



Old soul, New Spirit

rehyphen® launched a refreshable digital mixtape specially curated for each city!



Rehyphen® is proud to announce our new feature - Scan and Listen feature on all MusicCloth® products. Each MusicCloth® city map and product will come along with a code which allow customers to scan and listen to complete their MusicCloth® experience. Each playlist is carefully curated based on the city character and mood. There are 10 oldies songs for each city and supported by Spotify app. The playlist is set as secret playlist which exclusively only for rehyphen® customers and will be refreshed monthly.

J.J. Chuan, the founder of rehyphen® who appointed by British Designer and TV host Kevin McCloud as one of his Top 7 Green Heroes in 2018 & 2019 said, " We support emerging musician, each month we will introduce one NEW song in our city playlist and encourage young and emerging musician to have an alternative platform to publish their music to unexpected audiences in a different way. "

Today, we are fast evolving into a culture that primarily downloads and consumes entertainment digitally. Analogue media such as cassette tapes and video tapes are slowly being phased out. A report released from MIT press stated that there are 56 million kilogram of plastic used to make physical cassette tapes since it first introduced to the world in 1963. rehyphen® pioneer in collecting discarded cassette tapes and weave them into pieces of MusicCloth® as an effort to reduce and eliminate plastic waste, while giving the product a new life.

“Some customers feedback to us that they missed the music in the cassette tapes, we hope this Scan and Listen feature allow people to connect more on sustainability topic in a brand new level.” J. J. Chuan added.

【 Interview with J.J. Chuan - Founder of rehyphen 】

Q & A

Q: What are some of your earliest memories of cassette tapes? Can you describe the kind of nostalgia that cassette tapes evoke for you?

A: Sentimentally, cassette tapes were part of the medium of communication with my best friends in school (who moved to Australia) when smartphones and social media had not been invented yet. International call was very expansive for a teenage student that time. Therefore, we came out with a solution to record what we want to say, the music I composed, and our favourite song from radio in a cassette tapes, and sent it to each other. Compared to writing a letter, this voice message made us feel closer.

Q: Congratulation on being selected by Kevin McCloud as his Top Green Hero! What makes you realise the urgency of saving our planet? Have you always been interested in sustainable fashion?

A: Thank you! I guess is my education and working experiences made me realised the urgency. I was fortunate to have this chance to work in Yellowstone National Park in summer 2005 when I was just 18 years old. It was my first time seeing animals free to roam in the park, and as a human from the city, I was entering into another world, a world that is dominated by animals, it made me learn how to respect animals and appreciate what mother nature had given to us. When I study in Parsons, I was selected as a recipient of Yeohlee fellowship program which allow me to learn and practice sustainable fashion from Yeohlee directly. In 2014, I participated The People's climate march in New York, which determine myself to sell the world "a better world."

Q: Why you decide to tackle waste? especially cassette?

A: I believe that music is a universal language that can tie everyone together, it has the power to change the world. According to a press from MIT, there are 56 million kilograms of PLASTIC used to make physical cassette tapes since it first introduced to the world in 1963. That is just part of the environment cost in music industry, not included vinyl and CD. I want to reimagine a new way of exchanging music by addressing our global waste issue and transform it into another new medium that inspire global community.

Q: What are those challenging stage you face throughout your journey as a social enterprise?

A: When we started this "experiment", we only have ten cassette tapes on hand, but throughout these years with the help from different media, pop up events and workshops, we have collected more than 5000 tapes, and we are still collecting them. When we have enough supply to work on, we face difficulties in finding platforms to sell and also how to engage with our customers. I believe that this cycle will repeat and we will have more challenges to overcome.

Q: Why you describe yourself as a memory keeper?

A: The future of luxury is not about new products, markets or ideas, it is about something deeper -- our memory. By weaving MusicCloth, I've been able to keep a moment alive far beyond the moment itself.

Q: Why is it so important for brands to reduce their waste?

A: For today's consumers, green credentials weigh more heavily than ever. Through products and services, brands can help consumer achieve a more environmentally friendly lifestyle. Waste is an ugly business, it is our responsibility to make it beautiful.

Q: What if one day there is no more cassette tapes to weave?

A: Every tapes we collected from the community, will go back to the community in a brand new form. At the end of our project, there will be no more cassette tapes in our store room. That is a good ending which we has helped reduced and eliminated part of the global waste and turn them into beautiful products which people could appreciate and use it today in a new form. It is also a good time for us to move on to the next project! We are looking forward...

What is MusicCloth® ?

MusicCloth® is an innovative up-cycle material made of discarded cassette tapes and video tapes. The tapes consist of polyester film with metallic coatings, which could otherwise be considered a waste material.

The material is woven in a basket weave pattern, which allows stability and durability. Cloth edge finished in a smooth finishing. Each MusicCloth® owns its own unique colours combination and patterns.

MusicCloth® is light weight, sound absorbing and highly water resistance.

MusicCloth® swatches have been stored and are available in Material ConneXion world wide libraries (Product Number: MC 7654-01) & University of Pennsylvania material lab. This material has been exhibited at TEDx as one of the idea worth spreading. American Design Club's jury selected MusicCloth® tote bag as one of the modern method of what it means to built an object. Kevin McCloud hand-picked rehyphen as one of his Top 7 Green Heroes. Red Dot Design Museum also included MusicCloth® in their museum collection in 2020.

About “Ready, Cassette, Go!”

“Ready, Cassette, Go!” Is the first mobile cassette tapes museum that pop up in different cities, founded by rehyphen® that use MUSIC as an important tool to pass climate change messages to the general public in a non-formal manner.

About rehyphen®

Rehyphen® pioneer in collecting discarded cassette tapes and hire seniors to weave them into pieces of MusicCloth® as an effort to reduce and eliminate plastic waste, while giving the product a new life.

More info: www.rehyphen.org
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Feel free to drop by:
Event: Maison & Object: new & now -
Hall: 7 Gift & Play (central zone)
Date: 4-8 September 2025
Time: 9:30am- 6:30pm
Venue: Paris Nord Villepinte