

Earth Day – Mayday! Mayday! Earth Day Challenge.

Only one day a year, on April 22, we celebrate Earth Day. However, EVERY day is a new chance to reduce our ecological footprint. Sorting waste and turning off lights is no longer enough in the face of the global climate crisis. Everyone can contribute. Earth Day Challenge prepared by the Green School and Young Reporters for the Environment aims to inspire people through sharing stories.

At Dedoles, we strive to minimise our environmental impact. We are constantly looking to reduce our ecological footprint – the sensible use of natural materials and reducing waste are ways to protect our Earth.

Did you know that socks can be made from **textile waste**? The production of recycled threads starts with the collection of textile waste from textile and garment factories. These fabrics are then separated by colour, cut, and mixed. Due to the colour separation, no further dyeing is required, which saves hectolitres of water that is otherwise contaminated in large volumes during the dyeing process. No new cotton enters the production process either, saving natural resources and giving a second chance to textiles that would otherwise end up in a landfill.



"We've been selling recycled cotton socks for quite some time. As interest has grown, we have added new colours and patterns to our range of eco-friendly socks," says Naďa Fraňová, Product Manager of Dedoles. "Apart from feeling comfortable, you'll be doing something good for our planet," she adds.

Did you know that for every sold pair of our Eco-Friendly Socks Recycle, one tree is planted? The design of these socks goes beyond symbolic.



Dedoles Recycled Cotton Socks – material: 80% recycled cotton, 17% polyamide, 3% elastane – from €2,99

Bamboo is a fast-growing plant and one of the best renewable natural resources. It does not need any synthetic fertilizers or pesticides. Compared to other crops, it does not require too much water either. Products made of bamboo fibres are breathable, absorb moisture well, and dry quickly. It was only a matter of time before bamboo socks would become a part of Dedoles' product range.



Be stylish and responsible. Brighten up your day with Dedoles Bamboo Socks.

Dedoles Bamboo Socks – material: 75% bamboo, 23% polyamide, 2% elastane – from €6