

Elis in collaboration with Swedish upcycled fashion star Hodakova – the new collection shown at Paris Fashion Week.

Elis is Europe's leading supplier of textile services. The company focus on rental of clothes and textile goods, with the underlying purpose to reduce new production and save Earth's resources. This purpose of circularity is what brought Elis and Hodakova together in 2021.

Ellen Hodakova Larsson, the Swedish designer and founder of Hodakova, is already a global phenomenon. Her ground-breaking creations, that turn valueless textiles into luxurious goods, has made Hodakova one of the most desirable brands on the international fashion scene. At this year's Paris Fashion Week, the visionary fashion designer shows her latest work – The Conventional Collection 112209.

The collaboration between Elis and Hodakova started in 2021, with Hodakova contacting Elis in search of ragged out textiles to up-cycle in her designs. It was love at first sight. The two enterprises shared a common belief; that if the fashion industry wants to be more sustainable, it must rethink and change its mindset. Claire Bottineau [Sustainability Director] at Elis:

"Our collaboration with Hodakova is a manifestation of a shared purpose. And what better place to show that than Paris Fashion Week."

As a long-standing provider of multi-service solutions, Elis has always worked according to a circular business model that emphasise services over products and rentals over purchases. In Hodakova's designs the fundamental components of fashion – creativity and materials – meet in a new circular context, pathing the way for a more sustainable future.

"I was looking for textiles to upcycle and turned to Elis as they are a circular company in heart and soul. I'm so happy to now be able to show the collection made possible by our collaboration." Says Ellen Hodakova Larsson.

Contact Elis

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Elis support public and private businesses with textile, hygiene and facility services in long-term partnerships that empower their day and ensure their success. With operations in 29 countries in Europe and Latin America, Elis employ 50,000 professionals at 440 production and service centres. Elis is listed on Euronext Paris.