



siffpristed.dk  
@siphph

## SIFF

SIFF is a one-woman business run by textile designer Siff Pristed. Since 2011 she has worked as a designer within fashion, textile and costume design with unconventional looks and a strong graphic expression. In 2020 she started working on the project 'Anew', now launching it as a fashion collection.



### How they work on circular economy

'Anew' started as a collaboration with the socio-economic sewing workshop 'I Tråd Med Verden'. With a common interest in finding new purpose in leftover fabrics from the textile service company Elis. Siff started experimenting with giving new life to the discarded materials. 'I Tråd med Verden' is still an essential partner in making and handling parts of the production.

The collection is made of recycled fabrics from linen, workwear and hygiene industries, mostly cotton, polyester and blends. Working with scrap fabrics adds some obvious challenges to the design process. Anew is therefore developed with textile techniques such as patchwork, quilt, and sublimation print.

