



"To create a world in which every kind of waste will be reused"

Says Eleanor Nathaniel, CEO of Remeant - Converted Textile, whose goal is "to change the attitude of the fashion and design industry from a trend of fast fashion with no values - to slow fashion with forethought"

By: Or Hai

October 2018

[Textile trade and business](#)



Elinor Nathaniel
(Photo: Yael Doron Geva)

"Our goal is to create a world in which any type of waste produced by humans will be re-used unless it is organic and biodegradable, by introducing innovative products and new textiles into a market that is currently based on materials that cannot be recycled and can cause high environmental damage".

Says Elinor Nathaniel, CEO of Remeant - Converted Textile, which aims to "change the attitude of the fashion and design industry from a trend of fast fashion and no values - to slow fashion with forethought."

Remeant is a unique material developed from unserviceable packaging materials, giving it a new life and a second chance - bubble wrap, for example - is transform into a new textile for high value products aimed at different markets such as the home design market, fashion market, accessories and so on.



From the DLD Innovation Week
(Photo: Hagit Stavinsky)

"We use the most common plastic in the world - polyethylene - which is produced in more than 20 million tons every year, 63% of it is destined for the packaging market only" explains Elinor. "Our advantage is that we can recycle any kind of packaging waste, according to the customer needs, and we can mix together different types of plastics that can not be recycled at all."

Who is your target market ?

"Our customers are leading brands, leading innovative companies, start-ups and high-tech companies, consumers who are aware of green fashion, looking for innovative products, designers and companies looking for new raw materials, strong fabrics and water resistant, leather substitutes and vegan products.

"But in fact, our preferred customer is anyone who wants to be active in the recycling process, while lacking the ability or time to devote to it. REMEANT's addresses the demand for 'Slow-Fashion', where consumers seek real value for their money.

REMEANT's customer will receive a high value, long lasting products, which are pleasant to the touch and, providing the same feel as natural materials. REMEANT's products does not compromise on quality.

The new textile has improved properties such as water resistance, it doesn't get dirty, has long-lasting color and texture and its appearance does not change for many years.

The perfect solution

Elinor Nathaniel, is a textile designer, graduate of Shenkar college in Tel Aviv, Israel.

She is the founder and the creator behind REMEANT - Converted Textile, dedicated to discovering and developing new processes, with creativity, knowledge and connections to factories and industry key people.

Due to her creative and unconventional thinking, she earned recognition, funding and patent assistance from the the Office of the Chief Scientist, Israel and the ACT Shenkar Program for Innovation and Entrepreneurship.

Alon Nathaniel (CTO) is the partner beside her. Alon has a master degree in Architecture and Business Administration - specializes in information systems, planning and marketing methods combination, and investment strategies. Alon is currently manager of an international shipping company, and has contacts with a wide variety of companies.

Alongside them, a team of marketing, technical consultants and designers, "operate in an unique way in order to reach interesting outcomes from waste materials, resulting in innovative products aimed at various markets.

"We have the perfect solution in the field of upcycling for two large industries today, textiles and plastics - and we are looking for new partners to join us in the growth of the brand." - says Elinor.

Info.remeant@gmail.com