



Discover Start

Q Log in

Share this project

Done

 Share  Tweet  Embed

Share this project

Done

 Tweet

 Share

 Email

London W11 - Circular Cashmere



London W11

Circular Cashmere

Recycled cashmere is the eco-conscious choice, sustainable, luxurious and long lived.



Created by

[Eva Maria Khan](#)

63 backers pledged £20,581 to help bring this project to life.

 Last updated [November 6, 2019](#)

Campaign

Rewards

FAQ

Updates ⁵

Comments ⁰

Community

Share this project

🔖 Save



📍 [London, UK](#) [👉 Apparel](#)

£20,581

pledged of £20,000 goal

63

backers

The London W11 Circular Cashmere capsule is the nexus of recycling and luxury - cashmere items that have a high level of design, versatility, made from fine recycled cashmere yarn that stands the test of time; the eco-conscious choice for feel-good fashion.

By backing the London W11 Circular Cashmere campaign, you are pre-ordering luxurious, timeless chic and long-living items, made in Italy from finest recycled pre-consumer cashmere yarn. The delivery will be in December in time for Christmas.



Recycled cashmere: an eco-conscious choice, sustainable, luxurious and long-lived.



About London W11

London W11 originated in our founder Eva-Maria's Notting Hill apartment, out of an insatiable desire for a luxurious cashmere product that is timeless, durable, sustainable and affordable.

Do you wish to purchase a *product that feels good when you buy it, feels good when you wear it, and still feels good as you continue to wear it 10 years later?* (A big ask!)

As the cashmere industry is evolving, we've come up with another reason to feel proud of London W11's garments. We, as a brand, pledge to go fully circular by the end of 2019, and we need your support for it!











Our Mission

To create eco-conscious luxury - beautiful, sustainable, no compromises.

What is circular luxury and why does it matter? London W11 is going circular as a first-mover:

- Drastically reduce cashmere fibre waste in the fashion industry - ***currently, 12% of material is being thrown away during the manufacturing process;***
- Radically reduce the environmental impacts of producing new garments, by using ***5x less dye*** (and therefore reducing water waste) per sweater, minimising transportation costs, and ***using ca. 25% of the Grade A virgin cashmere wool*** compared to a normal sweater, ***equivalent to saving the wool from 6-8 cashmere goats;***
- ***Combat the wasteful cycle of "seasonal" fashion*** by making durable products that last and never go out of style.

Circularity is the eco-conscious choice, the essence of sustainability.

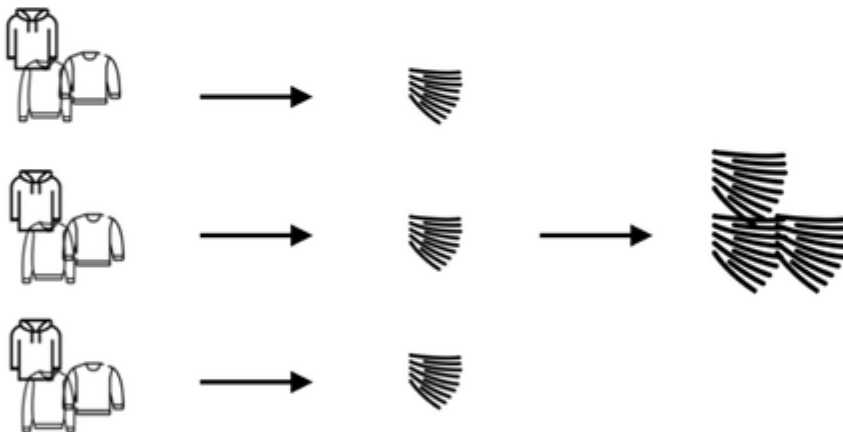
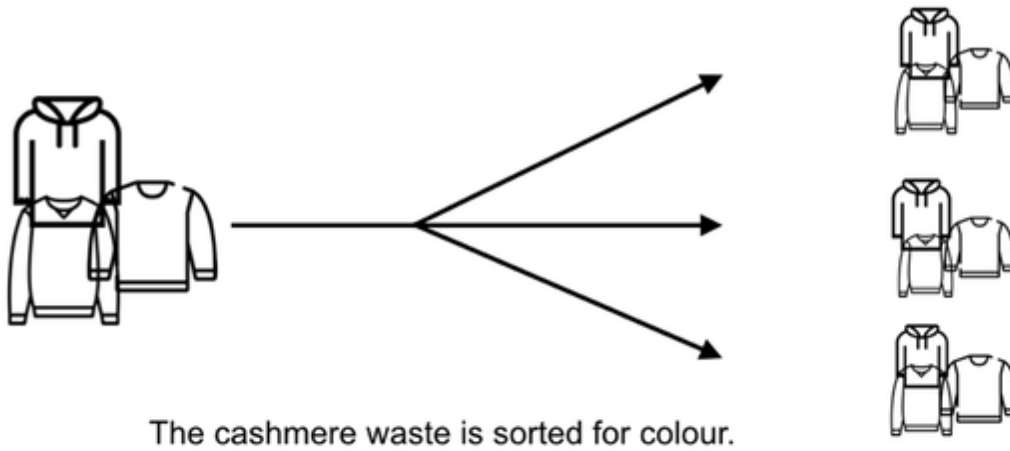
While several brands are beginning to adopt circularity and sustainable cashmere in some of their products, ***no other brand can rival London W11's commitment to luxury, durability and overall value for money.***

