



CIRCULAR TEE

**THIS IS
NOT A
T-SHIRT**

THIS IS TRASH

ARMEDANGELS

"WHAT IF TRASH IS NOT
JUST THE PROBLEM?"

WHAT IF TRASH
IS THE ANSWER?"





THIS IS NOT
A T-SHIRT
THIS IS TR...

HELLO, WE'RE ARMEDANGELS

Back to 2007, long before „Conscious“ was a topic: **We stepped up to change the textile industry in a sustainable way**, becoming one of the first ECO & FAIR brands in the world. No wage slavery, no chemical madness, no cheap mass-produced goods. From the simple idea of selling sustainable T-Shirts to raise money for charity, we grew to a company that is today one of the most sustainable labels in Europe.

We're ARMEDANGELS. We're made to make a difference. And today we're introducing you to the world of Circularity.



FASHION, WE HAVE A PROBLEM

The fashion industry destroys a lot. The greatest of its victims: our planet - and thus our future. Overproduction at full speed, a vicious circle that is creating an ever-growing mountain of waste. This is ecological madness - and it throws us into the abyss.

RADICAL RETHINK

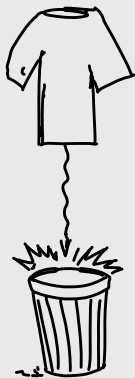
We work every day to protect our planet and we have been eco and fair for 14 years. But no matter how ecological or fair we produce something, resources are consumed. And: 88 % of all garments end up on a pile of garbage.

Eco and fair is not enough. Sustainability means not putting the present before the future. But how is that possible?

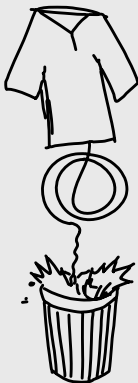
TRASH IS THE RESOURCE

We start with a modest t-shirt and a radical solution. Circularity. It is not a matter of recycling some things, but of keeping all resources in a loop. In a circular economy there is no trash: trash is the resource.

LINEAR



RECYCLING



CIRCULAR



THE CIRCLE OF TRASH

What goes around comes back around. We turn trash into fashion. From trash to t-shirt to trash to t-shirt to trash, the end is the beginning, over and over again.

So what you have in your hands today is the result of our pioneer project: **Our Circular Tee**. Made from our own trash and **made to be kept in the loop**. In your box you find a handful of cutting waste and a handful of our circular fiber to give you an idea of what we're talking about.

We're changemakers. Walking the talk: therefore we introduced our Take-Back-System. This is our pilot solution to keep fashion in the loop and make our customers part of the cycle, pioneered in Germany. Our plan: extend it to more countries and product groups.

Discover more on our website:





**OUR NEXT CIRCULAR
PRODUCT
IS COMING UP.**

Our Circular Denim, our most sustainable Denim ever! Designed and produced to be kept in the loop.