



vaerupcycled.com  
@vaer\_upcycled

## VAER

VAER is a Copenhagen-based textile upcycling brand. There are currently 4 people in VAER on a mission to fight textile waste by making textile upcycling scalable. VAER gives textile waste a new life by transforming discarded workwear and jeans into upcycled sneakers.



### How they work on circular economy

VAER is creating products that are giving a new life to textiles that would otherwise have been wasted. VAER also ensures that their products don't become waste by having a take-back program for their sneakers. They unleash the untapped potential in upcycling, by developing a model that enables textile upcycling to become scalable.

VAERs customised upcycled sneakers, include the consumer in the design and production phase, by enabling them to choose and cut their own textile waste. VAER focuses on creating products that are as sustainable as possible throughout the entire lifecycle, by giving discarded textiles a new life and making the shoes recyclable.

