fashion goods.

- Donate

We love to share, it makes the world a better place. This is why 50% of profits from our collections are donated to charities related to our rescued materials. 50% of the profits from our fire hose range are donated to the Fire Fighters Charity.

Donations have been made to WWF, Help for Heroes, Comic Relief, British Forces Foundation and of course, the Fire Fighters Charity in support of the work that they do.

Through an initiative in which we made shopping bags for Sainsbury's from old coffee sacks, we have also made donations to CafeDirect, the Costa Foundation, David Williamson Rwanda Foundation, Bettys and Taylors and Union Hand Roasted.

## Accreditation

Certified "B Corporation"; Certified "Social enterprise – Business for Good"; Walpole – British Luxury Brands for tomorrow 2012; Cartier Women's Initiative Awards.

## Tips to implement

- Identify raw materials that can be transformed/recycled/rescues
- Identify type of industry you would like to develop (fashion, furniture, home, beauty etc)
- Search for your competitors to make sure you can create unique brand
- Create synergies with other sustainable/fashion/famous brands
- Target your customers and their needs and interest
- Go for strong marketing campaign





## Bibliography

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