



# Circular economy business models for fashion and luxury

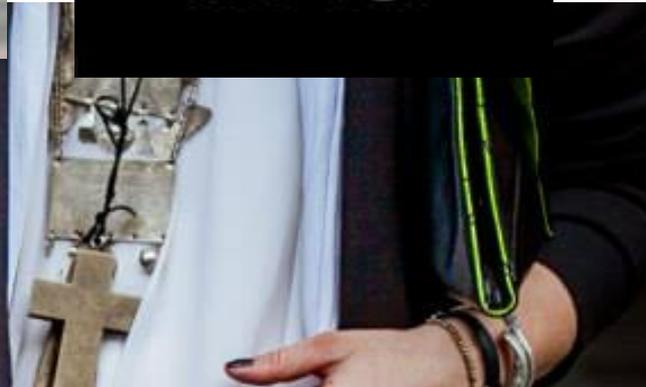
Kamila Boudova for EIML master program





FASHION  
REVOLUTION

Forbes  
**30**  
UNDER **30**



# Agenda

Values  
revolution

Circular  
economy

Business  
models



# What is luxury?



Luxury is not a new leather handbag,  
but a clean air to breathe.



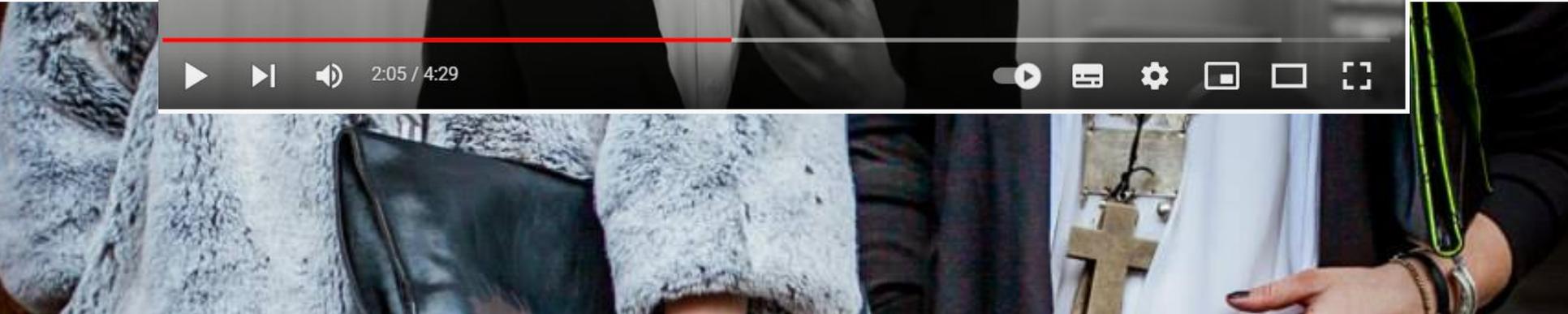
# Conspicuous consumption



# Individual leadership x corporations



# Meaningful branding [link](#) debrief [link](#)



[WWW.KAMILABOUDOVA.COM/EIML.HTML](http://WWW.KAMILABOUDOVA.COM/EIML.HTML)



ASPIRATIONAL BRANDS - EGOCENTRIC DEMAND

MEANINGFUL BRANDS - ALLOCENTRIC DEMAND



Brands are looking for ways to “be better”, circular economy is one of the strategies.



# Linear system

TAKE

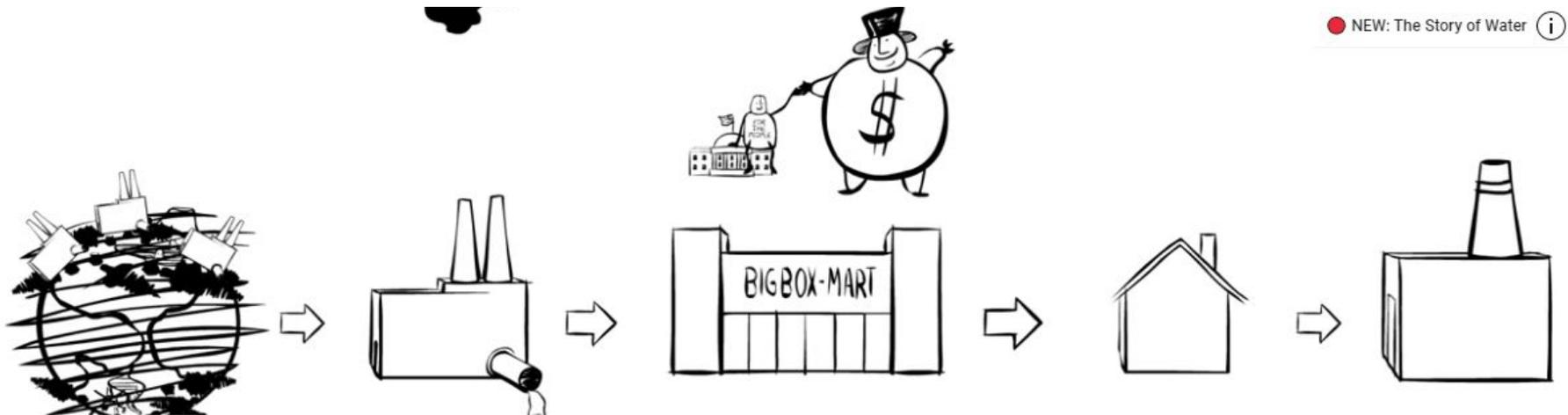
MAKE

WASTE



# Linear system explained: The Story of stuff

Watch the video [link](#) - Terms explication google form [link](#)



# Obsolescence

Perceived obsolescence = trends

Built in obsolescence = objects break after short life span



# Externalized cost of production

The price does not reflect THE TRUE COST of the product.  
Nature and people in supply chain pay with low wages, contaminated water...



