



New York City Department of Sanitation Announces Third Annual “ReFashion Week NYC,” Celebrating Sustainability and Reuse in Fashion

FEB. 22, 2021 – NEW YORK: The third annual **ReFashion Week NYC** will hit the runway February 26 through March 5, 2021 with a series of **virtual** events designed to reimagine the fashion industry. From clothing repair workshops to thrift markets and a runway show, this event will bring sustainability experts, the re-use industry, and New Yorkers together to build a world where style and sustainability meet to reduce textile waste.

Every year, New Yorkers send approximately 200,000 tons of clothing, shoes, and accessories to landfill. By keeping these out of landfills instead, we can reduce greenhouse gas emissions by **1,231,917 metrics tons** and energy usage by **9,707,680 million BTUs!**

That is the equivalent of:

- Planting **378,338** acres of air-cleaning forests
- Keeping **266,073** cars off the road for one year

ReFashion Week NYC is produced by the Sanitation Foundation and the New York City Department of Sanitation’s donateNYC program in collaboration with members of the [donateNYC Partnership](#), including Housing Works, Goodwill, Big Reuse, and fashion industry partners Eileen Fisher, Fashion Revolution USA, and Heron Preston.

“New Yorkers have made incredible strides in keeping waste out of landfills since the days when my mother worked on recycling outreach thirty years ago, but we have much more to do, particularly when it comes to the clothes we wear,” said **Edward Grayson, Commissioner of the New York City Department of Sanitation**. “ReFashion Week may look different during this year of virtual events, but its message is as important as ever.”

“I have participated in ReFashion Week for several years now and have always been so impressed with the conversations as well as the audience engagement. I truly believe this event is one that can help us impact the industry.” said **Carmen Gama, Waste No More, Eileen Fisher, Design and Production Manager**.

ReFashion Week NYC officially begins Friday, February 26th, with a kick-off event hosted on the virtual marketplace, Gather. This eco-futurist platform allows attendees to walk around a virtual city, shop sustainable goods, network with vendors and other participants, and watch panels on sustainable fashion with leading experts and designers.

“The marketplace is one of moments during the week where we get to showcase the brands that are taking the most creative approaches to reducing textile waste,” said **Julie Raskin, Executive Director of the Sanitation Foundation**. “The City has an ambitious goal to send



zero textile waste to landfills and we understand that government can't accomplish this alone. It takes cross-sector collaboration and that's why we love how ReFashion Week brings together the public, private and nonprofit sectors to envision a more sustainable future."

The week-long series culminates with a virtual ReFashion Show on Friday, March 5th, in which stylists will showcase their thrifted styles on the runway, while the audience and industry experts will choose their favorite. Last year's winner worked with our donateNYC partners Housing Works and Big Reuse to create our [2021 ReFashion Week Lookbook](#) – showing New Yorker's that shopping thrift stores can yield stylish looks on a budget while reducing waste.

"Big Reuse is committed to providing a great experience for second-life clothing shoppers, and making Gowanus a destination for the eco-conscious creative community! The team is so excited to participate in this initiative!" said **Justin Green, Executive Director and Founder of Big Reuse and Big Initiatives.**

This 3rd annual event series is sponsored by the New York City Economic Development Corporation's Made in NY, Mebl, MPB, and more.

"The fashion industry is an iconic part of New York City's identity and we're happy to support ReFashion Week with NYC Department of Sanitation," said **NYCEDC Chief Operating Officer Rachel Loeb.** "The Made in New York Campus will bring exciting opportunities to the Sunset Park community and New York City as a whole, while providing garment and fashion manufacturers with a new facility that will promote sustainable practices for the industry."

For a full listing of events and to view the *ReFashion Week Lookbook*, visit refashionweek.nyc.

About the New York City Department of Sanitation

The Department of Sanitation (DSNY) promotes a healthy environment through the efficient management of solid waste and the development of environmentally sound long-range planning for handling refuse, including recyclables. The Department operates 59 district garages and manages a fleet of more than 2,000 rear-loading collection trucks, 450 mechanical brooms and 695 salt/sand spreaders. The Department clears litter, snow and ice from approximately 6,500 miles of City streets and removes debris from vacant lots as well as abandoned vehicles from City streets.

About donateNYC

donateNYC, a program of the NYC Department of Sanitation, helps New Yorkers give goods, find goods, and do good, with tools that make it easy to donate or find used items. donateNYC also provides vital support for New York City's reuse community, helping nonprofit reuse organizations increase and promote their reuse efforts.



By donating and reusing goods instead of discarding them, New Yorkers can greatly reduce waste, conserve energy and resources, save money, and help provide jobs and human services for New Yorkers in need. donateNYC is an essential part of NYC's Zero Waste Goals.

About The Sanitation Foundation

The Sanitation Foundation, founded in 2016, is the official nonprofit organization of the New York City Department of Sanitation. Supported by private funding and in-kind donations, the Foundation leverages non-traditional strategies to promote sustainability and advance the essential services of Sanitation employees.

The Sanitation Foundation is supported, in part, by grants from The New York Community Trust, Con Edison, NYC Service, Robin Hood Foundation, the Closed Loop Foundation and the St. Patrick's Day Foundation NYC. We'd like to extend our deepest appreciation to all donors and friends of the Sanitation Foundation, who make our programs possible.

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