

MAUD HARDY BECOMES MANAGING DIRECTOR OF REFASHION

On January 15, 2022, Maud Hardy will become the new Managing Director of Refashion, the Producer Responsibility Organisation managing the EPR scheme for clothing, household linen and footwear in France. She is appointed by Refashion's Executive Board and will take over from Alain Claudot, who has been the Managing Director of Refashion since its creation in 2009.

"The Executive Board has appointed Maud Hardy on the cusp of a crucial period in which Refashion's mission is to engage the Textile Industry to switch to a 100% circular model. This new era will be marked by increasing funds to develop eco-design projects and to accelerate the industrialisation of recycling in France and Europe. We are confident that Maud will be able to tackle these new challenges" explains **Didier Souflet, Chairman of Refashion's Executive Board.**

Maud Hardy's appointment comes at a turning point in the life of the PRO

As Refashion's Circular Economy Director since 2017, Maud Hardy is an expert in marketing, business development and circular economy, with over 25 years' experience in international companies in fashion and leisure. She is recognised for her professionalism and her sense of dialogue, and her mission will be to support the industry stakeholders in developing a 100% circular approach throughout the product life cycle and to establish Refashion as a benchmark and role model at European level.

Within the PRO, she has developed the Refashion **Eco design platform**, which assists brands in taking up the challenge of eco-design, as well as the **Refashion Recycle platform** to connect all stakeholders operating in textile and footwear recycling.

"Today more than ever, we must engage all stakeholders around the 4Rs: Repair, Reuse, Recycle and Reduce. The climate crisis and the urgent need to reduce our industry's environmental impact will guide each one of my actions, so we can all progress towards a 100% circular model. Brands' investments to finance this new model will be paramount and I will dedicate myself to achieving this goal – both in France and in Europe. Also, I am very grateful to be supported by a great team that is highly engaged in achieving this environmental transformation."

Maud Hardy



Alain Claudot, handing over

Maud Hardy is taking over from Alain Claudot, who has been at the head of Refashion since 2009. Alain's work and commitment is acknowledged by all. *"I am delighted to hand over to Maud, with whom I have been lucky to work on many projects. I have no doubt that she will succeed as leader of Refashion in continuing to roll out our vision, extend our actions and carry out the transformations required in the sector. These last years have marked an important turning point for the French Textile Industry, and I am pleased to have contributed to this at the head of Refashion. I will continue to give the team my full support."*

Alain Claudot will continue to act as a consultant for Refashion, providing valuable expertise for the PRO. *"I would like to thank Alain for the unfailing energy and commitment he has invested in Refashion. He has gathered a highly motivated team of experts that is now ready to speed up the transformation."* Didier Souflet

<https://refashion.fr/en>

PRESS CONTACTS

Jennifer Cuenca - jennifer.cuenca@becoming-group.com - +33 (0)7 78 45 21 78
Léa François - lea.francois@becoming-group.com - +33 (0)6 16 40 10 58
Raphaël Tassart - raphael.tassart@becoming-group.com - +33 (0)6 26 02 44 30

About Refashion

Refashion is the first PRO (Producer Responsibility Organisation) managing the EPR (Extended Producer Responsibility) scheme for the Textile Industry in France. As many European countries are now considering adopting the EPR scheme for Textiles, Refashion has a decisive part to play considering the urgent need to find profitable and industrial solutions in Europe.