# Check this documentary

[https://youtu.be/OaGp5\\_Sfbss](https://youtu.be/OaGp5_Sfbss)

## THE TRUE COST

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WATCH \$9.99

WHO PAYS THE PRICE FOR OUR CLOTHING?

## THE TRUE COST

WATCH THE TRAILER

▶ 'THE TRUE COST' VH1



WATCH NOW



VH1



BUY NOW

DVD | Blu-Ray

# Capitalism and its main objective

ENDLESS GROWTH OF PROFITS



# Values revolution



"OUR ENORMOUSLY PRODUCTIVE ECONOMY... DEMANDS THAT WE MAKE CONSUMPTION OUR WAY OF LIFE, THAT WE CONVERT THE BUYING AND USE OF GOODS INTO RITUALS, THAT WE SEEK OUR SPIRITUAL SATISFACTION, OUR EGO SATISFACTION, IN CONSUMPTION ... WE NEED THINGS CONSUMED, BURNED UP, REPLACED AND DISCARDED AT AN EVER-ACCELERATING RATE."



BRUNNEN



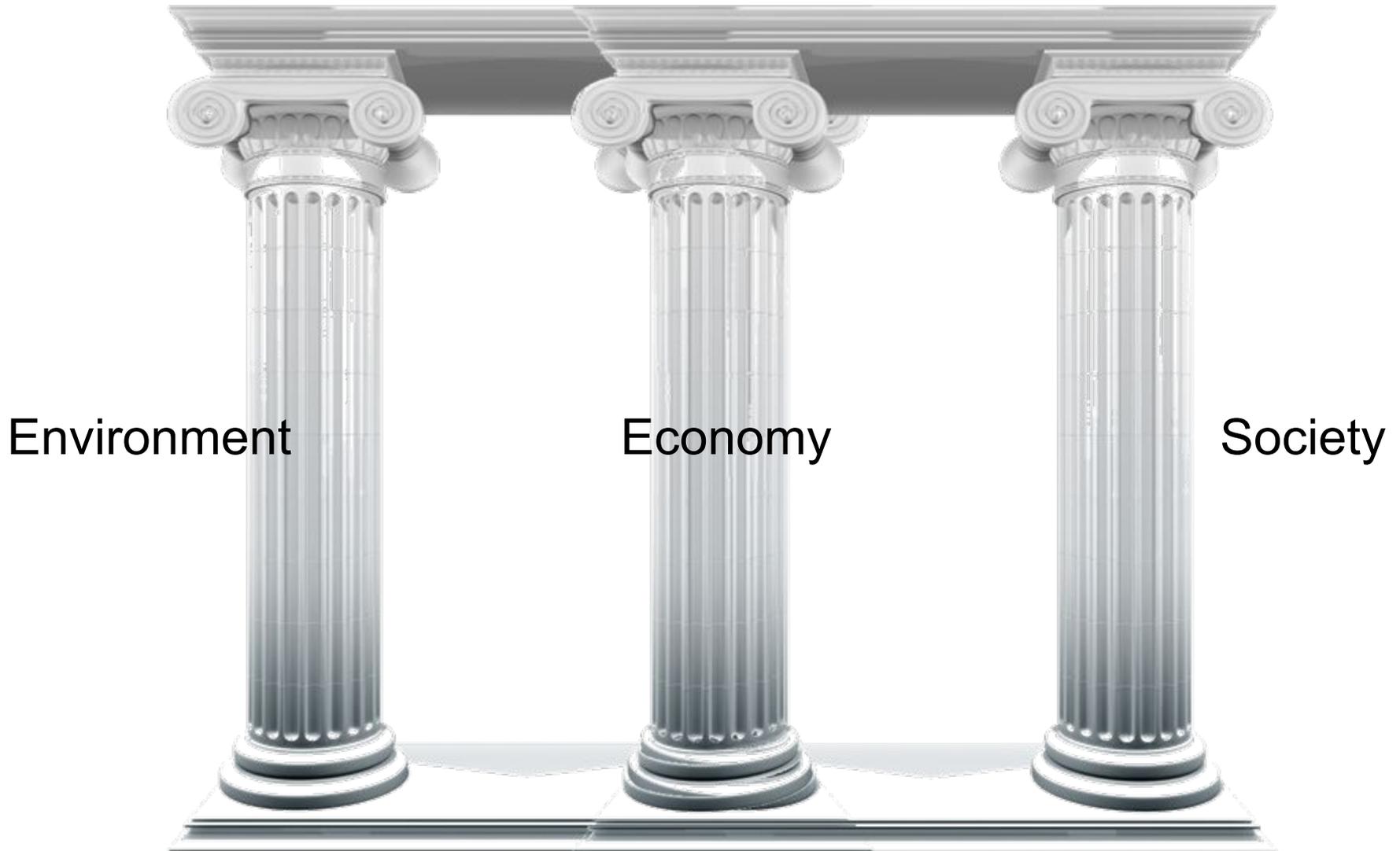
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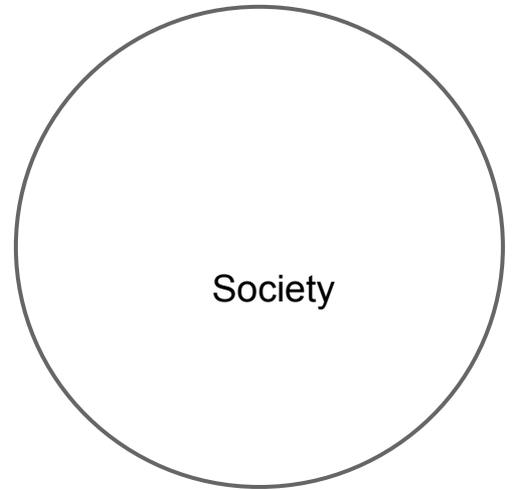
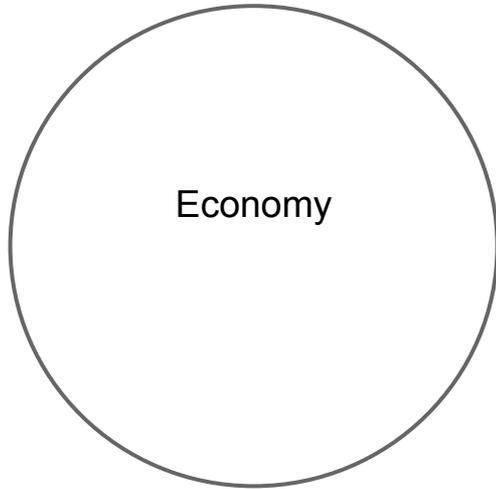
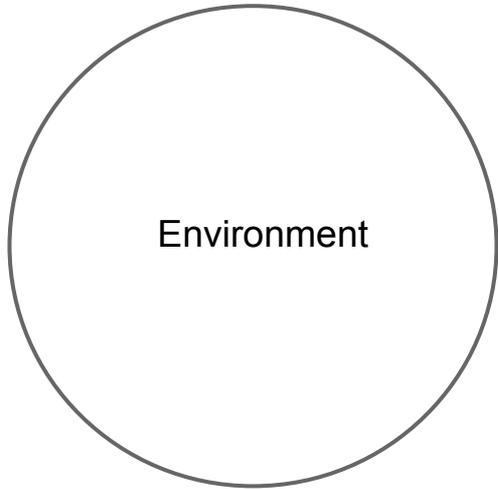


