ISKO and GANT Partner for a Revolutionary Approach to Circular Fashion

In an exciting collaboration, ISKO and GANT have unveiled their latest partnership, focusing on the future of circular fashion. This groundbreaking alliance, highlighted last week, showcases the brands' commitment to pushing the boundaries of sustainability in the textile and fashion industries.



At the event, **Mirela Slowik**, Category Leader at ISKO, and **Daniel Granberg**, Global Sustainability Director at GANT, revealed exclusive pieces embodying the principles of this circular partnership. The collaboration aims to redefine fashion through the use of **recycled materials**, ensuring high performance and durability without compromising on quality.



"Recycled materials can be applied in fashion without sacrificing performance and durability," stated Slowik during the showcase. This sentiment resonates throughout the

partnership, which aims to create long-lasting, responsible designs that align with consumer expectations.

Granberg emphasized the importance of innovation and partnership in achieving sustainable fashion, noting, **"Our collaboration shows that innovation and partnerships can create collections that meet customer expectations while supporting our sustainability commitments."**

This partnership between ISKO and GANT is a significant milestone in the fashion industry, underscoring the growing importance of sustainability. By blending style, performance, and responsibility, both brands are setting new standards for future collaborations in the industry.

Stay tuned for more as ISKO and GANT continue to lead the charge in circular and sustainable fashion.