

SWE — S. ♦

THE ONLY SUSTAINABLE HOSIERY BRAND WORLDWIDE.

SWEDISH STOCKINGS LAUNCHES SECOND INNOVATION THIS YEAR

Stockholm/September 2019 – For the second time this year, Swedish Stockings expands their *Innovations by Swedish Stockings* collection, this time to feature high quality stockings made from recycled PET bottles and upcycled cotton. They will be available October 1st, 2019 via swedishstockings.com and select retailers. The second drop of Innovations supports the collection by pushing the boundaries of what it means to be innovative within hosiery; rethinking waste to make new products.

The tights, named Polly Innovation Tights, are available in two colors; a bold sea blue and a classic black. The recycled PET material combined with the upcycled cotton, gives a pleasant softness to the tights.

24 PET bottles have been recycled to create a pair of Polly. The upcycled cotton in the tights, means that textile cotton products were recycled into the yarn instead of being sent to landfills. The materials in the pair of tights stays true to the brand's mission of influencing and changing the industry, by taking into consideration the whole lifecycle of a product.

As always, these tights have been produced using Swedish Stockings' sustainable production processes.

“Our Polly tights represent much more than being a pair of tights made from recycled materials; they encompasses the whole concept of re-thinking and re-using what is already existing. We are the first hosiery brand to recycle PET bottles but hopefully not the last. This is not the final solution to solve our usage and waste problems, but it certainly is a step in the right direction. We want people to reconsider what everyday products are made of, and what potential they have to be made of recycled materials. We take the whole lifecycle into perspective by producing sustainably and having a recycling option for end of use. These products can be recycled in our recycling club!” — Linn Frisinger, Founder and CEO Swedish Stockings

Prices from 400 SEK / 40 EUROS / 42 USD #reconsiderhosiery #swedishstockings

For further info, please contact
press@swedishstockings.com

ABOUT SWEDISH STOCKINGS

SWEDISH STOCKINGS WAS FOUNDED IN 2013 AND IS BEST KNOWN AS THE WORLD'S FIRST SUSTAINABLE HOSIERY BRAND. THE BRAND WAS FOUNDED AFTER ITS CREATORS CAME TO LEARN THAT TRADITIONAL PANTYHOSE ARE PETROLEUM PRODUCTS PLANNED FOR OBSOLESCENCE. SWEDISH STOCKINGS PUSHES THE BOUNDARIES OF WHAT IT MEANS TO BE TRULY INNOVATIVE AND SUSTAINABLE IN TODAY'S FASHION LANDSCAPE. | SWEDISHSTOCKINGS.COM

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