

## Puma x First Mile sustainable collection goes beyond recycling

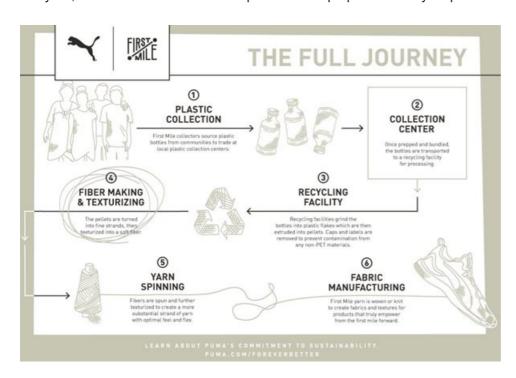
Global sports brand Puma and First Mile have co-created a sportswear collection made from recycled plastic, rooted in social impact and human connection.



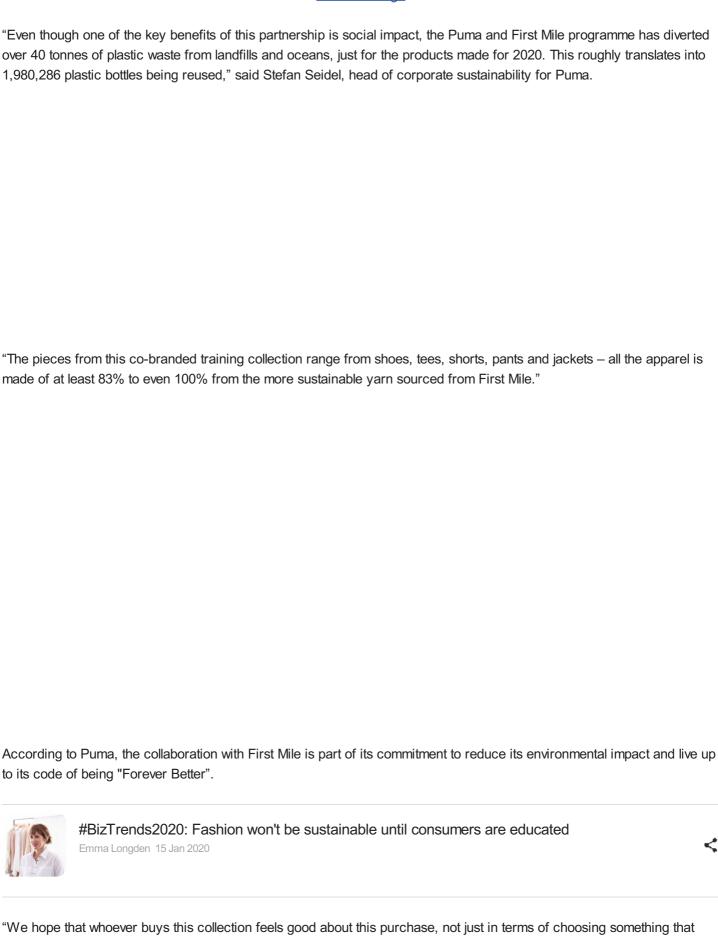
The Puma x First Mile collection consists of shoes and apparel made from recycled yarn that is manufactured from plastic bottles collected in the First Mile network.

## Strengthening micro-economies

The First Mile is a people-focused network that strengthens micro-economies in Taiwan, Honduras and Haiti by collecting plastic bottles to create sustainable jobs and reduce pollution. The bottles are then sorted, cleaned, shredded and turned into yarn, which is later used to create products with purpose that truly empower from the first mile forward.



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"The more we can connect that last mile with the first mile, the easier this sustainable movement will be able to continue."

uses sustainable material, but knowing that those entrepreneurs in the First Mile are being connected to this product

because it's their material going into it," said Kelsey Halling, head of partnerships at First Mile.

The first Puma x First Mile training collection will be available from 2 March on Puma.com and at Puma stores.
For more, visit: https://www.bizcommunity.com