

“Mavi Transformation” launched for a sustainable future ***Recycled plastic bottles and materials come to life as jeans with Mavi expertise.***

Mavi drives its All Blue sustainability strategy, introduced two years ago, forward with the “Mavi Transformation Launched” narrative. With work ongoing to develop environment-friendly products for a sustainable future, the brand recently introduced jeans made from recycled plastic bottles and materials with 30 years of denim expertise. In total, 593,750 plastic bottles were recycled for the Mavi Pro Sport Repreve® collection.

Mavi Pro Sport Repreve®, the new way of recycling delivering smart and casual style

Each sustainable product in the All Blue collection reflects Mavi’s love of nature in different ways. The collection, which is all-vegan and made with less water and less energy using organic cotton, recycled cotton, and upcycled materials, expands with Mavi Pro Sport Repreve® products this season. Eight recycled plastic bottles were used in making each Pro Sport piece.

The eco-friendly fabrics are made with Repreve® recycled performance fiber of Unifi, the trusted, sustainable global solutions provider and one of the most advanced recycling facilities in the US. These fabrics are not only breathable, but they also have wicking and thermal regulation properties while meeting superior health and hygiene standards with the OEKO-TEX Annex 6 certification.

This eco-friendly collection smart and casual styles with high stretch content to ensure day-long recovery and technology to enhance freedom of movement.

Mavi’s sustainability transformation continues at full speed

Cüneyt Yavuz, CEO at Mavi, provided some details about Mavi Pro Sport Repreve®: “As we celebrate our 30th anniversary, we made great strides in integrating sustainability into our corporate culture, vision, products, growth targets, and how we work this year. We became the first Turkish apparel brand to disclose its carbon footprint transparently. Our sustainable All Blue collection that we developed with our love of nature doubled in scope and variety. Furthermore, we became the signatory of leading sustainability platforms for businesses such as UN Global Compact and the CEO Water Mandate. We are aware that sustainability is a very long journey and we continue with our sustainability transformation by infusing Mavi quality



into everything we do. As a brand that remains committed to creating the best jeans for 30 years, we are driven by the mission of making our products more environment-friendly and sustainable. Mavi Pro Sport Repreve® is the latest version of recycling and the product of these efforts. As a leading apparel brand, we will continue to take responsibility for a sustainable future and create products that protect nature and deliver savings and efficiency by promoting environmental and sustainable practices.”

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Video link: [Please click here to view the commercial.](#)