

Launch of the first #WearTheChange C&A Collection



Duesseldorf, 8th of February 2018 – C&A is launching the new campaign #WearTheChange and offers more sustainable collections for the whole family: Like the Gold level Cradle to Cradle Certified™ T-Shirts which are made out of 100% Bio Cotton and produced with renewable energy, better water management as well as advanced water cleaning technologies. Another example of C&A's more sustainable #WearTheChange collection are jeans made with recycled cotton and jackets produced of recycled polyester, both reducing the waste production as well as the use of virgin raw materials.

C&A has been giving sustainability priority for years with unique achievements in the textile world, being the biggest user of Bio Cotton for the 5th time. In 2017, C&A was the first retailer to drive the idea of circular fashion to a new level by launching the world's first Gold level Cradle to Cradle Certified™ T-shirts for which C&A has received the prestigious 'Sustainable Innovation of the Year Award' by Ethical Corporation. C&A does not stop there and is working hard to increase the collections made out of more sustainable materials, such as Bio Cotton, chrome free tanned leather, recycled polyester and more.

“All these attributes are combined under #WearTheChange, a collection spanning Ladies, Mens, Babies and Kids“, said Kristina Büttner, Director of Brand and Marketing C&A Europe. “We want our customers to see how much of our fashionable collection is more sustainable, which is already more than half of our products in the store.”

The new campaign #WearTheChange will be launched in February 2018 and the collection will be available in all C&A stores and also online. Prices range between € 12 and € 19. Vests made out of 100% recycled plastic bottles cost € 19 and Cradle to Cradle Certified™ T-Shirts start from € 5 for Toddlers.

For more information, please contact:

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