



## **Mara Hoffman Unveils “The Dress That Changes Everything,” A Groundbreaking New Design Made Using Circ® Lyocell from Textile Waste**

Lyocell pioneer Mara Hoffman will begin converting fully to Circ recycled content lyocell

**New York, NY (October 17, 2023)** - Today, sustainable luxury designer [Mara Hoffman](#) released her first dress design using Circ® Lyocell, a filament lyocell derived from 50% recycled textile waste. Dubbed “The Dress that Changes Everything,” this collaboration between Mara Hoffman and [Circ](#), the fashion technology company that recycles polycotton textile waste back into new fibers, is the first time Circ Lyocell is being used in the luxury market. The dress also heralds an ongoing partnership as the designer announces her commitment to transitioning from virgin lyocell to Circ Lyocell in her collections over the next three years.

As a leader in sustainable and responsible design, Mara Hoffman was the first in the luxury market to openly replace silk with lyocell. This was a pivotal step forward, but one of many—as traditional lyocell uses wood pulp from trees as its main component. Her decision to use a regenerated version of the yarn, made from textile waste diverted from landfill and incineration, is indicative of the industry’s appetite for circularity and further elevates the brand’s commitment to sustainable materials, as well as Hoffman’s pursuit of eco-conscious materials.

As a capsule of 35 gowns in Mara Hoffman's signature poppy color and strappy silhouette, each dress holds industry significance and is independently numbered as a collector's item. True to the designer's New York heritage, the gowns were cut and sewn in New York City, and customers can purchase the gown at the Mara Hoffman store in Soho. The dress features a note from Hoffman on a special sewn-in label created by Circ investor Avery Dennison, a materials science and digital identification solutions company. The Digital Care Label, powered by atma.io connected product cloud, is made of cutting scrap from the dress and contains a QR code individuals can scan to learn about the making of the dress, including its waste footprint. Through the Digital Care Label, Mara Hoffman encourages dress owners to return the garment to the brand's retail store so that it can be sent back to Circ for recycling after its long use.

"In 2015, we made a commitment to make sustainability our framework, and part of that journey has been to connect with like-minded people and organizations," said **Mara Hoffman, Founder and Creative Director of her namesake brand**. "We first met Circ over five years ago, and to finally get to work with their lyocell, a feat of passion, science, and technology, was amazing. The fabric, which looks and feels like silk, inspired us to want to highlight the duality of the innovation with a more formal design. Our hope is that this collaboration will generate awareness and inspire other brands to make similar commitments to Circ's fiber so we can build a circular fashion industry."

Mara Hoffman, a recipient of the CFDA Environmental Sustainability Award, and Circ, an Earthshot Prize finalist, along with fellow brands, innovators, and supply chain partners throughout the market, share the perspective that we must address the fashion industry’s carbon footprint—which accounts for [10% of global carbon emissions](#)—for people and the planet. Each year, an estimated 46 million tons of polycotton textile waste is landfilled or burned

because existing recycling solutions cannot separate the plastic (polyester) from the natural fiber (cotton) and recover both materials.

Circ's innovative recycling technology is the only platform to successfully separate polycotton blended textile waste and recover both cellulosic and synthetic fibers. Utilizing this technology, Mara Hoffman and Circ have created a garment featuring lyocell made with 50% cellulosic pulp derived from recycled polycotton textile waste and 50% FSC-certified cellulosic pulp.

"We've said for years, 'we have all the clothing we need to make all the clothing we'll ever need,' so this dress, and Mara Hoffman's commitment to converting to Circ Lyocell from recycled textile waste, feels like a deeply significant milestone in the journey towards true circularity," said **Peter Majeranowski, CEO of Circ**. "Mara's seal of approval helped to initially elevate lyocell and place it on the map for others in the luxury market. Offtake commitments are what innovators need to move the needle, so as we move forward and take on new partners, there is special alignment in being able to say, 'it began with Mara.'"

"We are excited to be working with leaders like Mara Hoffman and Circ. Avery Dennison believes in the power of digital IDs to unlock traceability and circularity, and this partnership demonstrates that," said **Mike Colarossi, vice president, innovation, product line management and sustainability, Apparel Solutions, Avery Dennison**. "It's going to take partnerships with courageous brands like Mara Hoffman and investments in recycling technologies like Circ that are going to help the apparel industry tackle some of its most challenging issues around traceability and waste. Avery Dennison is committed to acting as a positive force in accelerating the industry towards a more sustainable future, and we look forward to continuing our collaboration with our customers and partners to advance their sustainability journeys."

View the dress online at [marahoffman.com](http://marahoffman.com)

## **ABOUT MARA HOFFMAN**

Mara Hoffman founded her label in 2000 after graduating from Parsons School of Design in New York City. Fifteen years later, the brand committed to implementing sustainable and responsible practices while remaining to present colorful collections inspired by and in celebration of women. To foster mindful consumption habits, the brand maintains an open conversation about its approach and encourages consumers to reevaluate the relationship society has with clothing. The company continues to focus on sustainable materials, processes, and production in order to improve and extend each garment's life and is a vocal and active advocate in seeking racial and social justice for the sake of a more equitable society.

## **ABOUT CIRC**

[Circ](http://www.circ.earth) is on a mission to power the clean closet with patented technology that recycles global fashion waste back into textiles, over and over again. We are protecting our planet by reducing the need and demand for petroleum, trees, and other materials harvested from nature to manufacture clothes. Circ is building a truly circular economy for the fashion industry. Headquartered in Danville, Virginia, a former epicenter of textile production in the United States, Circ is an Earthshot Prize Finalist and a Certified B Corporation revitalizing the future of material technology and manufacturing. To learn more about Circ, visit [www.circ.earth](http://www.circ.earth).

## **ABOUT AVERY DENNISON**

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides branding and information labeling solutions, including pressure-sensitive materials, radio-frequency identification (RFID) inlays and tags, and a variety of converted products and solutions. The company designs and manufactures a wide range of labeling and functional materials that enhance branded packaging, carry or display information that connects the physical and the digital, and improve customers' product performance. The company serves an array of industries worldwide, including home and personal care, apparel, e-commerce, logistics, food and grocery, pharmaceuticals and automotive. The company employs approximately 36,000 employees in more than 50 countries. Reported sales in 2022 were \$9.0 billion. Learn more at [www.averydennison.com](http://www.averydennison.com).