



## **Recover™ Recognized in *Fast Company's* 2021 Innovation by Design Awards for its Mission to Achieve Circular Fashion for All**

*Celebrating 10 years of Innovation by Design, the 2021 honorees include nearly 600 projects, products, and services from Nike, Verizon, Microsoft, and others.*

**LOS ANGELES, September 22, 2021** -- Recover™, a leading material sciences company and global producer of low-impact, high-quality recycled cotton fiber and cotton fiber blends, has received Honorable Mentions in two categories in *Fast Company's* Innovation by Design Awards for 2021. The company was recognized for its innovations in the Sustainability and Materials categories.

The 10th anniversary of the awards, which can be found in the October 2021 issue of *Fast Company*, recognize people, teams, and companies that transform businesses, organizations, and society through design. One of the most sought-after design awards in the industry, Innovation by Design is the only competition to honor creative work at the intersection of design, business, and innovation, recognizing the people, companies, and trends that have steadily advanced design to the forefront of the business conversation.

Recover is an innovative textile producer that has been pioneering sustainable materials and recycling since 1947. The company recycles post-industrial and post-consumer cotton waste, replacing the need to cultivate cotton, dramatically reducing water waste, limiting the use of dyes through its RColorBlend system, and reducing textile landfill waste. Recover is working with key industry stakeholders to drive change and establish a new circular supply chain that will allow it to dedicate one-third of its production capacity to post consumer recycling by 2025.

“My family has been innovating for generations to perfect the Recover process, which is primed to be an exciting resource for the fashion industry as it strives to meet sustainability goals,” said Alfredo Ferre, CEO of Recover. “We are grateful to receive an honorable mention in *Fast Company's* Innovation by Design Awards, which is so affirming as we pursue our vision of making sustainability more fashionable.”

“Design is not just a beauty contest,” said Stephanie Mehta, editor-in-chief of *Fast Company*. “It’s something that can change the world and create solutions in a time when we face pressing global issues such as systemic racism, climate change, and a global pandemic. Many of these entries showcase these challenges while providing hope for the future through their steadfast commitment to elevate design.”

Honorees for the 2021 awards were selected in the following categories: Apps and Games; Cities; Data Design; Design Company of the Year; Experimental; Fashion and Beauty; Finance; General Excellence; Graphic Design; Health; Home; Learning; Mobility; Packaging; Products; Retail Innovation; Social Good; Spaces and Places; Sports and Recreation; Students; Sustainability; User Experience; Wellness; Workplace; Best Design Asia-Pacific; Best Design Europe, Best Design Middle East, and Best Design Africa; Best Design Latin America; and Best Design North America. New categories included Advertising, Branding, Impact, Materials, Pandemic Response, Real Estate, and Years in Business.



The judges include renowned designers from a variety of disciplines, business leaders from some of the most innovative companies in the world, and *Fast Company's* own writers and editors. Entries are judged on the key ingredients of innovation: functionality, originality, beauty, sustainability, user insight, cultural impact, and business impact.

Winners, finalists, and honorable mentions are featured online and in the October issue of *Fast Company* magazine, on newsstands September 28, 2021.

To see the complete list, go to: <https://www.fastcompany.com/innovation-by-design/2021>

#### **ABOUT RECOVER™**

Recover™ is a leading material sciences 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 with over a 70-year history in the textile industry, 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. Recover™ was honored in *Fast Company's* Innovation by Design Awards for 2021 in the Sustainability and Materials categories. For more information, visit [www.recovertext.com](http://www.recovertext.com) and follow @recoverfiber on social media.

#### **ABOUT FAST COMPANY**

Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. The editor-in-chief is Stephanie Mehta.

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