

HOW CAN FASHION BE CIRCULAR?

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Which SDG does your project relate to?



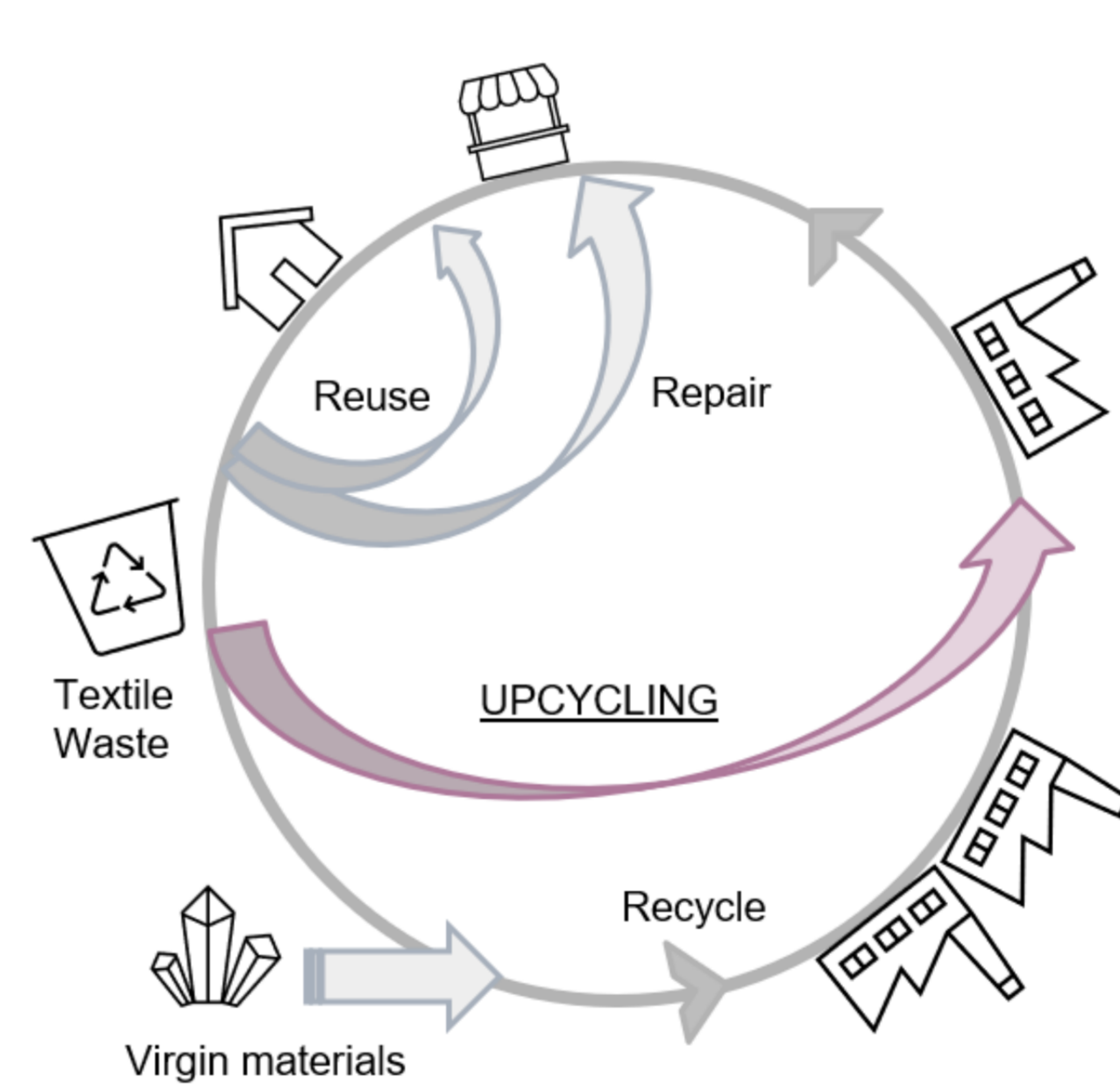
Sustainable Development Goal 12
- Ensure sustainable consumption and production patterns

What is the concrete problem you have worked with?

Textile waste, the hidden face of the fashion industry:

- 10 million sunglasses are thrown away every year in Europe and the US
- 140\$ million worth of clothing goes into landfill each year, which is the equivalent of 2 trucks per second
- The global apparel industry accounts for more CO2 emissions than international flights and maritime shipping combined

This project examines three examples of companies that successfully propose upcycling products. These three companies are showing that remanufacturing at a semi-large scale is possible and that the final result is stylish.