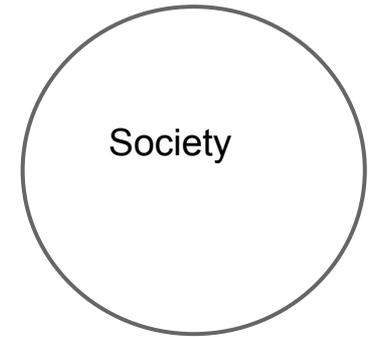
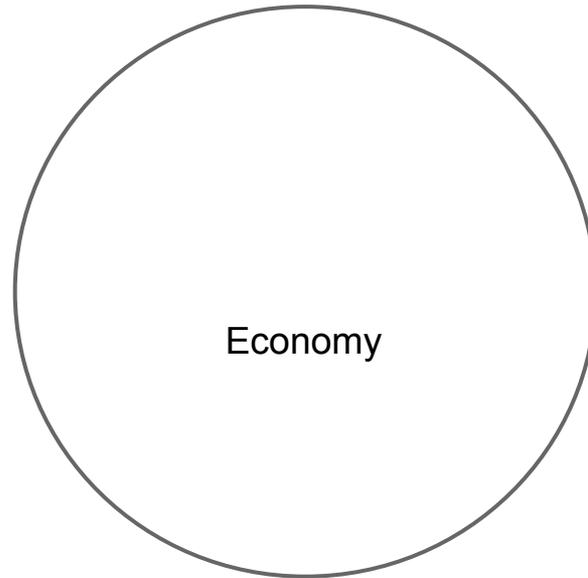
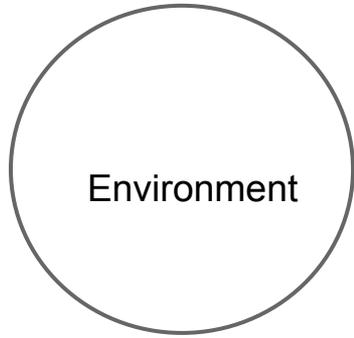
Cash is what we worship

