

The background of the slide is a watercolor illustration featuring large, soft-edged shapes in shades of yellow, orange, and purple, resembling flowers or abstract forms. A semi-transparent white rectangular box is centered over the illustration, containing the text.

Sustainable Fashion Apparel Association
SFAA Sustainable Industry Ambassador- Mr. Benjamin Lau
3 July 2026

SFAA FOUNDATION LTD.

SFAA

SUSTAINABLE FASHION APPAREL ASSOCIATION
EST 2021



Vision and Mission

SFAA, a **non-profit organization**, is dedicated to fostering sustainability within the realm of fashion design in Hong Kong. We **actively promote the utilization of eco-friendly materials and production methods**, while advocating for ethical and fair labor practices within the garment industry.

To support **designers in adopting sustainable practices**, SFAA **provides training and resources**. These resources enable designers to integrate sustainable principles into their businesses, such as **incorporating recycled materials, minimizing waste, and enhancing the overall environmental footprint of their operations**.

Through our efforts to promote sustainability, SFAA strives to **cultivate a fashion industry in Hong Kong that is both responsible and conscientious**, ensuring a positive impact on the environment and society as a whole.



Our Facilities

- Venue rental for fashion industry events
- Sample room
- Sample washing & Laser printing
- Product photo-shoot & livestreaming facilities



Government funded projects

HONG KONG GO GREEN FASHION DESIGN PAVILLIION
Pure London Spring 2026, Birmingham

Collaborated with HKPC and **supported by PASS**, we showcased the creativity of 10 local sustainable fashion designers at the Pure London Spring 2026 held in Birmingham.



Community Services

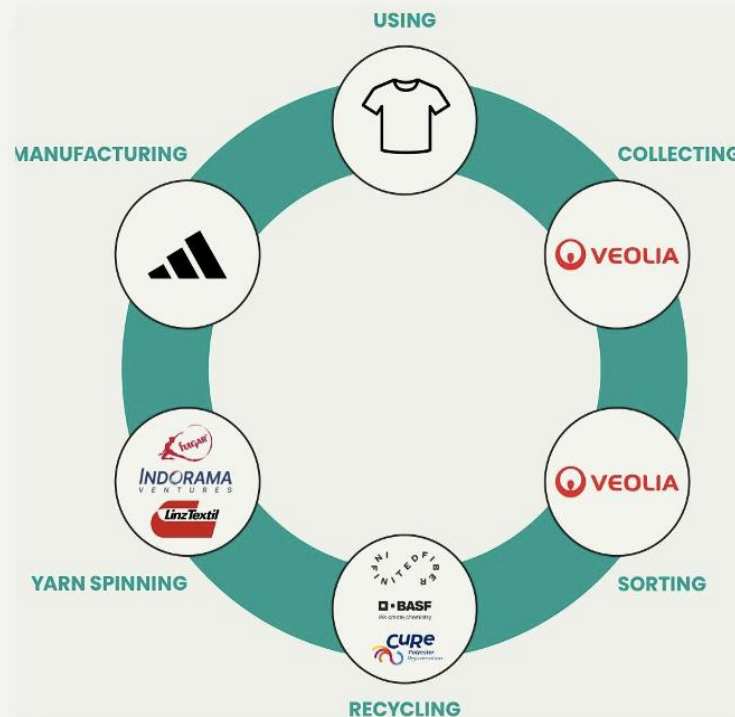
Hong Chi x SFAA

- Tour Visit to the Mills Fabrica
- Pajamas Donation
- Hug Hug Dinosaurs Workshop



The Rise of Circular Economy

A systemic solution to eliminate waste and keep products and materials in use, the circular economy redefines growth by decoupling it from resource depletion. The Ellen MacArthur Foundation estimates this model unlocks a \$700 billion economic opportunity by 2030.



Design for Circularity

Engineer products for durability, modularity, and recyclability from the start, prioritizing materials that can re-enter the supply chain without losing value.

Keep Products in Use

Maximize lifespan through repair networks, resale platforms, and rental models, ensuring products serve multiple users before recycling.

Regenerate Natural Systems

Recycle used textiles back into high-quality new fibers, closing the loop and reducing reliance on virgin resources to restore ecological balance.

What is Textile-to-Textile (T2T) Recycling?

T2T recycling is the practice of converting post-consumer or pre-consumer textile waste back into high-quality fibers or polymers, which are then used to create new textiles. This process closes the loop in fashion production, reducing reliance on virgin raw materials like cotton and petroleum.

01 Collecting

Gathering used garments and textile waste from donation drives, brand take-back programs, and recycling bins to source the initial raw material.

02 Sorting

A critical step where textiles are separated by material type (e.g., cotton vs. polyester), color, and condition to ensure high-quality recycled output.