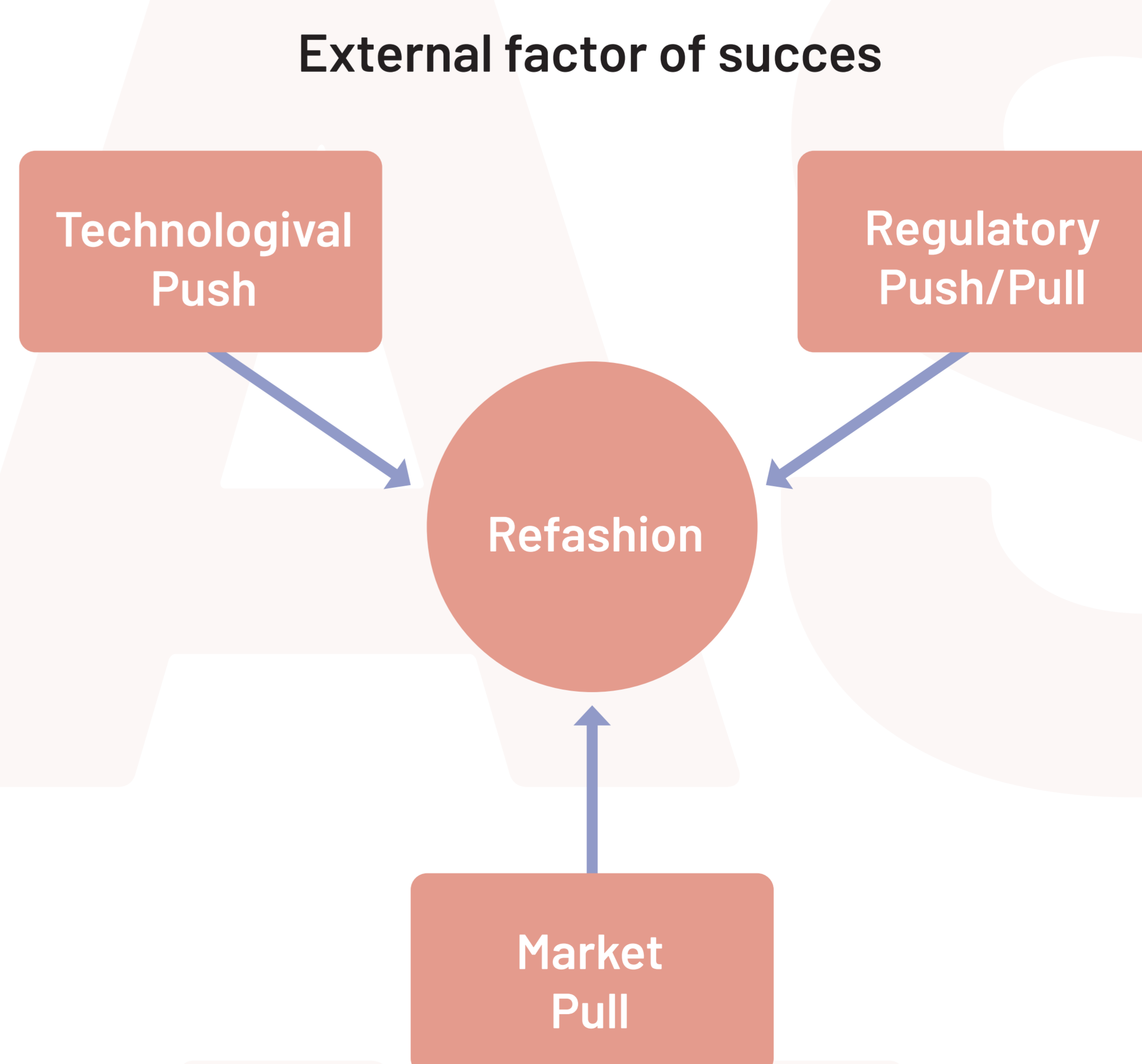
DEFINITION:

UPCYCLING fashion is to reuse existing material and shape it into new fashion items. It does not reduce value nor does it reuse virgin material like recycling. It increases the value... Hence the name UPCYCLING.

	LuneVintage	Better World Fashion	Sustainable Wair
Waste	Old glasses	Leather items	Jeans and old tableclothes
Turned into	Sunglasses as good as new!	Leather jackets and accessories!	Cool Sneakers!
Main Opportunity	Vintage shapes are fashionable again and the materials of better quality.	Manage to remanufacture in large quantity products that are unique	There are a lot of material available to give a second life to. Managed to create a scalable process.
Main Challenge	Sales and storytelling	Be competitive	Find product Market Fit

What is your solution to the problem?

The project found that there are opportunities for upcyclers in Denmark because textile waste collection is very organized and easy to access. Furthermore, networks and consumer awareness of younger generations is growing. These opportunities would be enhanced by the following elements:



"Scaling up fashion upcycling businesses could enable the transition of the fashion industry towards sustainability" (Sung et al., 2020)