Circularity for reduced environmental impact

The fashion industry produces over 8% of the total global greenhouse gas emissions - more than what is produced by all international travel. Climate change has grown immensely, creating a lot of concerns within the luxury fashion industry. A growing number of people are asking, "What can I do to help the environment?" With that question, a cashmere sweater becomes more than its look, feel and cost.

We take recycled ***Grade A cashmere fibres***, spin them with enough ***Grade A virgin fibres*** to create strength and structure and make pieces with simplicity and practicality. Recycled cashmere matters to us. The textile industry produces 53 tonnes of fibres annually, and 73% of that will go on to be landfilled or burned. That's a lot of waste!

THE RECYCLING PROCESS



Cashmere waste is re-sized to fibre dimensions and blended with 20% grade A virgin fibre.



The blending follows the process of carding, spinning and knitting as with any 100% virgin fibre would.

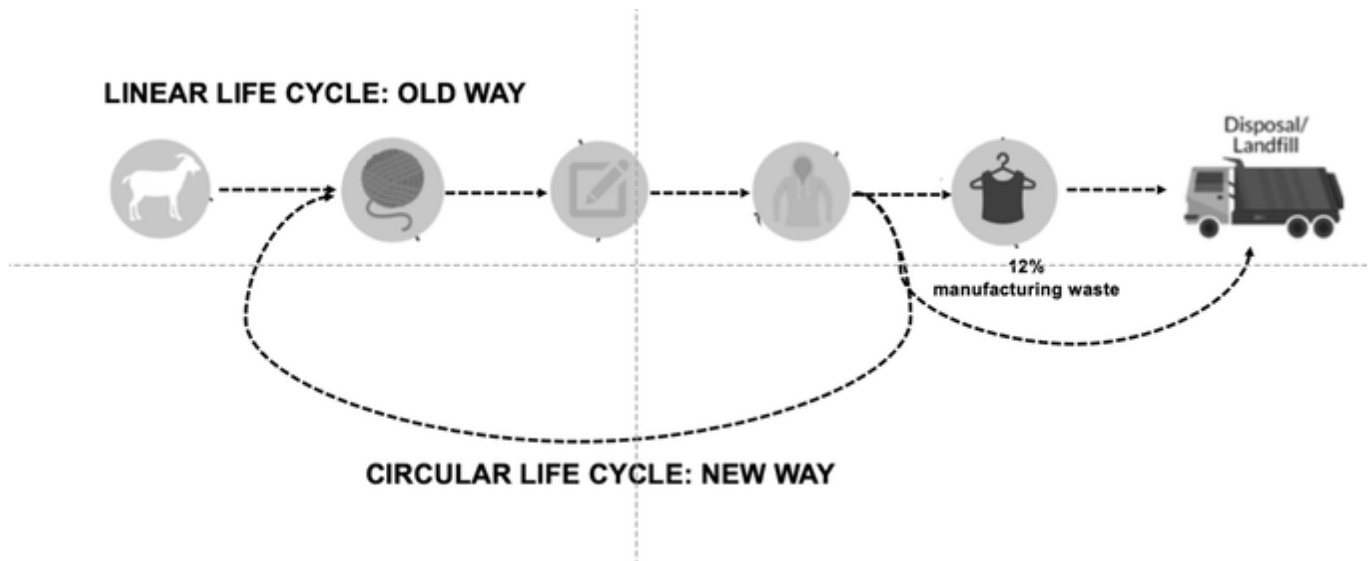
Our developed cashmere yarn is an 80/20 blend of recycled and virgin Grade A cashmere fibres, which guarantees our luxury quality that doesn't pill and stands the test of time. The recycling process is a dry process, with no water required. This is how it works: the material is "pulled" repeatedly to the smallest fibre size, blended with Grade A virgin fibre, carded into a web-like texture which is split into multiple thin threads to then finally begin the spinning process.



