Fashion for Good announces the 12 startups joining its Plug and Play Accelerator Programme

By Shomara Roosblad  -  10 September 2018

Fashion for Good, the Amsterdam-based global operating platform for innovation in the fashion industry, has announced the 12 startups that have joined its Plug and Play Programme.

From 10 September onwards, the startups will participate in a twelve-week course that includes mentorship from Fashion for Good’s corporate partners: Adidas, C&A, Galeries Lafayette, Kering, PVH Corp, Target and Zalando. The program is designed to help innovative technologies and business models in their plain to reshape the fashion industry.

The selected startups partaking in the accelerator program are picked out of hundreds of applicants and represent three continents and eight nationalities. The startups are: cloud platform creator &Wider; algae microorganisms dyes and fibres creator, Algalife; The Excess Materials Exchange, a digital marketplace; Gibbon, an on-the-go rental marketplace; Green Whisper, creator of sustainable products out of agriculture residue; Nowner, an online platform for brands; circular design technology, Reflaunt; the ReGain app, which has created the first digital, multi-brand take back program which rewards recycling; Save Your Wardrobe, a digital wardrobe app; Stuffstr, a reseller of unwanted products; TrusTrace, a digital platform; and The Vienna Textile Lab, an organic dye company.

Fashion for Good said that the companies represent varied supply chain areas and that the selected group has a specific focus on new business models.

Fashion for Good was founded in 2017 by the C&A foundation. The company aims to make the entire apparel industry more sustainable and brings together brands, producers, retailers, suppliers, non-profit organizations, innovators and funders in their quest to do so.

The Plug and Play Accelerate Programme is a collaboration between Fashion for Good and the Silicon Valley-based early-stage investor, Plug and Play. Today’s announcement marks the fourth edition of the Fashion for Good and Plug and Play collaboration.