



Press Release

REHUBS ENTERS NEW PHASE OF LEADERSHIP WITH CEO BÉATRICE MOUREAUX

Brussels, 5 October – ReHubs has appointed **Béatrice Moureaux as Chief Executive Officer**, marking a new chapter for the European alliance as it continues to strengthen its work to scale textile-to-textile recycling across Europe.

Béatrice has served as Board Advisor to ReHubs since December 2025, working closely with its Board, team and members on the organisation's strategy and projects. She brings more than 25 years of experience across technical textiles, advanced fibres, nonwovens and circular innovation.

Her appointment comes at a challenging time for Europe's textile circularity transition. Despite advances in technology and growing policy ambition, the conditions needed to scale textile-to-textile recycling remain difficult. Recyclers need greater certainty of demand to invest in capacity, while brands need reliable and competitive supplies of recycled fibres to commit to greater volumes.

ReHubs' strategy is focused on breaking this supply-demand deadlock. As a membership-based organisation, ReHubs brings together leading organisations from across the textile value chain to strengthen collaboration, improve the conditions for investment and support the development of a viable textile-to-textile recycling industry in Europe.

Commenting on her appointment, **Béatrice Moureaux, CEO of ReHubs**, shares:

"I'm proud to take on the role of CEO at such an important moment for ReHubs and our industry. The road ahead will be challenging, and breaking the supply-demand deadlock to scale textile-to-textile recycling in Europe will require an openness to collaboration across the value chain and the right conditions for investment. ReHubs has a strong community of organisations committed to making this transition happen, and I look forward to continuing to work with and support our members as we take this next step together."

Kasper Damsø, NewRetex and Co-Chair of ReHubs, shares:

"We have technologies today that can improve how textiles are sorted and recycled, but technology alone will not create a circular system. All steps along the value chain need to develop together. ReHubs has an important role in connecting these different parts and helping turn individual solutions into a functioning ecosystem. Béatrice understands both the technical realities and the importance of bringing people together, and I look forward to working with her as we take ReHubs forward."

ReHubs' recent report with Boston Consulting Group has put a particular focus on the economics of textile-to-textile recycling and the conditions required to attract investment and build capacity in Europe. This includes working with its members to better understand where targeted interventions can help create a viable market for recycled textiles.

Véronique Allaire Spitzer, Refashion and Co-Chair of ReHubs, shares:

"Europe is at a turning point for textile circularity. EPR is a powerful lever to translate ambition into action, but its success depends on practical solutions and close collaboration across the value chain."



As a pioneer PRO in the sector for over 15 years, Refashion knows the importance of bringing stakeholders together to build a truly circular textile industry. ReHubs can play this role at European level. Béatrice knows the organisation and its members well, and I am delighted to see her lead ReHubs into its next chapter.”

Béatrice takes over from **Robert van de Kerkhof**, who has served as interim CEO. During his tenure, ReHubs strengthened its focus on the structural and economic barriers to scaling textile-to-textile recycling and increased its engagement across the European textile circularity ecosystem.

Robert will continue to support ReHubs as **Chairman of the Board** and will work closely with Béatrice through the transition.

Robert van de Kerkhof, PEPPER-i2 and Chairman of ReHubs, said:

“The last few years have made one thing very clear, that scaling textile-to-textile recycling is not something any technology or organisation can achieve alone. ReHubs has helped put some of the most difficult questions around economics, investment and scale firmly on the industry agenda. Béatrice brings deep industry expertise and leadership to ReHubs. I have great confidence in her, and I look forward to supporting her and the ReHubs team as they build on what we have started and take the organisation forward.”

About ReHubs

[ReHubs](#) is a synergy-driven alliance dedicated to scaling up textile-to-textile recycling and boosting the adoption of recycled fibres. With a mission to recycle 2.7 million tons of textile waste in Europe by 2035, ReHubs unites stakeholders from across the value chain from collection/sorting, pre-treatment to recycling, yarn spinning, fabric manufacturing, and brands to build a future where textile waste is recycled instead of being incinerated or landfilled.

ReHubs strategy and tactical action plan, published in September 2025, titled [‘ReHubs: Breaking the Supply-Demand Deadlock’](#) outlines how ReHubs aims to break the supply-demand deadlock to industrialise textile-to-textile recycling by 2035.

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