

## **Circulose partners with Mango to build circularity at scale**

**Stockholm - [June 19, 2025]** Circulose has partnered with Mango as the first Scaling Partners since the restart – a major step toward accelerating the adoption of circular materials in the global fashion industry.

The partnership marks a milestone in Mango's commitment to sustainable fashion, aligning with its long-term strategy to transition towards a circular model and to reduce its environmental impact. This collaboration reflects the brand's commitment to shifting a meaningful share of their MMCF use to fibers made with CIRCULOSE®.

CIRCULOSE® is a regenerated material made from 100% discarded textiles that enables fashion brands to reduce their reliance on virgin fibers while maintaining high standards of quality and design.

"We're proud to partner with the forward-thinking brand Mango and support their high ambitions in circularity. Their strong commitment brings us one step closer to restarting the factory and sets a powerful example for the industry. We hope it will inspire other brands to follow their lead," says Jonatan Janmark, CEO of Circulose.

"We're proud to be the first brand to partner in Circulose's new phase and look forward to working closely together to advance our shared circularity goal", says Andrés Fernández, Sustainability and Sourcing Director at Mango. "This collaboration marks a significant step on our sustainability roadmap as we strive to exclusively use fibres with lower environmental impact by 2030 and reflects our commitment to fostering a more circular and responsible fashion ecosystem, where innovation and environmental stewardship go hand in hand."

This partnership builds on Circulose's strengthened commercial strategy, which focuses on forging closer brand partnerships, introducing an innovative pricing model, and offering expanded support services.

The new pricing model, developed in collaboration with Fashion for Good and Canopy as part of a joint initiative to accelerate the shift to next-gen materials, requires brands to license CIRCULOSE® to access the fiber. It is specifically designed to reduce pricing friction and drive adoption at scale, shifting from limited capsule collections to large-scale adoption of next-gen materials.

The license also includes services that support large-scale implementation, such as transition planning, supply chain orchestration, and traceability.

*Circular fashion at scale is within reach. To learn more about licensing CIRCULOSE®, get in touch.*

**About Circulose**

Circulose is a Swedish sustain-tech company that developed a patented process, which enables the recycling of cellulosic textile waste, transforming it into a new material called CIRCULOSE®. Fast Company named Circulose (formerly Renewcell) one of the World's Most Innovative Companies in 2021 and was a winner of the 2023 World Changing Ideas Awards. CIRCULOSE® was also included on TIME Magazine's list of the 100 Best Inventions 2020. Founded by innovators from Stockholm's KTH Royal Institute of Technology in 2012, the award-winning company's vision is to make fashion circular.

**About Mango**

Mango, one of the leading international fashion groups, is a global company with design and creativity at the heart of its business model and a strategy based on constant innovation, the pursuit of sustainability and a complete ecosystem of channels and partners. Founded in Barcelona in 1984, the company closed 2024 with a turnover of over 3.3 billion euros, with a third of its business coming from the online channel and a presence in more than 120 markets. More information at [mangofashiongroup.com](https://www.mangofashiongroup.com).