03 Pre-processing

Removing non-textile components (buttons, zippers), cleaning the fabrics, and shredding them into small fiber flakes for further processing.

04 Recycling

Applying mechanical shredding or chemical depolymerization to break down the processed waste into reusable, high-quality fibers or polymers.

05 Remanufacturing

Spinning the recycled feedstock into new yarn, weaving or knitting it into fabric, and finally producing new finished textile products.

Core Technologies: Mechanical vs. Chemical Recycling

Mechanical Recycling

Process:Physical shredding and reprocessing of textiles into fiber flakes, preserving the original polymer structure without chemical alteration.

Trade-offs:Low cost and energy-efficient (pro), but causes fiber damage leading to "downcycling" into lower-quality materials (con).

Ideal for:100% pure, unblended textiles (e.g., virgin cotton, monofilament PET polyester).

Chemical Recycling

Process:Chemical solvents break down polymers into base monomers, which are then rebuilt into "virgin-like" fibers with pristine quality.

Trade-offs:Enables infinite upcycling of synthetics (pro), but involves high operational costs, complex processing, and potential chemical waste (con).

Ideal for:Synthetic fibers (polyester, nylon), though still limited by multi-material contamination.

Core Industry Challenge: The Blended Fabric Barrier

Both technologies struggle with mixed textiles (e.g., cotton-polyester blends). Efficiently separating these fibers remains the biggest hurdle to achieving scalable, cost-effective circularity in fashion.

The "MUJI Mono" Philosophy: Designing for Recycling

MUJI addresses the recycling challenge at its very source: product design. By embedding sustainability into the creative process, the brand transforms end-of-life disposal from a burden into a seamless loop, prioritizing materials that respect both people and the planet.

Core Idea: Mono-material Design

"MUJI Mono" is the practice of using a single, homogeneous material for an entire product. This eliminates the need for complex separation during recycling, ensuring that items can be efficiently reclaimed and turned back into raw materials with minimal waste.

Material Singularity

Unify the product body and all small components—such as buttons, zippers, and threads—using the same recyclable material to avoid sorting complexity.

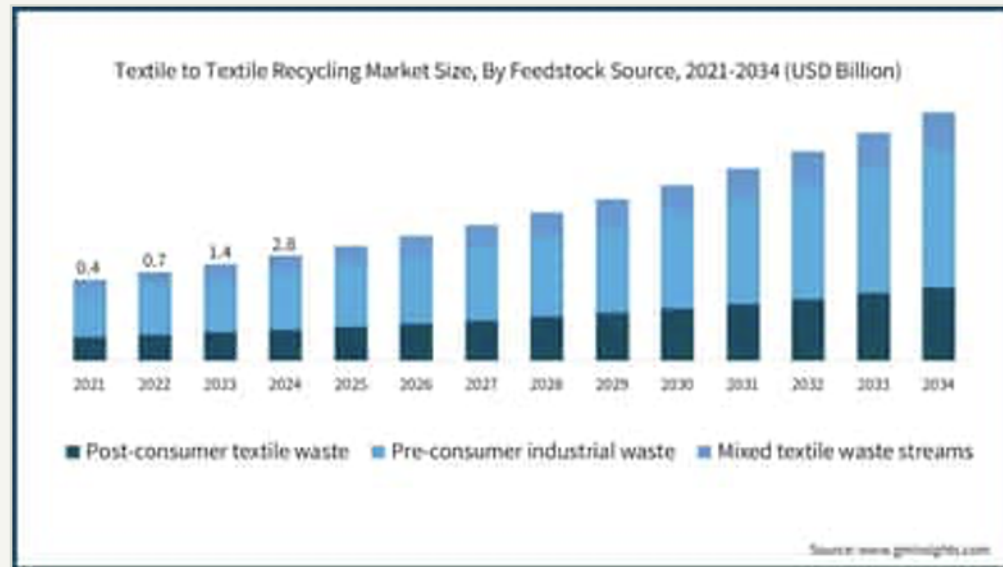
Ease of Separation

When multiple materials are unavoidable, design them for quick, tool-free disassembly, ensuring no permanent bonding hinders recycling.

Process Simplification

Eliminate hard-to-remove coatings, excessive printing, and chemical treatments that contaminate materials and make recycling inefficient.

Market Size & Growth



The global textile-to-textile (T2T) recycling market is poised for unprecedented expansion, driven by stringent environmental policies, corporate sustainability pledges, and breakthroughs in chemical and mechanical recycling technologies.

2025 ESTIMATE

\$4.8 B

Laying the foundation with early policy frameworks and emerging brand investments.

2034 FORECAST

\$44.8 B

Exponential rise as scalable technologies enable mass adoption across supply chains.

