

Upcycling Jewellery



→ **Reworking and reusing perfectly good textiles and accessories not only reduces waste but is part of good living. Sustainable fashion isn't just another trend; being resource-minded is the future.**



ENVIRONMENTAL

Upcycling fast fashion accessories keeps perfectly good materials from entering landfills. By pursuing opportunities for reuse, the UK alone could reduce its reliance on raw materials, including rare earths, by up to 20% by 2020.



SOCIAL

Lumoi says its upcycling jewellery service illustrates the true value of finite natural resources, giving people an option to change their habits.



ECONOMIC

UK businesses can save up to \$35.75 billion through low- or no-cost improvements in the efficient use of resources, according to research from the Department for Environment, Food and Rural Affairs in the UK.



Developed in UK



Deployed in
UK, Canada, Australia



Lumoi creates eclectic, **sustainable jewellery** made from unwanted materials shipped to their upcycling service. “Fast fashion” accessories encourage wastefulness due to their low cost and lack of quality. Lumoi redesigns these “undesirable” materials into new objects of beauty. The company ensures its jewellery is **hand-crafted** to the highest standard for durability so accessories last. This approach ensures **environmentally friendly production**, avoids waste, and results in sustainable jewellery.

Why a Sustainia100 solution?

The need to find alternative ways to deal with waste has never been greater. Consumers throw an astonishing amount of textiles and accessories into landfills each year. Lumoi says its upcycling service is an eco-friendly way to dispose of broken, fast fashion jewellery.



Solution by Lumoi Jewellery