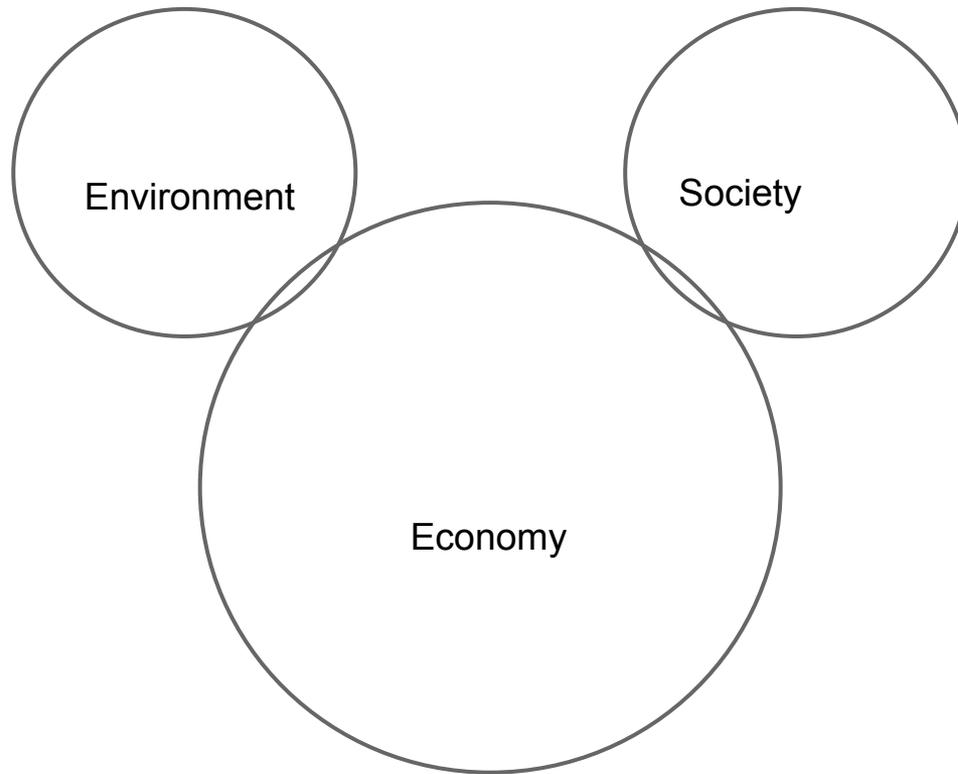


# Three pillars of sustainable development











Planet as a place  
to live with ability  
to nurture us and  
heal us

Planet as a  
source of  
materials

Planet as a trash  
bin



Planet as a place to  
live with ability to  
nurture us and heal us

Planet as a  
source of  
materials

Planet as a  
trash bin





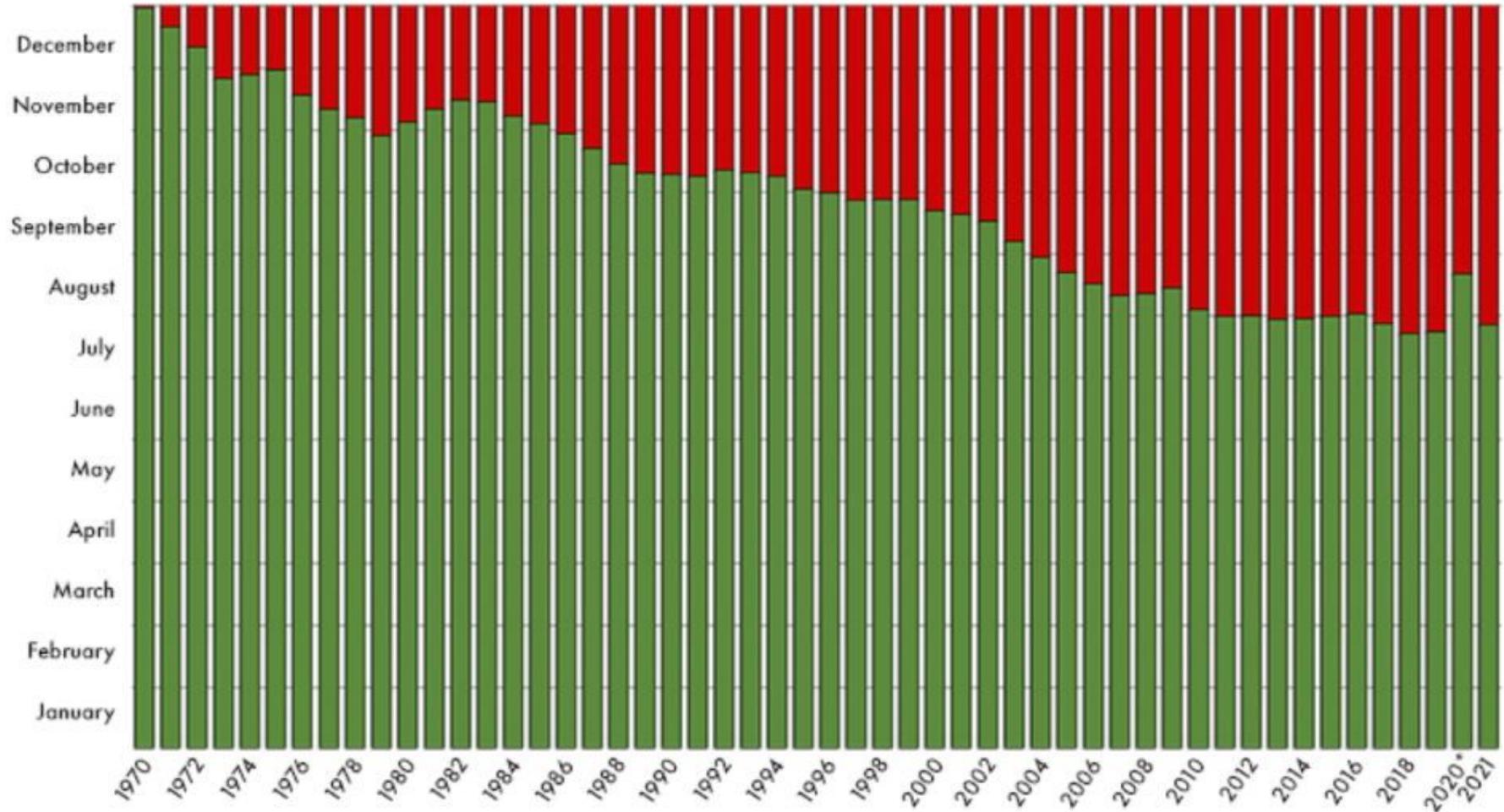
1 Earth

