

Setting a High Bar

Janji continues to hold itself to a sustainable standard in production and product development. / By Carly Russo

The potential for eco-consciousness is never too high for Janji, a company founded on the principle of sustainability. Now the running apparel brand is inspiring industry change with new products and practices, making it more environmentally responsible than ever.

Since its founding, Janji has been committed to funding clean water projects around the world. The brand's current collection

is inspired by Chennai, India — the first city ever to run out of water due to climate change. In an effort to reduce its own water consumption, Janji strives to create apparel that is more odor-resistant and requires less washing.

"Apparel production is the second dirtiest industry and we want to be a leader to fight for clean water through sustainability," says Janji co-founder Dave Spandorfer. "After

all, as a brand that cares deeply about our world and our world's waters, Janji leading on sustainability won't solve our issues, but it'll hopefully help inspire, motivate and keep the conversation going."

With that goal in mind, Janji continuously holds itself accountable to improve its products and its treatment of the planet. The result is the first biodegradable technical running shirt that can decompose in four years. Whereas polyester typically decomposes in 400 years, Janji's fabric technology significantly reduces that number by eliminating non-biodegradable alternatives.

Along with quick decomposition, the brand is also developing an apparel line that is built to last. Its new products can withstand daily wear for more than five years and will include Oeko-Tex and bluesign fabrics going forward — companies that use these certified textiles take part in an environmentally friendly and socially responsible production system that eliminates harmful substances throughout the process. These values are especially close to the brand's heart, since Janji only partners with manufacturers that uphold fair labor conditions.

As brands continue to focus more on eco-efforts, Janji believes retailers can take part as well just by spreading the message. "They can buy from sustainable brands, they can encourage reducing, reusing and recycling old products and they can encourage more run commuting," says Spandorfer, who believes retailers benefit greatly from carrying sustainable brands.

Throughout the year, Janji will keep striving to meet its goals while setting the bar high. The brand projects that it will be mostly free of virgin non-biodegradable polyester in its primary fabric program by 2022. ■

Recognizing that apparel manufacturing is one of the most environmentally harmful industries, Janji has set a goal to inspire change from within to achieve a sustainable model.

