



ESOFASHION



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GIVING FASHION SUSTAINABILITY A NEW LIFE



ESOFASHION

The fashion industry is under growing pressure to reduce waste, protect brand value and adopt more traceable and responsible management pathways. In this context, companies need solutions that support controlled handling, circular approaches and measurable environmental documentation.

Founded on the experience developed by the ESO network in Italy since 1999, **ESO RECYCLING®** brings to the fashion sector a structured model combining operational control, brand protection, traceability and measurable environmental benefit.

ESOFASHION™ is the dedicated service of **ESO RECYCLING®** for the traceable collection and controlled management of clothing, footwear, accessories, sample leftovers, returns and unsold products from fashion companies and retailers.

The service is designed for materials that can no longer be marketed in their original form and may require secure handling, protection of brand value, product neutralisation and a documented circular management process, depending on the applicable legal and operational framework.

Brand protection

For many fashion and luxury companies, certain products cannot be reintroduced to the market in their original form. **ESOFASHION™** therefore supports controlled management processes that may include product neutralisation, traceability and documented handling, helping protect the brand and reduce the risk of uncontrolled circulation.

Regulatory focus

Regulation (EU) 2024/1781 (ESPR) introduces specific provisions concerning unsold consumer products, including textiles and footwear currently listed in Annex VII. The applicable framework requires careful case-by-case assessment, documentation and management choices consistent with the relevant legal context.



KEY SERVICE STRENGTHS



- Traceable collection and controlled management of clothing, footwear, accessories, sample leftovers, returns and unsold fashion products.
- Operational model developed within the ESO network through long-standing experience since 1999.
- Support for brand protection through controlled neutralisation of the original product identity, where required.
- Operational and documentary support for circular management pathways.
- Process traceability and monitoring throughout the management chain.
- LCA support for measuring environmental benefit, including CO₂ savings.
- Issuance of a certificate attesting the environmental benefit generated by the process, supporting sustainability documentation and ESG reporting.

With the support of **ESOweb®**, the managed pathway can be assessed through **Life Cycle Assessment (LCA)** criteria in order to quantify environmental benefit, including CO₂ savings.

This also supports the issuance of a certificate attesting the environmental benefit generated by the process, strengthening sustainability documentation and ESG reporting.