

Social

Case Study

Introducing Anima

**circularity
for
sustainable
fashion.**



In 2022, RadiciGroup, together with the brands Save The Duck and Vibram, presented **“Anima”, the backpack that stands out for its style, high performance and high degree of circularity.**

The three players in the Italian textile supply chain, at the forefront of sustainability choices, have joined forces to create an accessory made from recycled and end-of-life recyclable materials, in an **eco-design** pilot project created as part of SDA Bocconi's “Monitor for Circular Fashion” initiative.

Anima is bimaterial: it is made from Renycle® fabric, a yarn produced by RadiciGroup and 100% derived from the mechanical recycling of polyamide, GRS certified and compliant with the Oeko-Tex Standard 100 for responsible production. The rubber components are made from

recycled industrial waste from the Vibram factory in Albizzate, which is certified to ISO standards for environmental, energy and safety management.

Anima is easily disassembled and significantly simplifies end-of-life recycling:

the fabric part can be transformed into a polymeric material that can be used in any industry involving high-performance polyamides; while the rubber part is easily converted into a new accessory.

Finally, the nylon composition gives Anima a significantly lighter weight and smaller footprint than traditional backpacks.