# Earth Overshoot Day

## 1970 - 2021



1.7 Earths



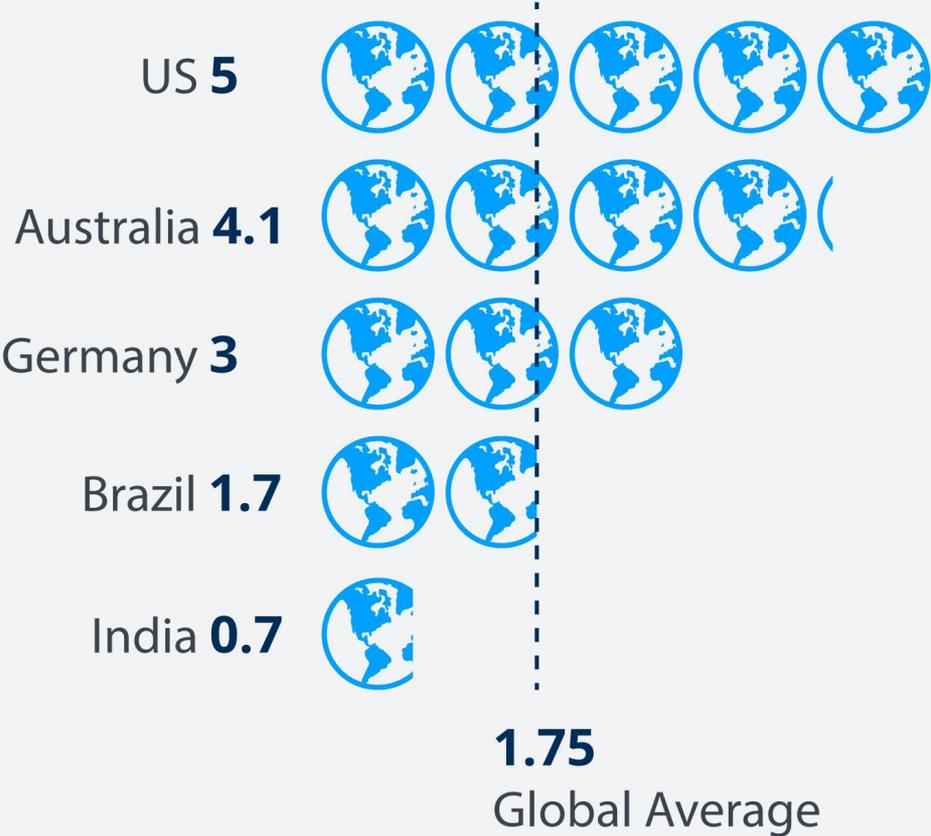
EARTH OVERSHOOT DAY

Source: National Footprint and Biocapacity Accounts 2021 Edition  
data.footprintnetwork.org

\*The calculation of Earth Overshoot Day 2020 reflects the initial drop in resource use in the first half of the year due to pandemic-induced lockdowns. All other years assume a constant rate of resource use throughout the year.

