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Imagine
malls selling
only
salvaged
material
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Mallorca
Upcycling
Reuse
Local production



El Calaix Sostenible

The founder of this original project born in Manacor in 2011, Magdalena Mayol, and her sister wanted to put into practice what they had always seen at home, take advantage of any piece of clothing, button, sleeve ... to create something new. This is how El Calaix was born, a clothing store that uses scraps to design new zero waste models. It currently has two brands, El Calaix, children's clothing and toys and Seny, adult clothing.

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[escalaix_zero_waste_kids](#)
[seny_zero_waste_mallorca](#)



Es Calaix Sostenible

Magdalena Mayol
Founder

1. What values do you start from?

Es Calaix is a project that pretends to normalize and expand upcycling - creative reusing. I am obsessed about not throwing anything away. Designing with new materials has no merit. My mother already made us clothes with cutouts. When the words reuse and recycle did not even exist, they called it to take advantage. Instead of starting from what I want, it means starting from what I have. It is a social and environmental economy. Over time I have discovered that we not only take advantage of raw materials but also human resources. When I make the most out of a sleeve or a button, I'm taking advantage of the work that someone else did. The fashion industry is the 2nd most polluting and the most enslaving one. Over 1000 M people work in subhuman conditions.

2. What actions have you taken to achieve these values?

The store was opened in October 2011 by my sister and me. Sometimes I don't remember that this is a business. Clothes come to me from passers-by, customers, friends discarding what they don't want. I have never asked for any and still have a huge warehouse full, only with a few of Manacor's neighbours. Imagine what this would be like on a global scale.

Most clothing is synthetic, these clothes last a long time and that is why I can give them new designs and different lives. When I give them a new life I am preventing more energy from being spent on producing new pieces and avoiding new waste.

3. What does it mean to apply these actions, what is the return?

I have a client who says she hand-washes my clothes so they last a lifetime. Another says she wears my clothes only for her most special moments ... It's very rewarding. I can say I do textile alchemy. Using the bad, the waste, to do something else that works and has value.

4. How do you imagine the future?

I would like to grow to increase our environmental impact. I will now start a new phase with new partners to set up a team.

I imagine a store like mine in front of every Zara, so to speak. But not only that, malls where everything that is sold is made from recovered material. In Switzerland there's already a shopping center called Retuna which works very well. It may still be too soon for such concept in Mallorca. I imagine that waste does not exist because it is only waste when we decide that. I imagine this leads to a more creative world. Because these pieces are not only sustainable, they are also unique, each one is particular and different from the other.

Fundació prevenció
residus i consum

Rezero

Rezero is a non-profit foundation that yearns for a society that values the resources provided by natural systems and integrates all materials into cyclical processes, without toxic materials, or products that are left unused. This campaign aims to make visible the Balearic initiatives and companies that carry out inspiring actions and references in the prevention of waste and responsible consumption, be it from ecodesign, local and ecological production, repair, reuse, recycling, management prevention of waste or any other activity that allows progress towards a circular economic model based on zero waste.

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