CAGR

24.9%

A hyper-growth rate reflecting the urgency to transition to circular textile systems.

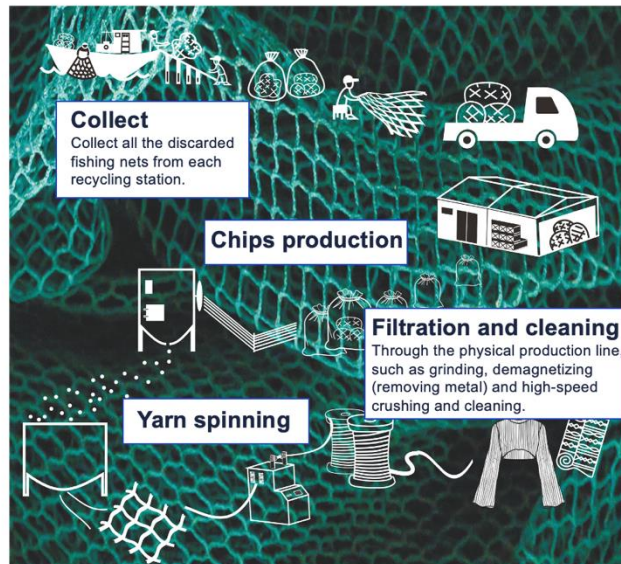
"This growth trajectory signals a pivotal shift from linear fashion to a circular economy, where T2T recycling becomes a cornerstone of sustainability rather than a niche innovation."



InResST® aims to collect used fishing nets from the deep sea and bring them back to land to **reduce harm to marine life and save the ocean.**

InResST® has certificates such as **GRS, OBP, LCA and HIGG.**

How does InResST® recycle fishing nets in a closed loop?



InResST® production processes and end applications



01
DISCARDED FISHING NETS

Recycling sites have been established in Jiangsu, Zhejiang, Fujian, Guangdong, Guangxi, and Hainan to collect discarded fishing nets.



02
SIFTING & CLEANING

Collected nets are mechanically processed through shredding, metal removal (demagnetization), and high-speed friction cleaning.



03
CHIPS TO GRANULE

Treated monofilament is melted and extruded into chips using single- or double-screw granulation units.

RECYCLED NYLON PRODUCTION LINE



04. Spin into yarn



05. Garments, bags, shoes, hats



04. Product manufacturing



05. Travel accessories, automotive interiors, household goods



04. Product manufacturing



05. Makeup packaging, hangers, frisbees



WATER



CO₂



CIRCULAR ECONOMY



PRODUCT STEWARDSHIP

OUR OBJECTIVES FOR 2030 COMPARED TO 2017



SAVE



CO₂



SAVE



Energy



SAVE



Water



Outdoors & Sports



Minimalism & Daily Life



Urban Trends & Fast Fashion



Classic Commuting & Luxurious Business Style





Novolooop is Leading the Circular Economy Revolution

• We're the Lifecycling™ company

At Novolooop, we envision a truly circular world where materials become building blocks, and hard-to-recycle plastics are remade into something better. We're on a mission to create a waste-free world, an infinite loop of possibilities.

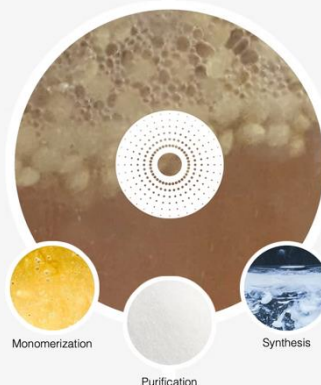
The Lifecycling™ Platform

Virgin-quality polyol and TPU are made with post-consumer content at a significant CO₂-eq reduction



Step 1 LDPE & HDPE Waste Sourcing

When you throw away plastic bags or packaging (polyethylene), it eventually ends up in the city waste stream. Unfortunately, very little of post-consumer polyethylene is ever recycled. Novolooop works with partners in the waste recovery and recycling value chain to source polyethylene waste, the starting material for Novolooop's Lifecycled™ products. Novolooop pays for the waste, generating an incentive to keep waste out of landfills, incinerators, or worse, oceans.



Step 2 Lifecycling™

First-of-a-Kind Innovation

We apply our revolutionary Accelerated Thermal Oxidative Decomposition (ATOD) technology to oxidize plastic waste, bringing it down to its molecular monomers, purifying, and synthesizing back into high-quality, good-as-new polyols that are normally produced from fossil fuels.



Step 3 Lifecycled™ TPU

Lifecycled™ polyols are then used to create Lifecycled™ TPU, a virgin quality drop-in resin optimized to meet the processing needs of thousands of everyday applications.





Thank You