# The number of Earths we'd need

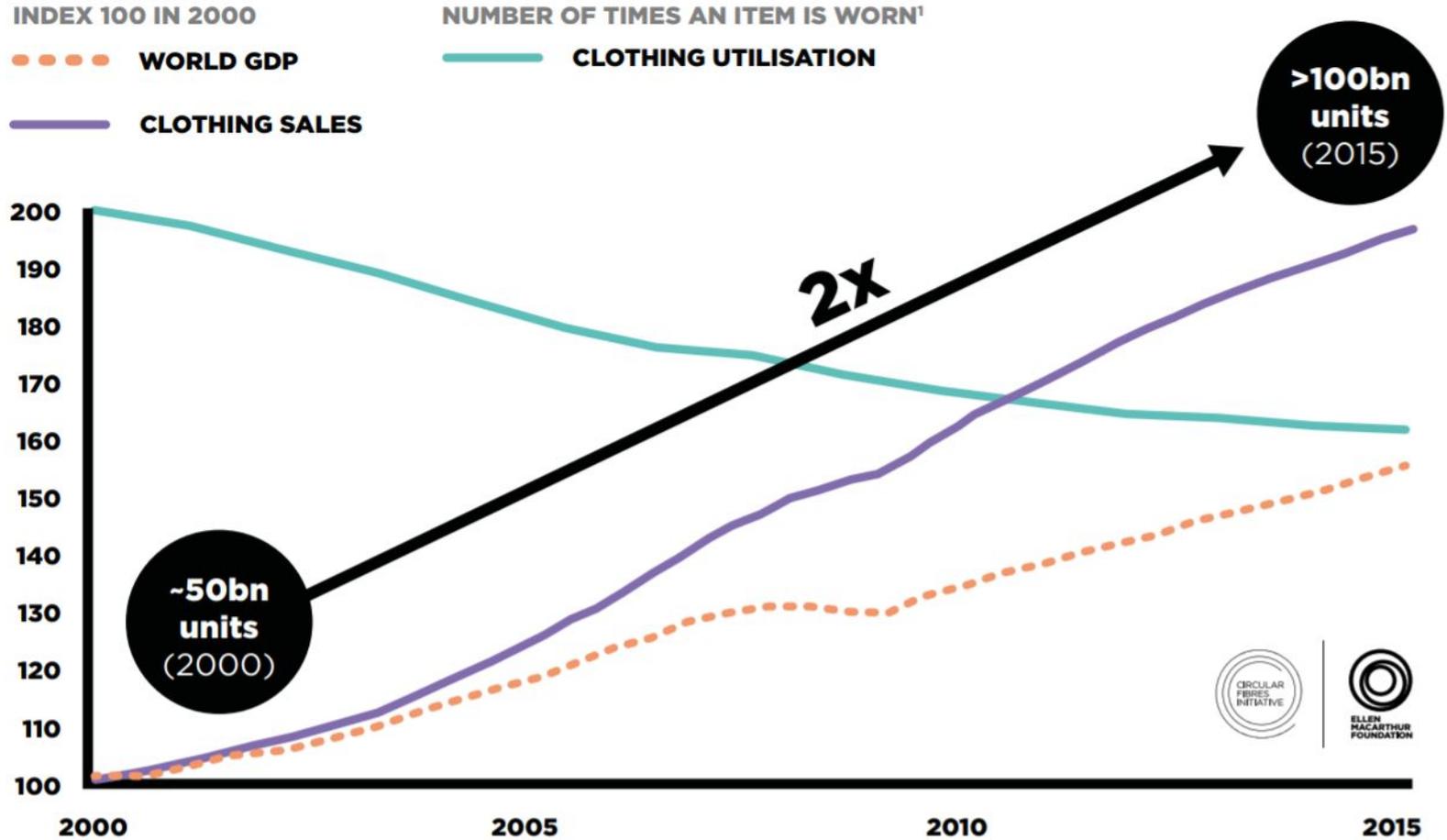
If the world's population were to live like ...



Source: Global Footprint Network

©DW

**FIGURE 1:** GROWTH OF CLOTHING SALES AND DECLINE IN CLOTHING UTILISATION SINCE 2000



We are hitting the planetary boundaries.



# Agenda

Values  
revolution

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One truck of textile waste a minute



