



two **lives**TM

brand story 



WE ARE

two lives is a purpose-led company
with the focus of **reducing fashion waste**
and helping others to do so by reusing and
upcycling textile leftovers, reprocessing
unsold stock and eliminating deadstock

INSIGHT

according to Fashion Revolution an estimated 92 million tons of textile waste is created annually, and every second the equivalent of one garbage truck of textiles is landfilled or burned globally

The fashion industry is the world's second largest polluter, creating vast amounts of waste material. While people bought 60% more garments in 2014 than in 2000, they only kept the clothes for half as long.

What are you wearing? This capsule collection addresses the transparency issues in the fashion industry. Each garment is made from upcycled deadstock materials that were sourced in close collaboration with our factory in Portugal. Repurposing discarded materials saves water and energy and extends the lifespan of a material. Per t-shirt that's approximately 2700 litres saved - this is the water that is used to grow the cotton, dye and process the fabric. Because there is only a finite amount of deadstock available, only a limited quantity of garments is produced. This is a responsible collection as it is not only closing the loop of a material's life cycle, it is also produced using renewable energy reducing its overall carbon foot print.



DAC - DEVOLVER ATHLETIC CLUB

two lives co-lab

Repurposing textile waste. In style. We have partnered with [Devolver Digital](#) to create the Devolver Athletic Club. All garments were custom designed and made from 100% upcycled deadstock textiles. This capsule collection highlights Devolver's brand ethos of supporting independent game developers.



The logo for Devolver Digital, featuring the word "DEVOLVER" in a stylized, jagged font with "DIGITAL" underneath.



I USED TO BE A JACKET

two lives consultancy

The "I used to be a jacket" bags for [Deutsche Telekom](#) are made from unsold deadstock garments. In order to prolong the life cycle of deadstock we have upcycled previous season's suit jackets into brand new products such as crossbody bags. This way we give discarded products a new lease of life.



