

Circulose expands brand network as EILEEN FISHER, Marimekko, Samsøe Samsøe, and King Louie integrate CIRCULOSE®

Circulose announces four new brand partnerships with EILEEN FISHER, Marimekko, Samsøe Samsøe, and King Louie, expanding its network of fashion brands integrating CIRCULOSE® into collections and sourcing strategies.

Advancing circularity in fashion requires collaboration across the value chain and the scaling of next-generation materials. Circulose's growing partner network signals that this shift is underway. The newly announced partners join a wider network including H&M Group, Mango, BESTSELLER, Reformation, and Marks & Spencer, among others, working with Circulose to integrate circular materials into product development and sourcing processes.

CIRCULOSE® is a regenerated material made from 100% discarded textiles, enabling fashion brands to replace virgin fibers with a circular alternative without compromising on design, performance, or quality.

"We are delighted to welcome Marimekko, Samsøe Samsøe, EILEEN FISHER, and King Louie to our growing partner network. Scaling circular materials requires brands willing to lead the way, and these partnerships show what that leadership looks like in practice," says Jonatan Janmark, CEO of Circulose.

Circulose's commercial strategy is built around close brand collaboration, a licensing-based model, and dedicated implementation support designed to reduce friction and enable large-scale adoption of recycled materials across the value chain.

About Circulose

Circulose is a pioneer in textile-to-textile recycling, owned by Altor. The company operates the world's first commercial-scale chemical textile recycling facility in Sundsvall, Sweden. Using a patented process, Circulose transforms end-of-life cotton-rich textiles into CIRCULOSE® - a high-quality dissolving pulp used to produce regenerated fibers like viscose and lyocell, replacing virgin forest-based inputs. Guided by its mission to lead the shift to a circular fashion industry, the company provides premium recycled raw materials and end-to-end supply chain support to help brands accelerate the adoption of next-generation materials. To learn more, visit www.circulose.com.

About EILEEN FISHER

EILEEN FISHER has been making a system of simple, timeless clothes for over 40 years. A socially conscious company, EILEEN FISHER designs its clothing to be part of a circular manufacturing model, starting with sustainable materials, then taking back its clothes to be resold through Renew, the company's take-back program. The company became a B Corp in 2016, which means it voluntarily meets high criteria for social and environmental performance, accountability and transparency. The company's clothes are sold online at eileenfisher.com, in more than 50 EILEEN FISHER stores in North America and over 400 department and specialty stores globally. Good-as-new pieces are resold at eileenfisherrenew.com, in two EILEEN FISHER Renew stores, and select EILEEN FISHER retail stores nationwide.

About Marimekko

Marimekko is a Finnish lifestyle design company renowned for its original prints and colors. The company's product portfolio includes high-quality clothing, bags and accessories as well as home décor items ranging from textiles to tableware. When Marimekko was founded in 1951, its unparalleled printed fabrics gave it a strong and unique identity. In 2025, the company's net sales totaled EUR 190 million and comparable operating profit margin was 17.1 percent. Globally, there are over 170 Marimekko stores, and online store serves customers in 39 countries. The key markets are Northern Europe, the Asia-Pacific region and North America. The Group employs about 490 people. The company's share is quoted on Nasdaq Helsinki Ltd. www.marimekko.com

About Samsøe Samsøe

Originating from Copenhagen, [Samsøe Samsøe](https://www.samsøesamsøe.com) is defined by a wearable aesthetic that combines the utilitarian energy of today's style with a Scandinavian spirit. Collections draw upon our region's renowned design tradition to create sophisticated garments, footwear and accessories with a modern twist.

About King Louie

King Louie is an Amsterdam-based womenswear brand founded in 1981, known for vintage-inspired designs and colorful prints. The brand creates contemporary collections that blend vintage aesthetics with modern silhouettes and craftsmanship. Built on fair working conditions, sustainable materials and supply chain transparency, King Louie designs pieces intended for long-term wear. Available in over 1,000 boutiques and retail stores across Europe, as well as King Louie Stores in Amsterdam and Utrecht, and online at kinglouie.com.



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Image Attachments

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