Pulling stage for recycled cashmere

For highest quality Grade A virgin cashmere, it takes up to ten goats to make one sweater. Even though it's a renewable resource, climate change, and overgrazed land endanger its

sustainability. By decreasing demand for virgin cashmere fibre, we're not only preserving the resource but also the livelihood it provides for herders.



Ethical Standards

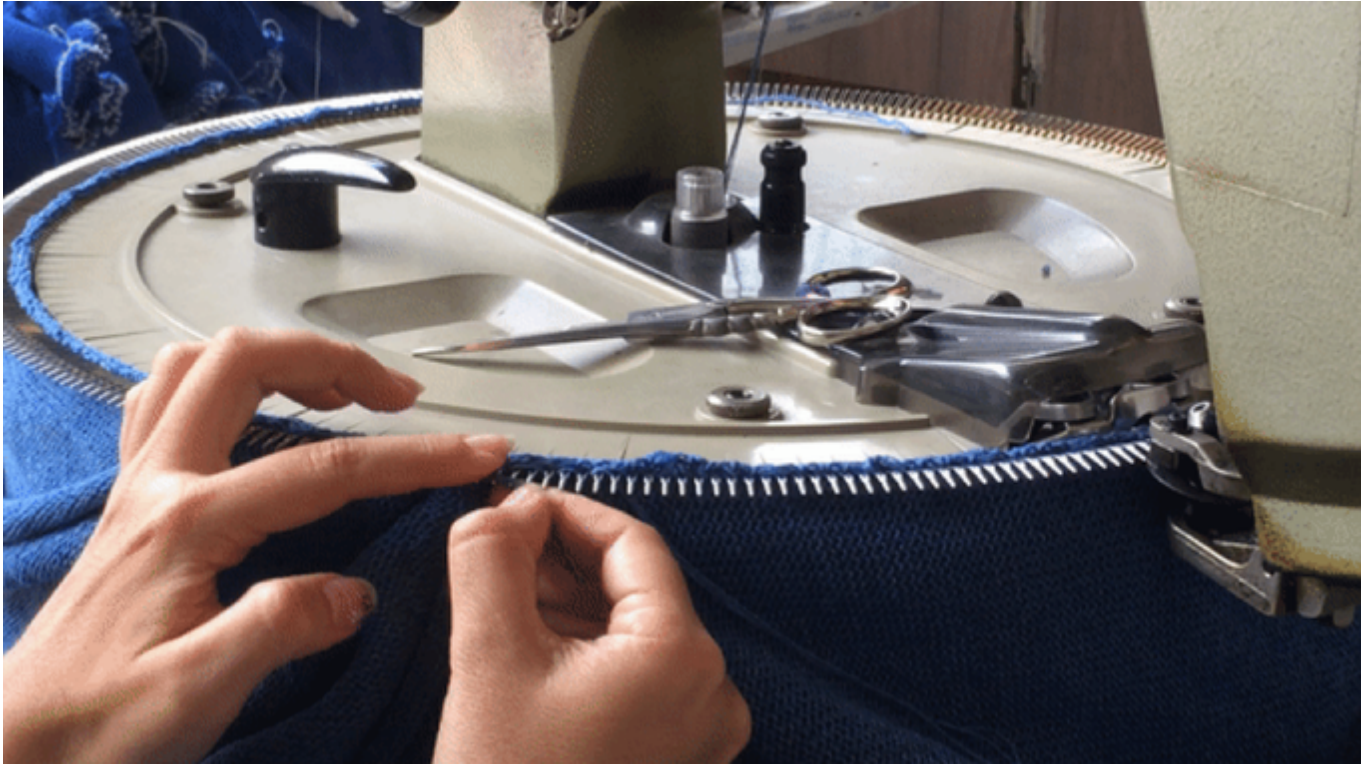
Mindful manufacturing to us is holding the highest ethical standards. Animal welfare, sustainability, and traceability are the three main pillars of ethical sourcing practices. We source our **Grade A virgin cashmere yarn** exclusively from Italian and Scottish mills who are able to verify their relationship with Mongolian herders and work directly with them to promote and encourage sustainable standards.



