

CASE STUDY TITLE: NILMORE
AUTHOR: VŠE
THEME: CIRCULAR ECONOMY - FASHION
<p>NILMORE</p> <p>The company was founded in 2018 in Ostrava.</p> <p>The founder of the company is Mikuláš Hurta (born in 1995). In an interview with CzechCrunch he said: "I was sitting in the director's chair of the IAC aircraft paint shop, where I realized over time that one spends a third of one's life at work, so it pays to transform this work into something socially and environmentally useful. ... The fashion industry has always been close to my heart."</p> <p>To produce circular clothing, where at the end, if the customer no longer wants the clothes, they return them within a network of collection points or send them by post, he spent about two years developing a material that met his expectations - it was easy to maintain, left a minimal footprint during production and could be easily reused. The material is cPLA - circular polylactic acid. It is a biopolymer that is derived from corn or sugar cane. It is in the same group of materials as tencel, viscose or modal. It is a bioplastic with properties with wide application in many industries.</p> <p>In developing the material, they teamed up with experts from the Netherlands and Brno University of Technology. The development focused on two parts - how to produce fabrics from the material (textile part) and how to recycle the material optimally (recycling part)</p> <p>Nilmore's initial plan was to enter the B2C market - that is, to sell circular fashion to end customers. During the covid period, however, it became clear that focusing on this market alone was not enough and that other avenues had to be explored - collaborating with other brands or other business partners proved to be the ideal direction. Nilmore supplies fabrics to some companies for their production, while others receive custom-made final garments.</p> <p>By mid-2021, thanks to a change in business strategy, Nilmore had achieved a turnover of around half a million crowns.</p> <p>In September 2021, Nilmore launched an e-shop offering its first circular clothing products - a women's cardigan and a men's sweater. The complete collection was christened at the SLOW DAYS sustainable fashion festival in Prague and gradually launched. It is continuously developing other materials.</p> <p>They won the GreenLine StartUp show 2021, finalist in the Vodafone Idea of the Year 2021 competition, 1st place Sustainable Startup 2021.</p>
STAKEHOLDERS: (1) CUSTOMERS – MOTIVATED USERS, (2) MOTIVATED EMPLOYEES, (3) SCIENTIFIC CENTRES)
ETHICAL ISSUES (POSITIVE, NEGATIVE) IN RELATION TO THE SCENARIO: PROTECTING NATURE RESOURCES, FAIR PRICING, POSITIVE MOTIVATION OF THE FOUNDER
GREEN SKILLS ADDRESSED: CIRCULAR ECONOMY
SDGS ADDRESSED: GOAL 12, 17
CHOOSE FROM WEBSITE: HTTPS://SDGS.UN.ORG/GOALS