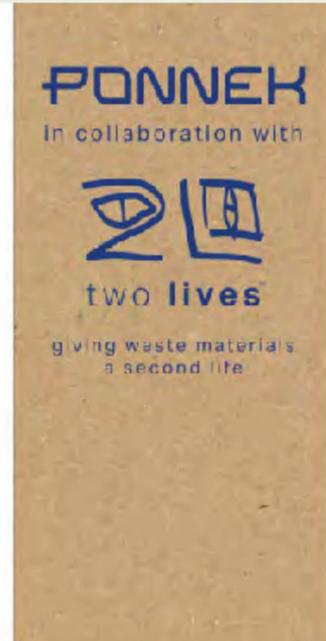
LOVE MAGENTA 



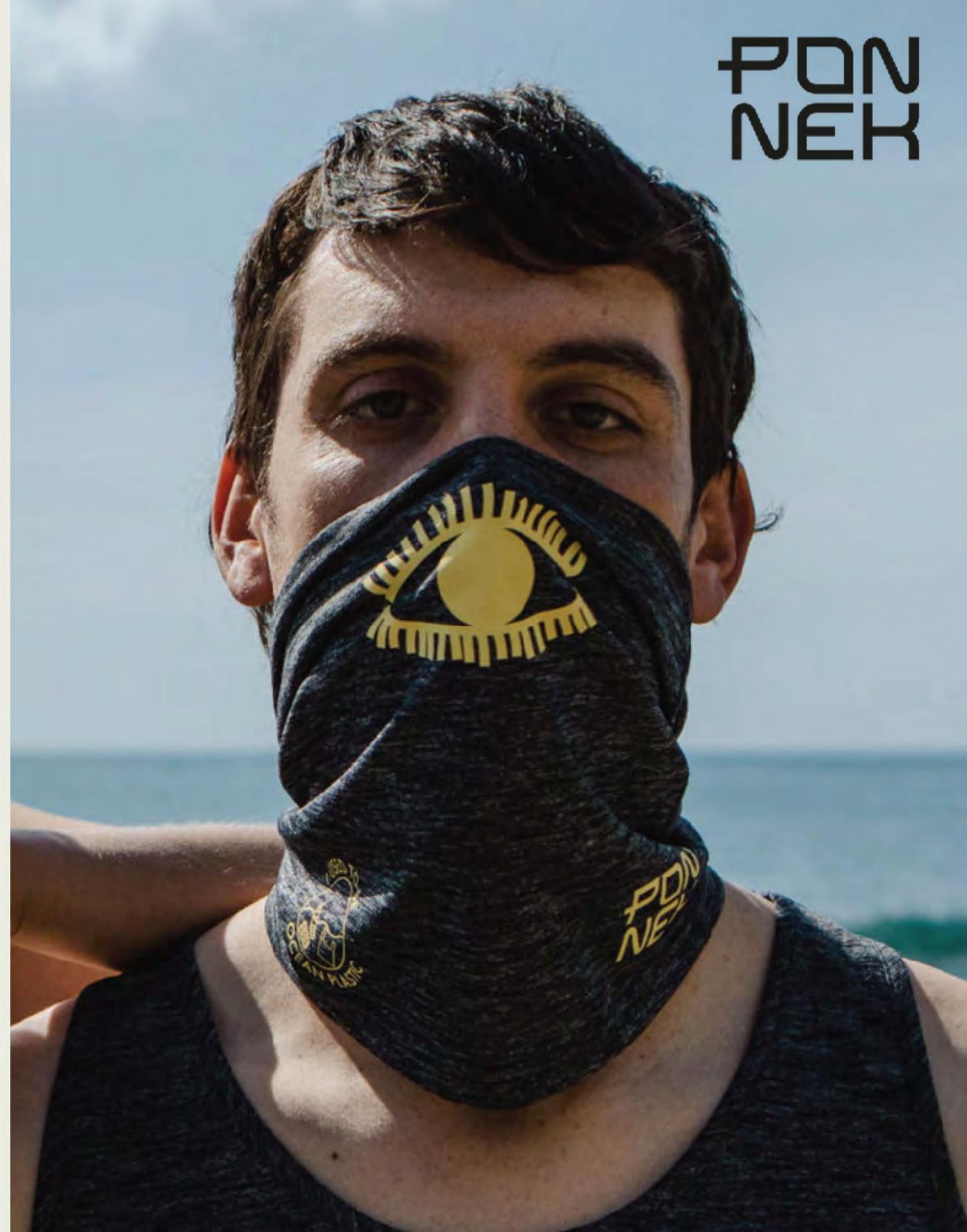
PONNEK RUNNING

two lives co-lab

Our premium capsule collection for **PONNEK** is made from recycled ocean plastic that has been turned into performance textiles using SEAQUAL® MARINE PLASTIC. **SEAQUAL INITIATIVE** is a unique collaborative community fighting plastic pollution, working together to help clean our oceans, raise awareness of the issue of marine litter and highlight those helping to fight it.



PONNEK



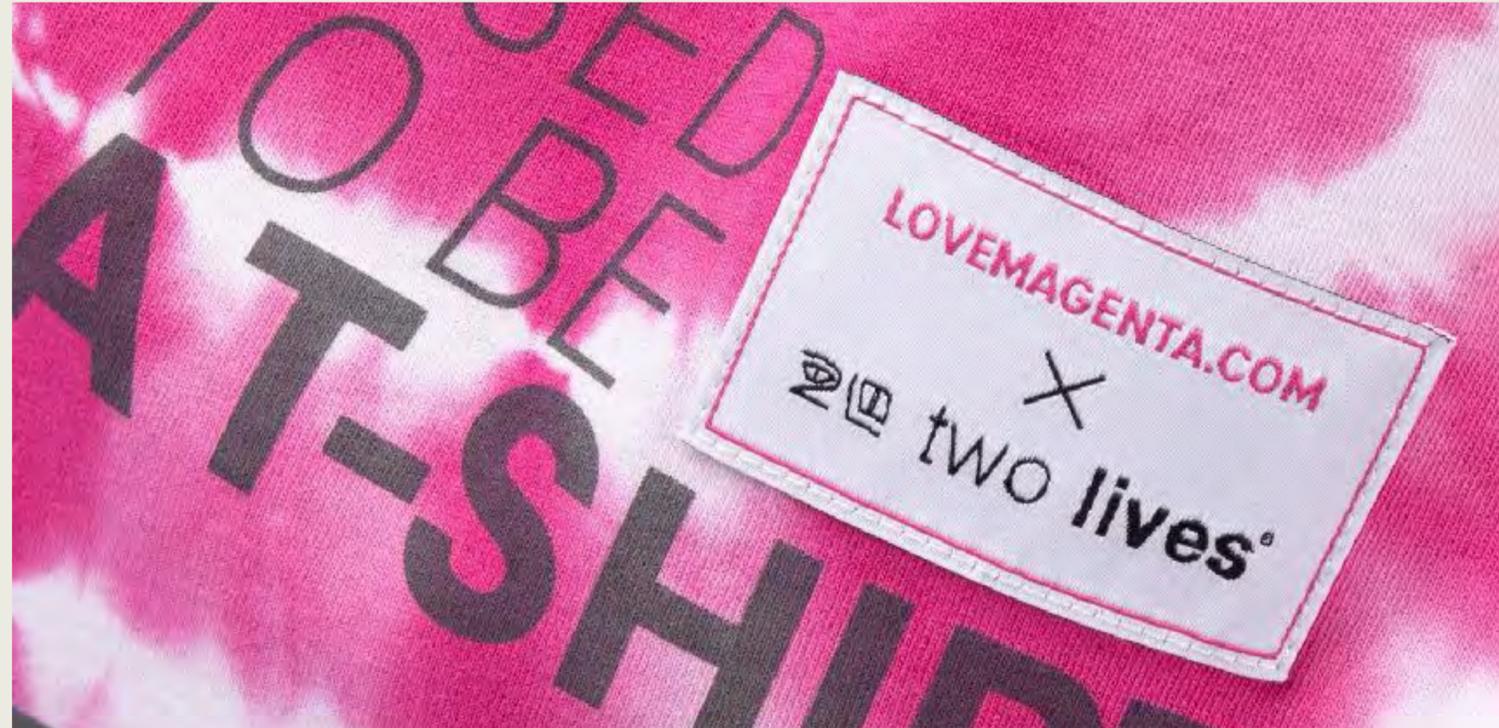
We have collaborated with Austrian tech start-up [goodbag](#) to design and develop a smart bag that is made from upcycled previously discarded materials. Each bag is fitted with a NFC chip that can be scanned while shopping, enabling the shopper to prevent single-use waste, plant trees and collect plastic out of the ocean. Participating retailers and supermarket chains can be found in the mobile app.



