March 3, 2020

To Whom It May Concern,

I am pleased to submit this letter in support of George Brown College's submission as part of the Association for the Advancement of Sustainability in Higher Education (AASHE) Sustainability Tracking, Assessment and Rating System (STARS).

Specifically, I would like to affirm the School of Fashion and Fashion Exchange for their innovative research to support a sustainable closed-loop apparel economy.

As one of Canada’s leading fashion retailers. Joe Fresh recognizes that textile waste is a major source of landfill. As part of our corporate social responsibility mandate, Joe Fresh is pleased to be working with George Brown College’s Fashion Exchange to conduct research into cellulosic fiber regeneration from textile waste. The results could ultimately lead to new recycling methods, positively impacting the Canadian apparel industry.

The project will include experimenting with new and innovative techniques for dissolving and regenerating cellulosic textile waste and transforming it into new fiber. The aim is to help close the loop in the circular economy of materials that may otherwise be discarded. <https://www.georgebrown.ca/releases/2019/George-Brown-College-Partners-with-Joe-Fresh-to-Further-Innovation-in-Textile-Recycling/>

There is enormous potential to provide more sustainable solutions for reusing and recycling textiles here in Canada. Through this research partnership with George Brown College, our hope is that we can find innovative solutions to better enable a more sustainable, closed-loop system for the entire industry.”

Sincerely,

**Ian Freedman, President, Joe Fresh**