



# Trail Blazer: David Luke Launches First Fully Recyclable School Blazers

Leading school uniform manufacturer David Luke launches the first fully recyclable school blazer

Parents should check the label of their child's blazer to see if they are part of the circular revolution

**In a Back to School first, Manchester-based school uniform manufacturer David Luke has partnered with the Circular Textiles Foundation to design and manufacture the first fully recyclable school blazer.**

David Luke's fully recyclable school blazer has been designed to be recycled through Project Re:Claim the world's first commercial scale polyester recycling plant. Over 200,000 David Luke circular blazers enter the textiles chain each year and it's our mission to encourage our wearers to recycle their blazers when they can no longer be worn or passed down.

Recycling one David Luke blazer would in turn save 2.62kg of CO<sub>2</sub>. But if a whole school committed to introducing our recyclable blazer into their uniform, we could offset half a tonne of carbon from the recycling process and prevent half a tonne of clothing entering landfill.

Now in circulation across its UK network of over 700 independent school uniform retailers and online at davidluke.com, David Luke's bestselling eco-blazer, made using recycled polyester, has been reimagined in 5 subtle but critical ways to ensure it is suitable for the recycling process when it reaches the end of its life as Product Manager Ryan Cooke explains.



*"The key areas of the school blazer that we needed to rethink or remove were the lining, swing ticket, brand label, zippers and pockets. The new circular blazer will appear unchanged at first glance, but the impact of these changes will enable the garment to be fully recyclable."*

*"At the end of its life, we feed the blazer into Project Re:Claim's thermo mechanical recycling machine which converts the fabric into PET pellets. At this point PET pellets move into conventional manufacturing, supporting the circular principle of keeping raw materials at their highest possible value in the manufacturing chain."*

Parents can identify if their child's blazer is circular by checking the lining for the Circular Textiles Foundation infinity logo which acts as a signpost that the item is certified for recycling. The blazers can be returned to the original retailer where the journey to recycling can begin.

Tim Cross, CEO of Project Plan B and the Circular Textiles Foundation, has worked closely with David Luke to bring the 100% recyclable blazer to market.

*Tim Cross said: "David Luke has grasped the opportunity to embed 100% recyclable and 100% recycled garments into their range, starting with the school blazer. We now have the technology to enable their blazers to be recycled without any separation of the garment, making it an efficient recycling process. The team at David Luke has worked tirelessly with their manufacturers to create a blazer that does not compromise on design or quality, and yet is much kinder to the environment."*



**The NEW David Luke circular blazer is available nationwide, RRP £35**



For further information please contact Tess Gee, Head of Engagement at David Luke School Uniform  
T: 07811 400 388  
E: [tess.gee@parentlygroup.com](mailto:tess.gee@parentlygroup.com)

#### **Notes:**

#### **Recyclable vs Recycled – What's the Difference?**

**Recyclable clothing** refers to clothing made specifically to be recycled at the end of its life. This means a garment that produces no waste material because every component will reenter the supply chain.

**Recycled clothing** on the other hand, refers to clothing that has been made from previously used materials. This can include clothing that has been repurposed or upcycled, as well as clothing made from recycled fibres such as recycled polyester. So, the main difference between recyclable and recycled clothing is that recyclable clothing is designed to be broken down and used again, preventing the garments ending up in landfill. While recycled clothing is made from materials that have already been used, and unless designed to be recycled again, will inevitably end up in landfill.

Ryan Cooke, Product Manager, David Luke “Designing clothes for circularity is important because it addresses the environmental and social impacts of the fashion industry and provides a more sustainable model for fashion production and consumption. Our new circular blazer will start to filter into our supply chain this Spring and we cannot wait to share the finished garment with the industry.”

### **David Luke School Uniform**

David Luke School Uniform is one of the biggest school uniform brands in the UK with a history dating back over 40 years. An early pioneer of the use of recycled polyester in its products, David Luke has to date, prevented 100 million 1l plastic bottles from entering landfill through the manufacturing process of its eco-uniform.

David Luke is the only school uniform brand to have a genuine circularity solution for its bestselling blazer collection with the launch of its circular blazer, endorsed by the Circular Textiles Foundation.

### **Project Re:claim**

Project Re:claim is a joint venture between the UK’s largest charity textile collector, The Salvation Army, and leading circularity specialists Project Plan B. The plant opened in the UK in January 2024, and presents huge opportunities for brands to transition to textile-to-textile manufacturing models.

For further information please contact Tess Gee, Head of Engagement at David Luke School Uniform

T: 07811 400 388

E: [tess.gee@parentlygroup.com](mailto:tess.gee@parentlygroup.com)

[www.davidluke.com](http://www.davidluke.com)