I USED TO BE A T-SHIRT

two lives consultancy

The "I used to be a t-shirt" bags for [Deutsche Telekom](#) are made from unsold deadstock garments. In order to prolong the life cycle of deadstock we are upcycling previous season's t-shirts into brand new products such as zip pouches and drawstring bags. This way we give discarded products a new lease of life.



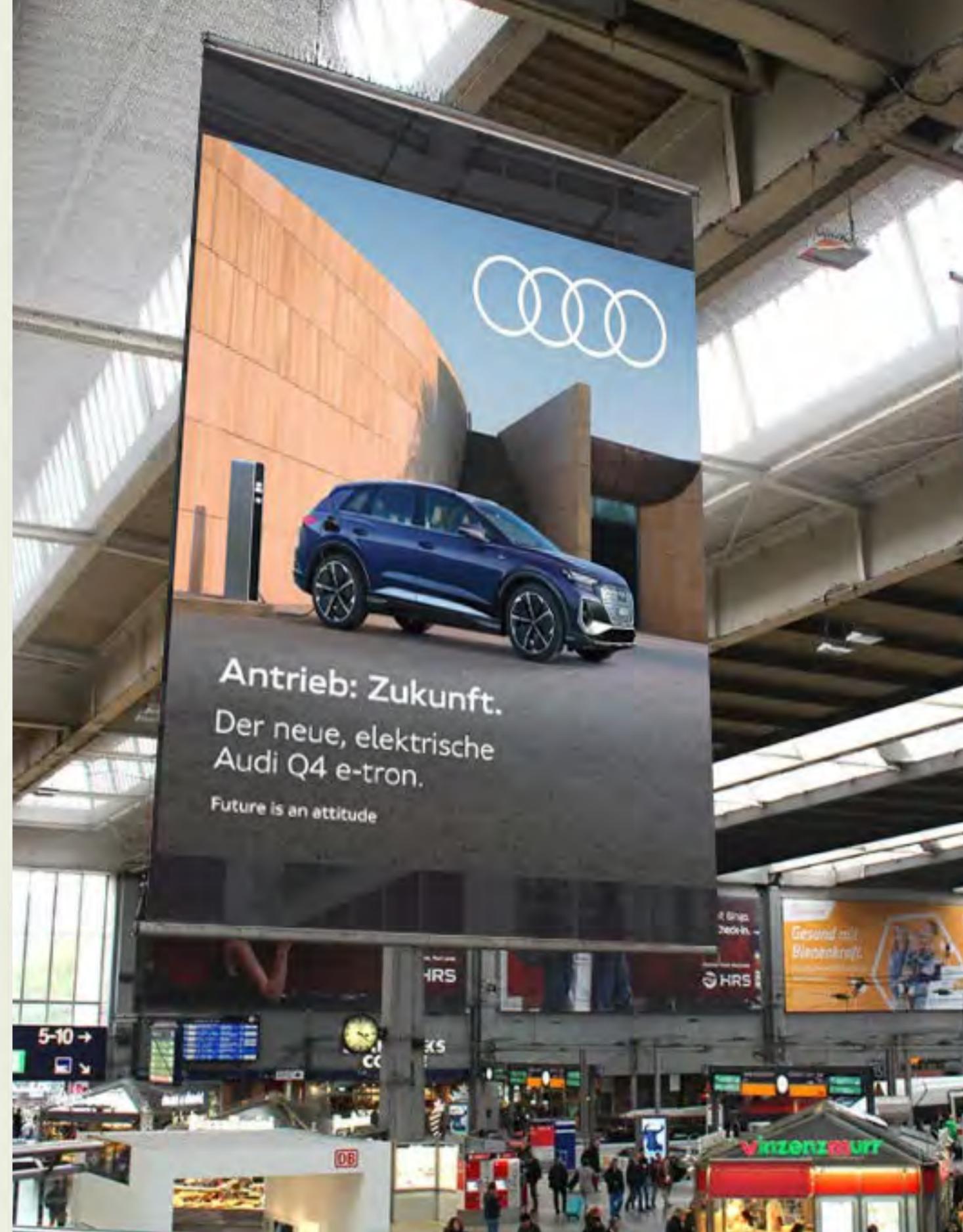
LOVE MAGENTA 



CAN AN AD BE A BAG?