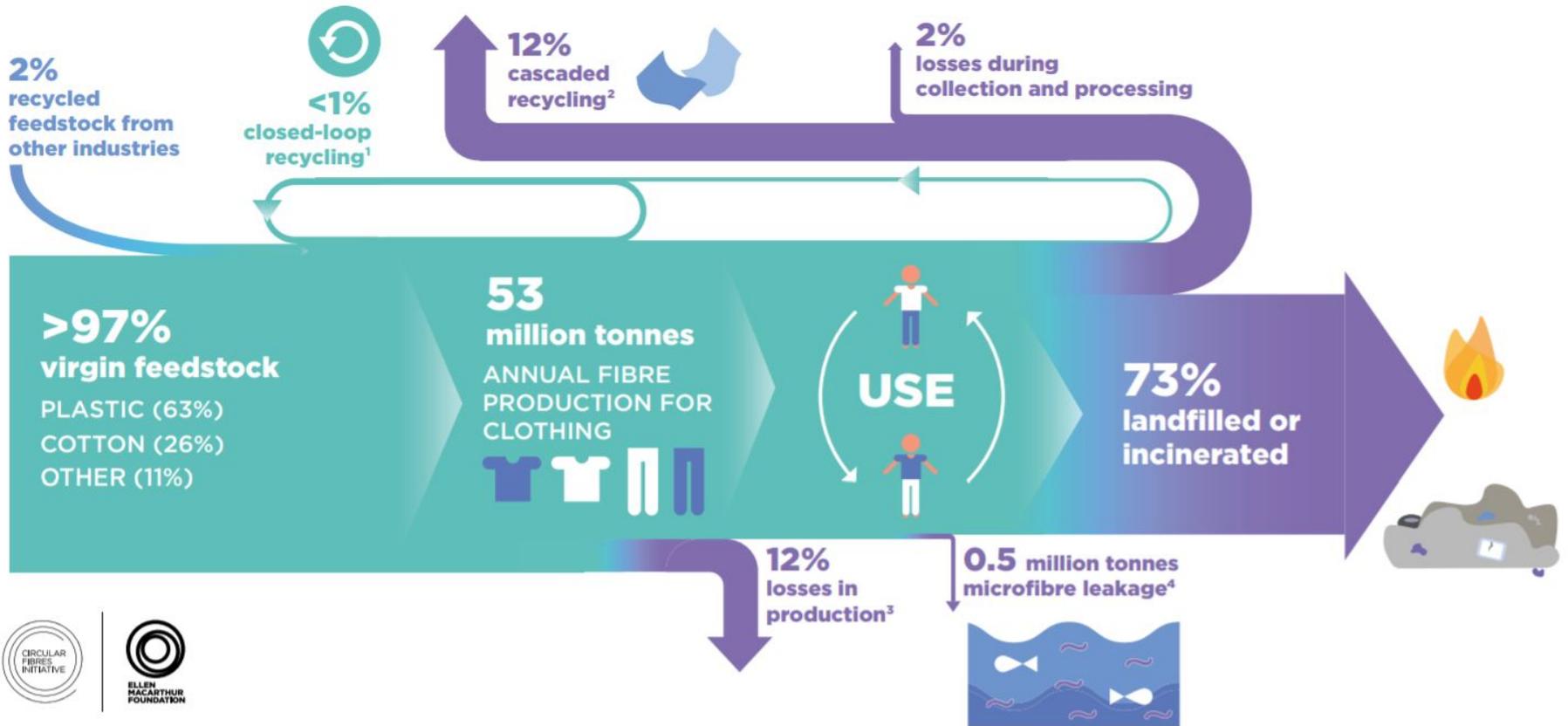
Only 1% of textile waste is recycled



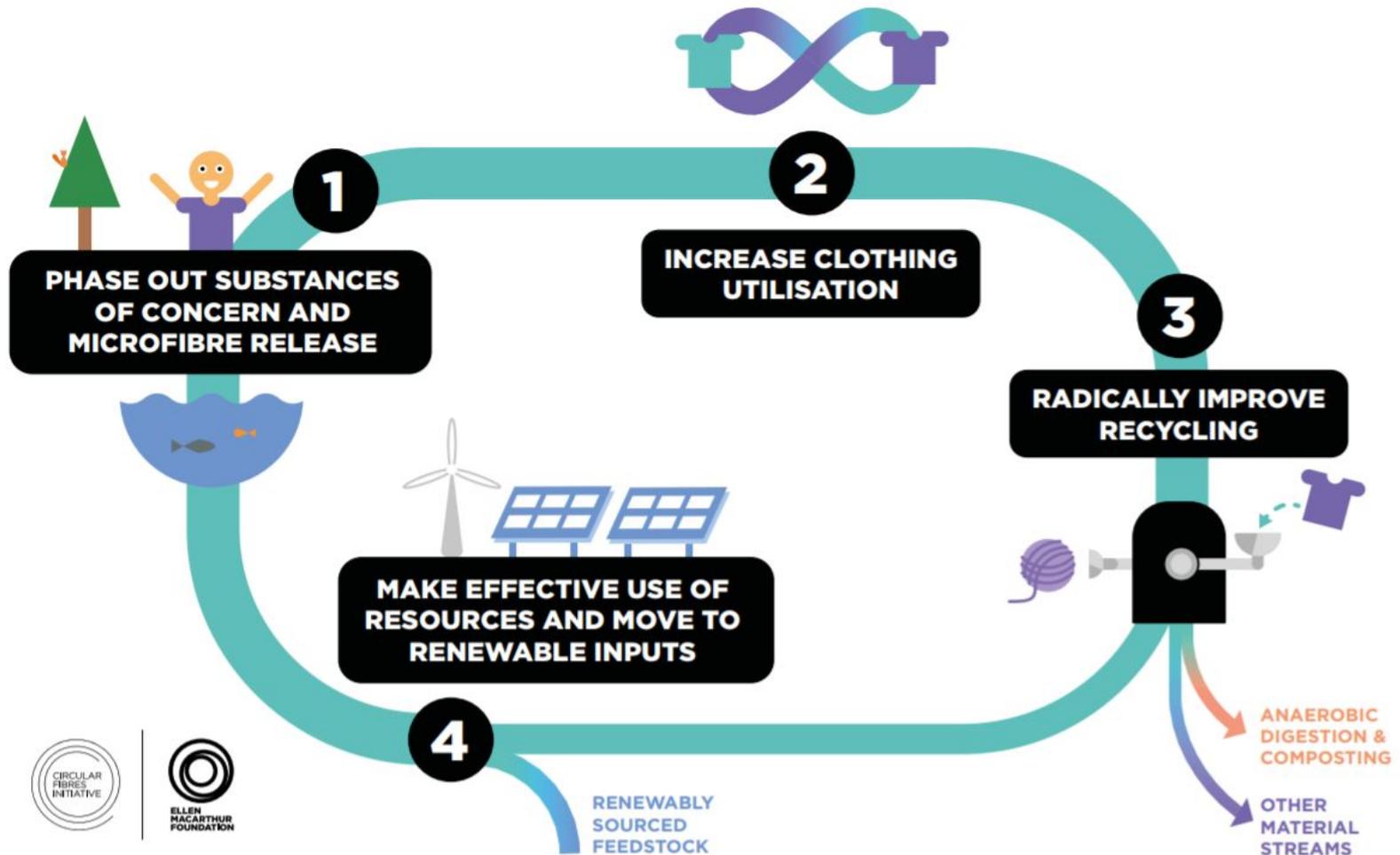
## Linear Economy



# Material flow in 2015



# Circular economy



# The difference

## LINEAR ECONOMY

Make plenty cheap, low quality disposable goods and then push people to buy it.

## CIRCULAR ECONOMY

Produce high quality goods and sell or rent the same product to several customers.



