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# Circular Textiles Foundation and UKFT Launch Circular Design Playbook at Textiles Recycling Expo

*Practical guide for brands and retailers navigating the transition to circular product design debuts at Textiles Recycling Expo, Brussels, 24th–25th June 2026.*

The Circular Textiles Foundation (CTF) and UK Fashion and Textile Association (UKFT) are delighted to announce the launch of the *Circular Design Playbook: A focus on fibre-to-fibre recycling*. The Playbook makes its debut at the Textiles Recycling Expo (24th–25th June 2026, Brussels), where CTF is exhibiting for the first time.

Drawing on CTF's technical expertise in circular design and UKFT's understanding of the UK industry and legislative landscape, the guide addresses the full range of teams that shape a product: design, buying, sustainability, technical, compliance and marketing. It is designed to provide a timely, actionable resource for brands that want to get ahead of incoming regulation rather than respond to it under pressure.

**What the Playbook includes:**

**Team-by-team guidance:** Practical actions for design, buying, sustainability, compliance and marketing teams, recognising that circular design must run across functions, not sit in one.

**Recycling parameters by fibre type:** Clear guidance on which fibre compositions, components, trims and finishes are compatible with current fibre-to-fibre recycling technologies.

**The CTF 'Theory of Thirds' framework:** A practical approach to mapping a product range, identifying what is already recyclable, what could be with modest changes, and what remains challenging.

**Primark case study:** How one of the UK's largest retailers embedded circular design across buying, design and quality teams through a training programme developed with CTF, resulting in 5% of all clothing units sold in 2024/25 being circular by design.

*"The Circular Design Playbook is the resource we wished existed when brands first started asking us how to begin. It reflects years of on-the-ground experience working with internal teams, and the reality that circular design is not a single team's responsibility — it must run through an organisation. We hope it gives brands the confidence to start, and a clear sense of where to go next."*

**Tim Cross, Founder and CEO, Circular Textiles Foundation**

"By supporting businesses in understanding the opportunities and the practical steps required to embrace circular design now, our sector can build resilience, unlock innovation, and remain competitive in a rapidly changing global market."

**Adam Mansell, CEO of UKFT**

The Playbook is designed to be a starting point, not a complete solution. The brands making the most progress are those that begin somewhere, build knowledge and continue. CTF and UKFT are available to support brands at every stage of that journey.

The Circular Design Playbook is available to download at: https://ukft.org/news/ukft-ctf-launch-circular-design-playbook

CTF will be exhibiting at Textiles Recycling Expo (Stand 2433) on 24th–25th June 2026, Brussels.

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**Notes to Editors**

**About the Circular Textiles Foundation (CTF)**

CTF is an independent certifier and training provider dedicated to accelerating the transition to a circular textile economy by advocating for Design for Recyclability. Through rigorous product certification and industry training and collaboration, CTF provides brands, retailers and recyclers with the tools and standards needed to make fibre-to-fibre recycling a commercial reality. The CTF's 'Infinitee' mark is a certification trademark granted by the UKIPO (2024) and EUIPO (2026), carrying legal recognition across all 27 EU member states and the UK. As a certification mark, it provides a legal guarantee that goods bearing the mark meet a defined standard — in this case, that the garment is designed to be recycled.

**About UKFT**

UKFT is the largest network for fashion and textiles in the UK. As the industry's leading trade association and Sector Skills Body, we are committed to delivering sustainable growth for the entire UK fashion and textile supply chain. We bring together brands, designers, manufacturers, suppliers, educators and retailers to promote their businesses and our industry, both in the UK and throughout the world. We offer practical advice and technical support to help member companies grow and trade internationally. With a growing focus on sustainability and innovation, UKFT is driving meaningful action in the transition to a circular economy. We work to elevate the skills of the UK fashion and textile industry to maintain our competitive position for the future. We support businesses with complex global supply chains, as well as helping to drive a resilient and innovative UK manufacturing sector. Our President is HRH The Princess Royal.

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