two lives **co-lab**

Innovation, sustainability and collaboration are united in this bag: an obsolete **Audi** mega-poster from a billboard in Switzerland has been transformed into 75 unique limited edition tote bags, giving value to a material that would have been otherwise discarded.



FEEL WONDERFUL SWEATSHIRT

two **lives** co-lab

Repurposing textile waste. We have partnered with [Asquith London](#) to create a sweatshirt made from 100% upcycled deadstock textiles. Containing 100% cotton it is produced to Oeko-Tex certifications, meaning that each item has been tested for harmful chemicals. Asquith London is an inclusive activewear brand that puts planet and people first, which is why we love them.



ASQUITH



I USED TO BE A T-SHIRT

two lives consultancy

The "I used to be a t-shirt" bags for [Deutsche Telekom](#) are made from unsold deadstock garments. In order to prolong the life cycle of deadstock we are upcycling previous season's t-shirts into brand new products such as zip pouches and drawstring bags. This way we give discarded products a new lease of life.



I USED TO BE A PAIR OF JEANS

two lives co-lab

There is no need to create new fabrics when there is so much already available. Turning old jeans into new accessories is a great way to reduce textile waste. Our collaboration with [Lois Jeans](#) resulted in a playful range of bucket hats, shoulder bags and totes.



TODAY WE WEAR: RESPONSIBILITY

two lives co-lab

inbestergesellschaft®

This bag is an upcycled product made from surplus textiles. It was created in collaboration with inbestergesellschaft®, which means 'in good company'. By repurposing production off-cuts and leftovers into unique, upcycled gifts instead of buying new, we reduce waste, lower our environmental impact, and celebrate creativity through more thoughtful, circular choices.



DEAD STOCK
DEAD STOCK

two **lives**[™]

our mission is to give textile waste
a second life

nothing new made new



TINA LILIENTHAL

Since founding her own label over 15 years ago multi award-winning designer Tina Lilienthal has collaborated with major international brands such as Paul Smith, The British Museum, Anthropologie and Nordstrom x Nike. In that time, she has established herself firmly as part of the eponymous celebrated British fashion scene. As fellow of the Higher Education Academy Tina also has an extensive academic background and is currently delivering innovative programmes linking professional practice with the development of human skills such as creativity, problem solving and communication. She works with institutions like London College of Fashion, Condé Nast College, University of Cambridge and RBS with the mission to increase critical and creative thinking.





NIKLAS VILA KARPE

Having worked for a vast array of international companies such as Levi's, Allsaints, Quiksilver, Timberland and Abercrombie & Fitch, Niklas has an in-depth understanding of the industry and the technicalities of the corporate world. His expertise lies in design, creative direction, brand strategy, trend analysis, sourcing, product development, and project management. With a passion for brand building, he has the understanding of what the journey of building a start-up into a large organisation entails - a clear vision, mission and putting systems in place to enable scalability and growth.



who we work with

LOVE MAGENTA



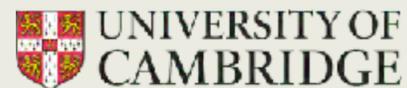
Jāngala

ASQUITH

Zapp



with support of



responsible sourcing

- Working with BSCI and Sedex certified factories
- Manufacturing using renewable energy
- Responsibly produced textiles according to Oeko-Tex 100 standard
- Use of recycled and natural fibres

downsampling

- Efficient sampling in order to avoid waste
- Ensuring brief is clear to minimise sampling
- Sampling analysis with client

finding waste materials

- Working closely with factories and suppliers to analyse waste generated
- Experimenting with waste materials to establish new ways of usage
- Reforming the supply chain to enable a circular approach

re-using

- Working closely with clients to repurpose their deadstock apparel
- Building a culture of change
- High-value reuse turning waste into a commodity - Shifting consumer attitude
- Enabling knowledge exchange across the supply chain

regional production

- Regional manufacturing in order to shorten the supply chain

two **lives**[™]

thank you

E-mail:

tina@two-lives.com
niklas@two-lives.com

Socials:

[Instagram](#)
[Facebook](#)

Phone:

+44 7960 975805
+44 7985 140358

Website:

www.two-lives.com