



## DOLL BRAND BRINGS NEW LIFE TO TEXTILE EXCESS OF LUXURY BRANDS

Zurich, February 2, 2021 – The toy brand I'M A GIRLY is collaborating with upcycling fashion brand The R Collective by use excess fabric from the fast fashion industry to create the world's first sustainable and upcycled clothing collection for dolls, thereby drawing attention to waste in the fashion and toy industry.

The fashion industry is one of the biggest polluters, currently accounting for 10% of CO2 emissions<sup>1</sup>. Of 100 billion new garments produced each year, around 73% of which will be landfilled within one year<sup>2</sup>. Brands are sitting on unsold fabric inventory that they no longer use themselves. The sustainable fashion advocate Christina Dean took on this problem and in 2007 founded the non-profit environmental organization Redress and, with it, the fashion brand The R Collective, which collects the enormous textile overstocks of luxury fashion brands and brings them back into circulation through selected partners.

In the toy industry, things are no better in relation; 120 thousand new products are launched every year<sup>3</sup>, 80% end up in landfills and 90% of them are made of plastic<sup>4</sup>. "We are aware of the problems our industry is facing and are working every day to improve the situation. For example, our latest line of dolls is made of recycled materials," explains CEO and founder Theresia Le Battistini. "And to ensure our production is relevant to our target group and to prevent overproduction, all products are directly co-designed by our audience, the children," Le Battistini adds.

### SUSTAINABLE DOLL APPAREL

Now, the two forces of the fashion and toy industries are coming together to fight waste in their respective industries. I'M A GIRLY will partner with The R Collective to launch the world's first sustainable fashion collection for dolls made of upcycled fabric leftovers from luxury fashion brands. "We are excited about the collaboration with I'M A GIRLY. Especially because here we bring two worlds together and translate our mission – to create a more sustainable fashion industry – in a creative and collaborative way, whilst also inspiring the next generation of young fashion consumers," explains Christina Dean, Founder and CEO of The R Collective. "This collaboration is an exciting step for all of us in the right direction," adds Le Battistini.

### GLOBAL KIDS4KIDS DESIGN COMPETITION

Early this spring, the toy manufacturer will launch a global design contest on social media, among other sites, to encourage children around the world to get creative and send in designs for the sustainable doll collection. A mixed jury of The R Collective designers, the I'M A GIRLY KIDS4KIDS design team and an international fashion influencer will select the winning designs from all the entries. The chosen designs will be included in the collection and launched in stores.

### CELEBRATED GLOBALLY

Having successfully entered the North American and Chinese markets, including Target, Amazon, and Tmall last fall, the brand's fashion dolls and styling heads are now available outside Europe as well. Celebrated by the kid next door to such stars as the Beckhams, the Ecclestons and Kim Kardashian's stylist, the young company from Zurich is on course to expand and shows with its latest project that it is more than just a doll brand.

## I'M A GIRLY

In 2017, the young Swiss company Finfin AG created the brand I'M A GIRLY with the mission to create 'sustainability with style' and empower the creative youth. Their fashion dolls and styling heads encourage children to play creatively and help them to find their very own style. Finfin AG considers itself to be a company with a social and ecological responsibility and therefore produces everything with high-quality and tested materials – Swiss design and Swiss quality standards. Co-created by the KIDS4KIDS design team, the brand fits the spirit of the times, because children know best what they want.

## THE R COLLECTIVE

The R Collective is an upcycling fashion brand with a mission to create clothing from leftover materials that was born out of Redress, the Hong Kong-based charitable organization that has been working to reduce fashion waste since 2007. A team of experienced and dedicated fashion experts in design, procurement, production, marketing, business, and sustainability share a common goal of reducing the fashion industry's water, chemical and carbon footprint.

## FURTHER INFORMATION

Email: [press@imagirly.com](mailto:press@imagirly.com)  
Phone: +41 (0)41 558 19 47

## INTERNET AND SOCIAL MEDIA

Web: [imagirly.com](http://imagirly.com)  
Facebook: [facebook.com/Imagirlybrand](https://facebook.com/Imagirlybrand)  
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<sup>1</sup> UNFCCC, <sup>2</sup> Ellen MacArthur Foundation, <sup>3</sup> Spielwarenmesse.de, <sup>4</sup> Plastics-themag.com