

## Fruit Of The Loom® And Recover™ Launch Affordable And Sustainable T-Shirt Collection

August 2, 2022 --- **Bowling Green, KY** – Fruit of the Loom®, the iconic and beloved apparel brand, is partnering with leading materials science company, Recover™, to release a new collection of classic, unisex fit t-shirts beginning **today**.

With inclusive sizing and responsibly sourced fabric and material, each sustainably designed t-shirt is made with 20% of Recover's best in class recycled cotton fiber and is available in eight colors. The limited-edition collection will be available for purchase starting on Fruit.com and Amazon, while supplies last.

The partnership with Recover™ and the use of their cotton enables the company to offer a circular sustainable program that utilizes textile waste as a fiber to create high-quality recycled cotton. In 2019, Fruit of the Loom committed to map 100% of its supply chain to raw materials by 2025 and successfully reached that milestone in 2020 according to the company's Sustainability Plan, Fruitful Futures. This is significant, as cotton is Fruit of the Loom's most purchased material representing 85% of the total supply chain by volume.

Fruit of the Loom continues to improve how it sources all raw materials to deliver finished goods to consumers by working with suppliers to understand its own supply chain sourcing.

"This collection is the latest way Fruit of the Loom is producing more sustainable products across the entire business. As one of the world's largest manufacturers and marketers of casual wear, we are committed to reducing our environmental impact across the total value chain," said Mercedes Lopez, VP of Corporate Social Responsibility at Fruit of the Loom.

Recover's proprietary recycled cotton fiber is one of the lowest-impact fibers available in the market, significantly reducing the carbon and water footprint of the apparel supply chain. By partnering with Recover™, Fruit of the Loom demonstrates its innovation and commitment to sustainability.

"We're delighted to collaborate with Fruit of the Loom in order to accelerate the adoption of sustainable initiatives within the casual wear segment. The universality of the collection perfectly fits with the values of the Recover™ brand to achieve circular fashion for all", commented Boris Mercier, Senior Vice President of Marketing at Recover™.

For more information on the new collection or Fruit of the Loom's sustainability commitments, visit Fruit.com.

## About Recover™

Recover™ is a leading materials science company and global producer of low-impact, high-quality recycled cotton fiber and cotton fiber blends. Its premium, environmentally friendly, and cost-competitive products are created in partnership with the supply chain for global retailers and brands, offering a sustainable solution to achieve circular fashion for all. As a fourth-generation, family-owned company, and backed by recent investment from STORY3 Capital and Goldman Sachs, Recover™ is on a mission to scale its proprietary technology to make a lasting positive impact on the environment and partner with brands/retailers and other change-makers to meet the industry's sustainability targets. For more information, visit [www.recoverfiber.com](http://www.recoverfiber.com) and follow @recoverfiber on social media.

## About Fruit of the Loom

At Fruit of the Loom, crafting comfortable, quality products for everybody and everybody is in our heritage. Whether it's sweats, underwear, or anything in between, for more than 170 years we've obsessed over the smallest details to ensure that no matter who you are, each one of our many pieces of clothing can *make you feel good*. To learn more about Fruit of the Loom, visit [Fruit.com](http://Fruit.com).