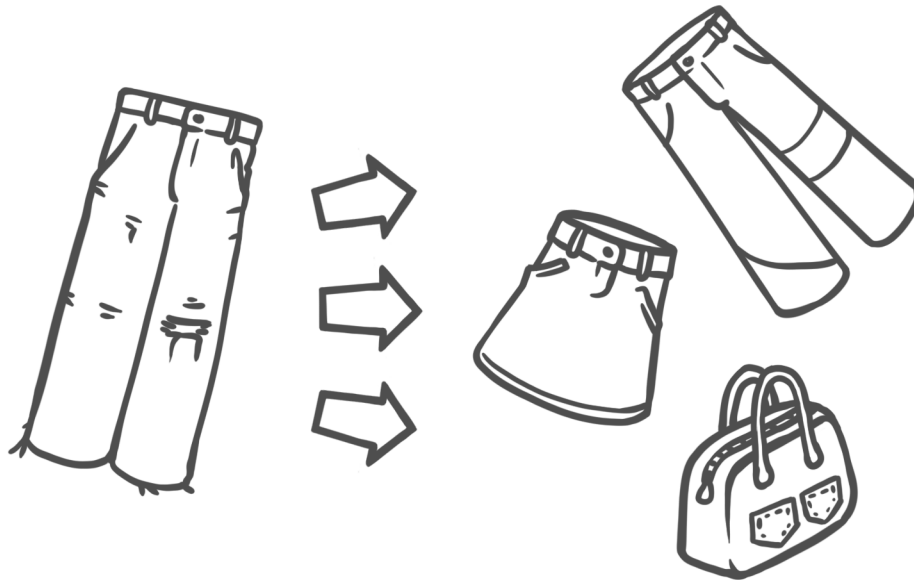


# Infini Denim



## The Spark

Infini Denim's establishment was driven by the need to address the environmental consequences of the fashion industry, especially denim production, which requires a high demand of energy, water and chemicals. Infini Denim has worked to establish itself as a reference in sustainable fashion, by combining innovative recycling techniques with contemporary designs to attract both ethical consumers and those seeking quality and style in their clothing.

The company uses post-consumer denim waste, vegetable fibres and recycled cotton, and transforms these materials into new fibres and clothes, thus reducing carbon emissions and water consumption. Nonetheless, the co-founder Montse Bayén emphasised that even though sustainability is fashionable, having a sustainable business is not easy. The company needed to develop innovative solutions to obtain high-quality recycled raw materials and to optimise production processes while keeping the aesthetics and functionality of the clothing.

## Governance Model

Infini Denim operates with a mission to integrate social and environmental goals. Its governance is built on three pillars: ethical labour, circular economy and consumer transparency.

As a social enterprise, Infini Denim combines ethical labour practices with community engagement. The company collaborates with local workshops and empowers women from vulnerable backgrounds, ensuring fair compensation and safe working conditions. By prioritising local production in Barcelona, it minimises carbon emissions from transportation while also supporting the regional economy.

Transparency is an important principle of the organisation. Through detailed product traceability customers can understand the social and environmental impact of their purchases, which also increases conscious consumerism.

Infini Denim actively engages in policy discussions and industry initiatives intending to improve sustainability regulations. By doing so, the firm hopes to contribute to shaping a more ethical and circular fashion industry.

## Social Impact

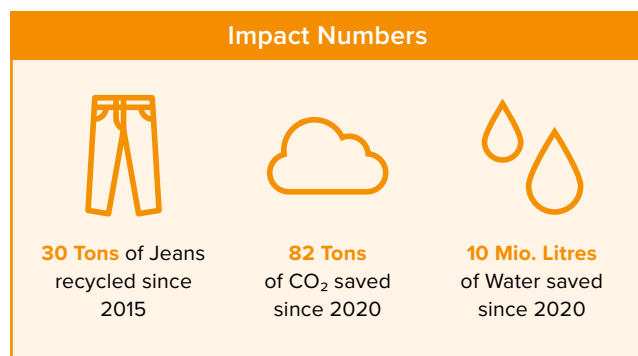
By working with local workshops which provide employment opportunities for marginalised communities, Infini Denim integrates social responsibility into its operations. They also partner with other social initiatives promoting fair wages and safe working conditions in the industry.

Additionally, Infini Denim has implemented training programmes for its employees to make sure they obtain valuable skills in textile recycling and sustainable production.

## Environmental Impact

One of the company's main contributions to reducing the environmental impact is the significant reduction of water used in their production process. Traditionally, denim production requires around 10,000 litres of water per pair of jeans (Moda, 2023). Infini Denim's textile process reduces this amount to nearly zero. Chemical waste is also minimised by using natural and non-toxic dyes instead of synthetic ones.

Infini Denim incorporates biodegradable fibres in its manufacturing, which ensures that the clothes have a smaller environmental footprint compared with clothes using non-biodegradable fibres. By developing alliances with research centres and universities, the organisation keeps exploring new ways of making the production of textiles even more environmentally friendly and efficient.



Source: Infini Denim, 2024

## Replicability Potential

Infini Denim's business model is designed to be both adaptable and scalable across several markets. Their circular economy approach including upcycling, textile recycling, or local production, could be replicated in other urban areas where textile waste management systems are in place or being implemented.

As the demand for sustainable clothing keeps growing, Infini Denim is an example of how the industry can transition towards responsible production methods. For instance, by spreading its model towards other businesses through the company's involvement in knowledge-sharing initiatives.

*Disclaimer: This factsheet has not been validated by Infini Denim, all information has been extracted from online, publicly available sources.*

### Contact:

E-Mail: [info@infinidenim.com](mailto:info@infinidenim.com)

Website: [www.infinidenim.com](http://www.infinidenim.com)

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