WWD

FASHION / FASHION SCOOPS

Westin Hotels & Resorts Creates First Upcycling Program to Create Pajamas for Children

Of the 325 ideas suggested, the standout upcycling one came from a housekeeping supervisor at the Westin Trillium House in Canada.

By Rosemary Feitelberg on March 14, 2018

Westin Hotels & Resorts will sell children's pajamas to help benefit youngsters in need. Shaun Fenn

CALL IT A NIGHT: With its "Project Rise: ThreadForward" program, Westin Hotels & Resorts is upcycling sheets into children's pajamas — many of which will be given to those in need.

ESSENTIALIST

— TODAY'S MUST READ —

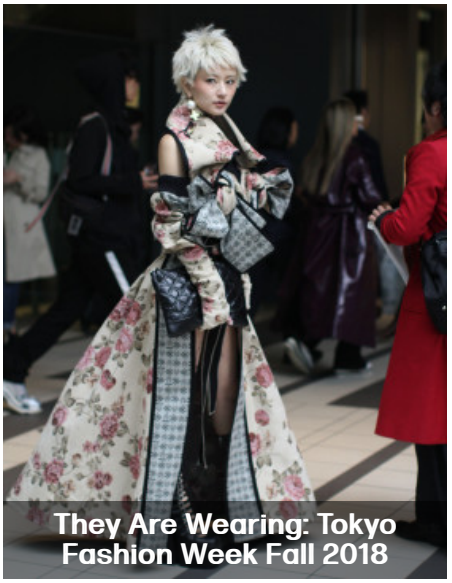
ABG Set to Acquire Nautica; Challenges Could Be Ahead

LATEST GALLERIES

The initiative is an offshoot of Westin's "Let's Rise" global campaign, which is built around six pillars of well-being such as Sleeping Well, Eating Well and Being Well. Staffers at 50 of Westin's 225 hotels were asked for ideas to take wellness into the broader communities. Of the 325 ideas suggested, the standout upcycling one came from a housekeeping supervisor at the Westin Trillium House in Canada, who pointed out the considerable amount of bed linens that her hotel, as well as others, go through during the course of a year without any systematic repurposing. She suggested creating a recycling program to put them to use.

ADVERTISING

While some thinning or damaged bed linens are torn to be used as rags for housekeeping functions or donated to shelters, a good amount wound up in landfills as waste, according to Westin's senior vice president and global brand leader Brian Povinelli. The first 50 hotels to participate generated about 30,000 pounds of bed linens and terry cloth which has resulted in about 2,000 pairs of pajamas to date. Clean the World, the group known for collecting and recycling hotel soap products, and Divergent Energy created a new upcycling process to ensure the new fabric met U.S. Consumer Product Safety Commission regulations and a more unofficial comfort test. About 83 percent of the material has been repurposed, or will be, for such products as the pajamas, bags for them and socks, Povinelli said.



The majority of the upcycled pajamas will go to children in need through Delivering Good's partners. Working with the World Sleep Society, Povinelli spoke of the importance of creating bedtime routines — brushing your teeth, putting on pajamas and telling a bedtime story are integral to restorative sleep and improving a child's well-being. Starting April 16, consumers will be able to buy the $25 PJs at Westin's site with 50 percent of the proceeds going back to Delivering Good.

He added, "Our goal was not only to do something that we can take across the Westin brand to reenforce our wellness position and giving back. But also our hope is that this sparks a movement in the industry as a whole."

Westin's sustainability efforts include a Gear Lending program where guests can pay $5 a day to use New Balance sneakers and activewear. Overnighters can also defer housekeeping services and will be rewarded with food and beverage credits or loyalty points.

You're missing something!
SUBSCRIBE NOW

Sustainability Textiles

More From WWD

Recommended by

Kendall Jenner, Alessandro Michele Lead Most Engaged, Highest Insta-

How the Mall Fell Out of Fashion

Wallace Chan Talks Technology and High-end Jewelry

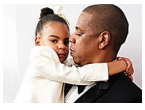
Nordstrom Deepens Canada Stake With Rack Rollout

WWD
FREE ALERTS & NEWSLETTERS
Enter your email addre
SIGN UP
PRIVACY POLICY

PMC TRENDING

Destination: Journey with Emirates

Robb Report
In Pictures: Ritz-Carlton Yacht Collection



Hollywood Life
Blue Ivy Bids $19K

0 Comments WWD Login

Recommend Share Sort by Newest

Start the discussion…

LOG IN WITH

OR SIGN UP WITH DISQUS

Name

Be the first to comment.

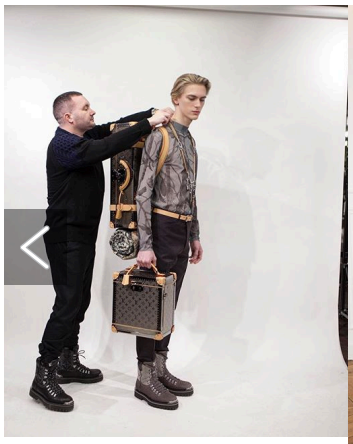
Subscribe Add Disqus to your siteAdd DisqusAdd Privacy

In Auction After

IndieWire
'Family Guy' Review: An All-Stewie Episode

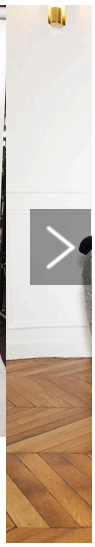
Recommended by Outbrain

SOCIAL STUDIES



@wwd

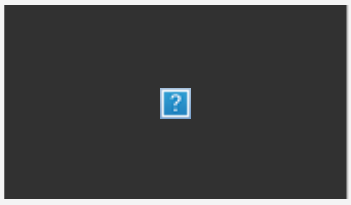
ng luxury brand are shaking things up to with streetwear. Case in point: the arrival @mrkimjones as artistic director of diorhomme. Jones, who succeeds Kris_Van_Assche, is seen as one of the l of designers who can actually straddle ury and streetwear worlds – which could to even more changes at established . What could this mean for the rest of the ear landscape? Head to WWD.com to find what experts predict #wwdfashion (📷: @franckmura)



"It's like best mo You hav @gabri fabri @cfda the Ye pe @jessi find out her,

More From Our Brands

FOOTWEAR NEWS



FAIRCHILD LIVE

2018 WWD Retail 20/20 London: The New Store Experience

VARIETY

London Theater Review: North Korea Saga 'The Great Wave'

BGR

The very last male northern white rhino has died, but hope remains

Britney Spears Debuts
Kenzo Campaign in Fierce
Denim Thigh-High
Stompers

4h Ago 4 months Ago 3h Ago 3h Ago

© Copyright 2018 - Penske Media Corporation