

Toronto, ON, February 26 , 2014

## Is That Little Black Dress Made With Recycled Plastics?

### Intelligent Plastics Highlights Eco-Friendly Fashion Consumers Can Wear Now

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Toronto, ON – February 26, 2014 - Many of today's hottest fashions come from an unexpected source: yesterday's plastics. New recycling technologies have enabled designers to incorporate fabrics and materials made with used plastic packaging into on-trend clothing and accessories, which helps reduce waste. To encourage this eco-trend, Intelligent Plastics offers some tips on how to look fabulous this season while doing something fabulous for the environment.

"Plastic fabrics and materials have played an essential role in fashion and everyday clothing for generations," said Carol Hochu, President and CEO of the Canadian Plastics Industry Association. "And now it's easier than ever for consumers to find clothing and accessories in a broad range of styles that are made with recycled plastics. It's an eco-trend that's here to stay."

Here are some on-trend pieces made with recycled plastics available in stores now:

**Bold Patterns:** Accessories such as a handbag with a bold print or snakeskin pattern can liven up an otherwise neutral palette. Whether it's a classic clutch or something more adventurous, a handbag made with recycled plastics in a vivid pattern can be a simple way to update a winter look while helping keep used plastics out of landfills.

**Bright Denim:** Many jeans companies today are offering "blue" jeans with an added bit of "green"--fabrics made with recycled plastics that help used packaging live on as stylish clothing. Plastic fibers such as spandex have long been used to give jeans a figure-flattering fit, and now denim made with recycled plastics in a variety of vivid hues lets consumers be fashion-conscious and eco-conscious.

**Faux Leather:** While leather is a sought-after fashion staple, it's not always budget-friendly, so many designers are turning to faux leather to make this classic look more accessible. Faux leather made with recycled plastics is helping shape a growing range of clothing and accessories, so it's easier than ever to add a luxurious feel to a winter look--while doing something very real for the environment.

**Metallics:** Once reserved for dressy occasions, metallic pieces are refined enough for the office but make a seamless transition to evening. Even better, "eco-chic" metallic clothing and accessories made with recycled plastics come in everything from jewelry to handbags and from camis to the piping on that little black party dress.

Comfortable Basics: It's important to find indispensable T-shirts that fit well and feel good against the skin. Today's T-shirts made with recycled plastics are resilient and surprisingly soft. Best of all, T-shirts made with recycled plastics let those used bottles live another life.

Cold Weather Gear: Fleece jackets made with recycled plastics have been growing in popularity since they were introduced in the 1990's to make cozy, cold weather gear. The lightweight recycled plastic fabrics minimize bulk without compromising warmth, and the durability of plastics helps them last season after season.

For more information on the integral role of plastics in clothing and fashion, [click here](#).

- 30 -

Today's intelligent plastics are vital to the modern world. These materials enhance our lifestyles, our economy and the environment. For more information visit [www.intelligentplastics.ca](http://www.intelligentplastics.ca).

**For More Information:**

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