



kirkbydesign

**FLECK ECO**  
PRESS RELEASE



# FLECK

## SUSTAINABLE TEXTURED CHENILLE

proudly supporting

Trees for Life

Reengineered as a sustainable addition to Kirkby Design's plains portfolio, Fleck Eco has been adapted to become a more environmentally conscious, textured chenille that retains the much-loved speckled aesthetic of the original Fleck fabric. Fleck Eco combines recycled wool and acrylic yarns with Tencel lyocell and 100% PET recycled polyester yarns. The recycled wool and acrylic yarns are reconstituted from the fashion industry, whilst Tencel lyocell is a sustainable yarn that originates from fast growing eucalyptus trees. The 100% PET recycled polyester yarns are produced from waste plastic bottles.

As part of Kirkby Design's commitment to reducing the impact on the environment with the Fleck Eco collection, they have partnered with Trees for Life and will be donating 5% of income generated from every metre sold for the lifetime of the collection. Trees for Life are a rewilding charity in the Scottish Highlands focused on reforestation and biodiversity.

### HOW THE PRODUCT IS MADE:

The wool yarns are obtained from recycled clothing, knits and unused fabric offcuts from the fashion industry. Fibres are carded, a process that allows fibres of different lengths to be extracted from highly mixed compositions whilst impurities are discarded. The repurposed yarns are then blended together and spun into new fibres ready to be woven.

The acrylic also comes directly from these recycled textiles and is carded along with the wool and spun into new fibres ready to be woven.

The Tencel lyocell is sourced from fast growing eucalyptus trees - wood chips are made which are then broken down into pulp, turned into Tencel fibre and spun into yarn. Tencel lyocell is a more sustainable alternative to Viscose as the solvent used to dissolve the cellulose is over 97% recoverable and the production requires very little water.

The polyester is used to tie these fibres together and is sourced from recycled plastic bottles. The bottles are ground down to produce PET polyester (Polyethylene terephthalate), this is then melted down to produce filaments which are then spun into yarn.

### OTHER ENVIRONMENTAL ASPECTS:

- Water used during production is recycled for reuse in the process, further minimising the impact on the environment.
- Solar panels are used to power parts of the production of Fleck Eco
- Fleck Eco is fully recyclable, meaning it can be repurposed for future use and are therefore 'circular' in nature.

### PRODUCT INFORMATION:

- 43 Colours
- 47% Tencel Lyocell, 28% Recycled Wool, 20% Recycled Acrylic, 5% Recycled Polyester
- Suitable for upholstery, drapes and accessories





## ABOUT KIRKBY DESIGN

Led by Brand Director, Jordan Mould, influential British interiors brand, Kirkby Design, has a contemporary and sometimes playful approach to innovative design and colour. Creating distinctive textiles from its in-house studio in London, Kirkby Design has also pioneered unique collaborations including the successful Underground collection with Transport for London and with the iconic fashion brand, Eley Kishimoto.

Kirkby Design is part of The Romo Group, a family run business in its fifth generation. The range is available worldwide through an extensive network of selected interior designers and retail outlets.

Please contact us for price information, samples and images, we are also happy to arrange interviews and offer expert commentary from our designers

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