



GREEN STAR

loop home

Rest easy with Australian-designed linen that is truly sustainable

“**M**ost people want to contribute to a more sustainable future, but often don’t know where to start,” says Marcus Nelson, the Melbourne-based founder of Loop Home. “Not everyone can go out and buy electric vehicles and solar power. This can be overwhelming and feel like an all-or-nothing approach is required for sustainability.”

Frustrated with the lack of transparency within the bed and bath textiles space, Marcus set up his company in 2021, aiming to create a genuinely sustainable brand that consumers feel confident purchasing, without sacrificing beautiful design and quality. “For us, it’s about the fibres we source [on the Aegean coastline of Turkey], how people are treated in the supply chains that we’re funding, the longevity of the products we create and how we operate as a business,” he explains. “Our mission is to change the way people purchase and understand the cotton industry and drive real change in terms of how it is produced and consumed. Approximately half of all the textiles in the world are made of cotton yet less than one per cent is certified as organic. To us, this is a problem worth solving and a place where we want to create impact.”

A lot of brands offer customers recyclable and even compostable packaging, but Loop Home goes a step further. “Growing our fibres near their production facilities instead of shipping them to a cheaper manufacturing facility on the other side of the world ensures that we can not only retain the traditional craftsmanship of Turkey but also minimise the footprint from transport.”

Marcus has also established a solution to ensure circularity for the brand. Re-Loop is a closed-loop recycling solution for all goods sold by Loop Home, so that none of the product ends up in landfill. “Our recycling program offers customers eight per cent of their original purchase price back as a credit to return their used goods,” he says. “The manual recycling process breaks the cotton back down into fibres and then it is re-woven into fabric for new products, which we can then sell through Re-Loop as a recycled cotton collection.”



CLOCKWISE (from opposite top) Loop Home founder Marcus Nelson. The company’s sheets come in colourways such as Ocean Grid and Dove Grey. Each product is sold in a reusable cotton tote bag. Five-piece towel set, \$219, including bath mat. Quilt-cover sets are priced from \$249 for queen; sheet sets are from \$259 for queen. More towels, priced individually from \$39 for a hand towel up to \$69 for a bath towel and \$49 for a mat.



Whenever the word ‘sustainable’ is mentioned, a hefty price tag usually follows, but Loop Home’s mission is to change that. “The concept for Loop Home was always about making design-led pieces accessible, offered at the highest quality possible at a price that is accessible,” Marcus shares. “We want our products to be luxurious and made from the highest-quality organic cotton we can source within Turkey.” The cotton used in his range not only feels luxuriously soft on the skin but is also of a higher quality than non-organic cotton and will last longer.

Partnering with the Global Organic Textiles Standard (GOTS) ensures Loop Home only works with supply chains that comply with GOTS. This means customers can be confident that all workers have been treated properly throughout the supply chain. Loop Home has also partnered with leading environmental platform Green Story to calculate the entire environmental footprint of the brand, a figure that is available to all consumers on the Loop Home website.

With a new standard for transparent business practices and more initiatives, Loop Home is looking at even greener pastures. “We see huge opportunity throughout the home for items that could be more sustainably sourced with a focus on design. Part of the fun of starting a new business such as this is that we can experiment in different categories and bring sustainability and circularity to the home, one room at a time.” **LO**
See loophome.com.au and [@loophome_](https://www.instagram.com/loophome_)

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