Cashmere yarn - sourced from mills committed to animal welfare, partnered with ethical herders and approved de-hairers

For London W11, it was a conscious decision to work with an artisanal manufacturer in Italy, where EU regulation protects worker rights, and its heritage of superior craftsmanship is a

source of pride. We are close to them, developing together new techniques, stitches, and finishes.



Our talented and experienced knitters, handcrafting every piece





Accessible Luxury Made in Italy

We sell direct to consumer - luxury circular cashmere without the inflated price tag;

Our business requires attention to detail, design insight and an attractive commercial proposition for consumers.

Selling direct to customers keeps our items accessible with an average product mark up of 2-3 times Costs of Goods Sold in comparison to 5-6 of traditional retail.

Cashmere is a luxury in its own right - when dyed, spun and manufactured consciously, it is one of the softest, lightest, durable and most luxurious yarn you can wear.

Why Circular Cashmere?



Scientists and activists are loudly voicing the grave danger to natural resources; On average 12% of material is discarded at each stage of the production cycle...precious waste that wants to re-enter the economy. we turn waste into a win-win for all of us.

We developed, trialed and tested a recycled cashmere yarn that is as luxurious and durable as the virgin yarn with which we have earned our reputation. We use reclaimed pre-consumer cashmere fibres from knitting manufacturers in Italy and Scotland to spin our recycled cashmere and make it into precious, soft and durable yarn.

Why London W11?

Long-lived quality and design = Low cost per wear



"The only positive down curve": reduction in cost per wear over time

Most high street cashmere sweaters tend to be replaced at least every two years after wear and tear due to pilling and deteriorated quality. Over the course of ten years, purchasing one London W11 sweater can almost save the consumer an average of £270 and reduces the negative impact of animal husbandry for 16-40 goats, depending on the quality of cashmere used in the other garments purchased.

London W11 wants to empower you to replace the throwaway culture by consuming circular luxury and adopting new purchasing habits. When you buy a circular cashmere garment from us, we believe that you will feel good when you buy it, and continue feeling good wearing it for years to come. Inspired by this ethos, we ensure that our cashmere garments are machine washable and don't require dry cleaning. This makes it easy to care for garment while saving dry cleaning costs that are typically associated with maintaining cashmere. Therefore, easy maintenance and a minimum 10-year guarantee make it the right choice for a consumer.

Circular cashmere is the eco-conscious choice of today's consumer.

Available Products for Pre-Order

Pre-order now, and we'll follow up by October 30, for your order details (including size, style, and color selections).

Shipping within the EU and to the US/Canada is included in the pledge.

How to order: Simply select one of the backer gift levels and create a new account for yourself if you aren't already registered with Kickstarter.



Men's Zip Hoody



Men's Crew





Women's Lace-up Hoody



Women's Chunky





Women's Crew



Unisex Beanie



Unisex Chunky Scarf



Size chart

SIZE CHART

MEN	S	M	L	XL	XXL
UK/US	36-38	40-42	44-46	48-50	52-54
I	46	48	50	52	54
WOMEN					
UK	8-10	12-14	16-18	20	-
US	4-6	8-10	12-14	16	-
I	38-40	42-44	46-48	50	-

FREE SHIPPING AND TAXES INCLUDED TO UK, USA, CANADA, AND EU (INCLUDING SWITZERLAND). THE DELIVERY WILL BE IN DECEMBER. IN TIME FOR CHRISTMAS!

FOLLOW US ON



Risks and challenges

Although London W11 is an experienced producer of luxury cashmere items. There is always a certain level of supplier risk, however, should there be a shortage of our differentiated blend of 80/20 grade A cashmere yarn.

[Learn about accountability on Kickstarter](#)

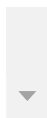
Questions about this project? [Check out the FAQ](#)

[Report this project to Kickstarter](#)

Funding period

Oct 3 2019 - Nov 6 2019 (34 days)





EXPLORE

Arts
Comics & Illustration
Design & Tech
Film
Food & Craft
Games
Music
Publishing

ABOUT

About us
Our charter
Stats
Press
Jobs

SUPPORT

Help Center
Our Rules
Creator Resources
Forward Funds
Brand assets

MORE FROM KICKSTARTER

Newsletters
Kickstarter Magazine
The Creative Independent
The Kickstarter Blog
Mobile apps
Research

Kickstarter, PBC © 2022



English



\$ US Dollar (USD)



[Trust & Safety](#)

[Terms of Use](#)

[Privacy Policy](#)

[Cookie Policy](#)

[Accessibility Statement](#)

[CA Notice of Consent](#)

