

Landmark Group Unveils Region's First Textile Recycling Facility in Ceremony Inaugurated by UAE Minister of Economy

- *Landmark's recycling plant was inaugurated by H.E. Abdulla bin Touq Al Marri, UAE Minister of Economy, Co-Chair of the UAE Circular Economy Council*
- *Situated in Dubai World Central, the facility aims to transform used fabric into valuable recycled fibres to be reused in new products.*
- *The region's first facility underpins Landmark Group's commitment to driving sustainability and achieving circularity in the GCC fashion industry.*

Dubai, UAE, 10 December: Landmark Group, the region's prominent retail and hospitality conglomerate, unveiled the region's first textile recycle facility at Dubai World Central. The facility was inaugurated by H.E. Abdulla bin Touq Al Marri, Minister of Economy, and Renuka Jagtiani, Chairwoman, Landmark Group in the presence of distinguished guests including the members of the UAE Circular Economy Council and Landmark's leadership team.

The facility supports Landmark's wider efforts to become circular and climate positive across its value chain by 2050. With the endeavour of closing the loop on sustainable customer journeys and giving a second life to used fabrics, across fashion and home products, Landmark Retail initiated takeback programmes last year across its stores in the UAE including Centrepont, Max Fashion and most recently across Home Centre and Home Box stores to receive and reward customers for bringing their pre-loved garments and textiles regardless of the brand.

The items are then transported to the recycle facility where they are processed into a selection of fibers that can be shipped to manufacturing units to be spun into yarn, and eventually transformed into new products across apparel and home furnishings.

Following the inauguration, H.E. Abdulla bin Touq Al Marri, Minister of Economy emphasized: "By fostering strong public-private partnerships, we are not only driving sustainable initiatives but also solidifying the UAE's position as a global leader in embracing the principles of the circular economy. Our collaboration with Landmark Group exemplifies the UAE's commitment towards promoting green growth."

Speaking at the inauguration, Renuka Jagtiani commented: "At Landmark Group, we firmly believe that protecting our environment is a shared responsibility that cannot be achieved in a silo. We took the first steps of our sustainability journey over a decade ago

with the launch of Splash’s sustainable collection. Since then, we have introduced several initiatives across various stages of our products’ lifecycles and operations to reduce our environmental impact and drive greater circularity.

Our recycling facility is a crucial step in the region’s fashion and textile industry towards closing the loop on product lifecycles to achieve circularity. We are delighted that it aligns with the UAE Circular Economy Policy and are open to working with relevant stakeholders to deliver meaningful and sustainable changes in the industry.”

Named “Landmark Circulife”, the recycling facility has an initial capacity to process 2,000 metric tons of textile waste annually and is poised to expand further, aiming to address approximately 5% of the UAE apparel market* (equivalent to 11,000 metric tons). This expansion is projected to negate 140,000 metric tons of CO2 emissions, save 107 GWh of energy, conserve 77,000 million liters of water, and achieve a 70% reduction in eutrophication. The facility’s recycling machinery can process a wide range of textiles.

**Source:<https://www.tadweer.ae/news/tadweer-and-coalition-of-partners-launch-sustainability-initiative-to-promote-textile-circularity-in-the-uae/>*

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About Landmark Group:

Founded in 1973 in Bahrain, Landmark Group has grown to become one of the largest and most successful omnichannel retail and hospitality conglomerates, with presence across 17 countries in the Middle East, Africa, India and Southeast Asia. Based in the UAE since 1990, the Group owns and operates 22 established homegrown brands across an extensive network of more than 2,200 outlets, encompassing a gross leasable area of 33 million square feet.

Landmark Group’s success is driven by its diverse portfolio of established brands, across multiple retail categories, offering a comprehensive range of products across fashion, home, groceries and electronics. These include Centrepoint, Max Fashion, Home Centre, Babyshop, Splash, Shoemart, Lifestyle, Viva, Emax, Home Box, Styli, Shoexpress, Spar and Easybuy.

Beyond retail, Landmark Group has diversified into the leisure, fitness and hospitality sectors with brands like Fitness First, Citymax, Fun City, Fun Ville, Zafran and Carluccio’s.

The Group boasts unparalleled logistics capabilities, owning the MENA region’s largest privately-owned distribution hub - Omega Logistics and Logistiq, which offers state-of-the-art third-party logistics services.

Landmark Group places a strong emphasis on delivering exceptional value and achieving customer satisfaction throughout its comprehensive product range.

The company has a dedicated workforce of more than 53,000 employees and continues to be certified as a Great Place to Work (GPTW) since 2017.

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