# The goal of circular economy

**EXTEND THE LIFE OF THE GOODS AND  
MATERIALS WE ALREADY HAVE ON HAND.**

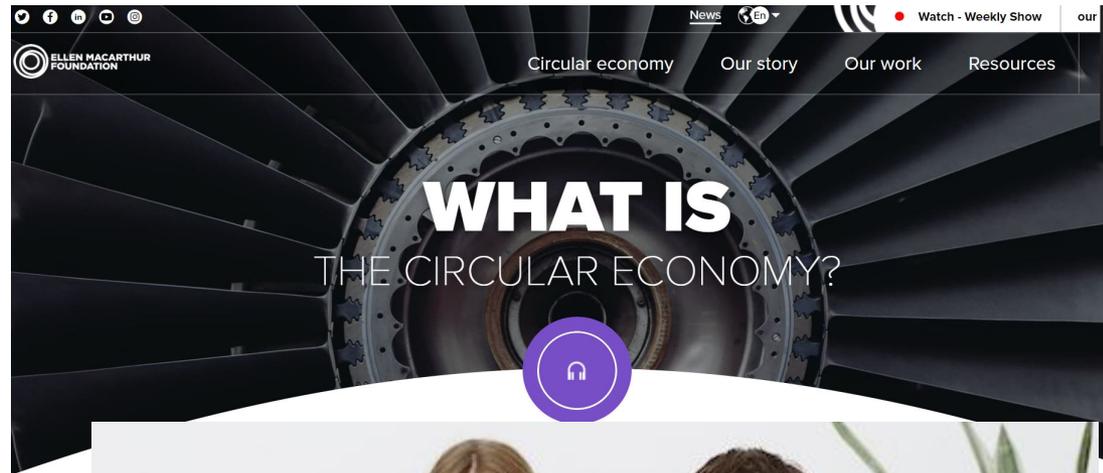
**PHASE OUT WASTE.**



# Ellen McArthur foundation

The leading organisation

Big report Making fashion circular (2017) - [read it](#)



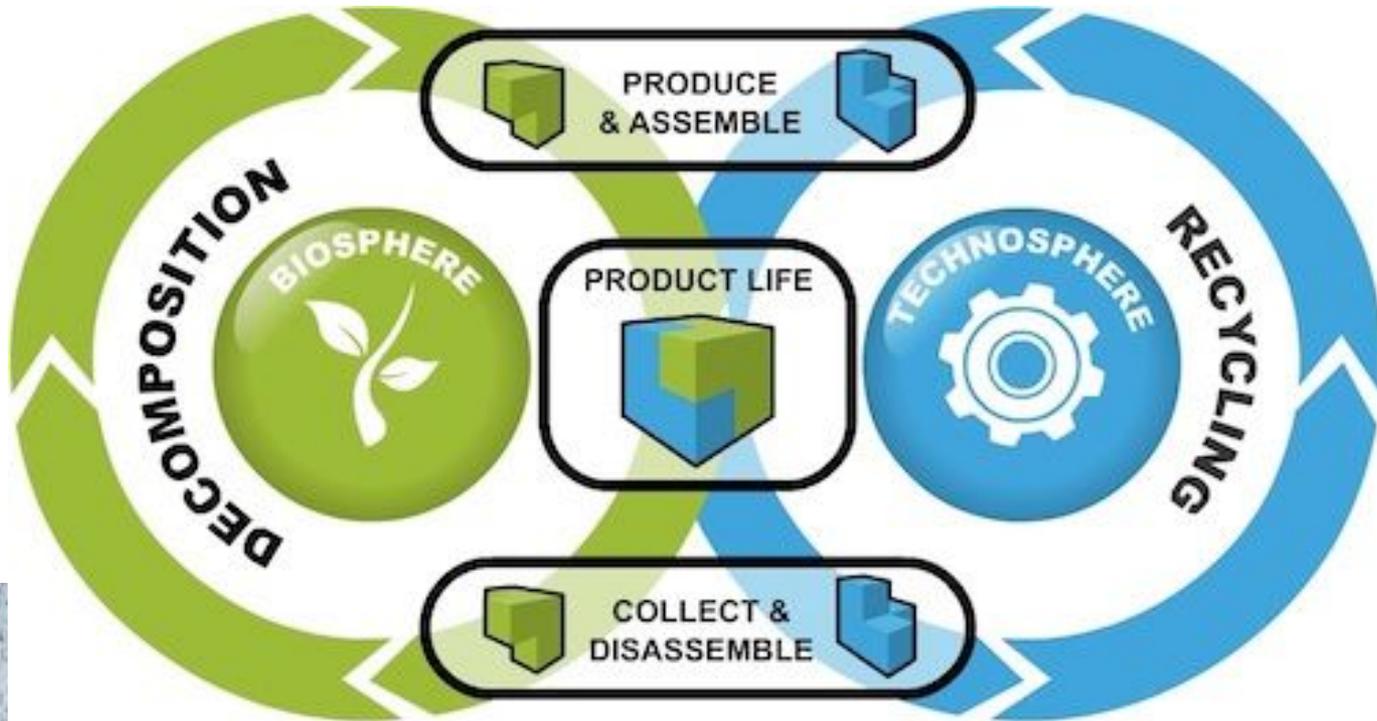
# Video [link](#)



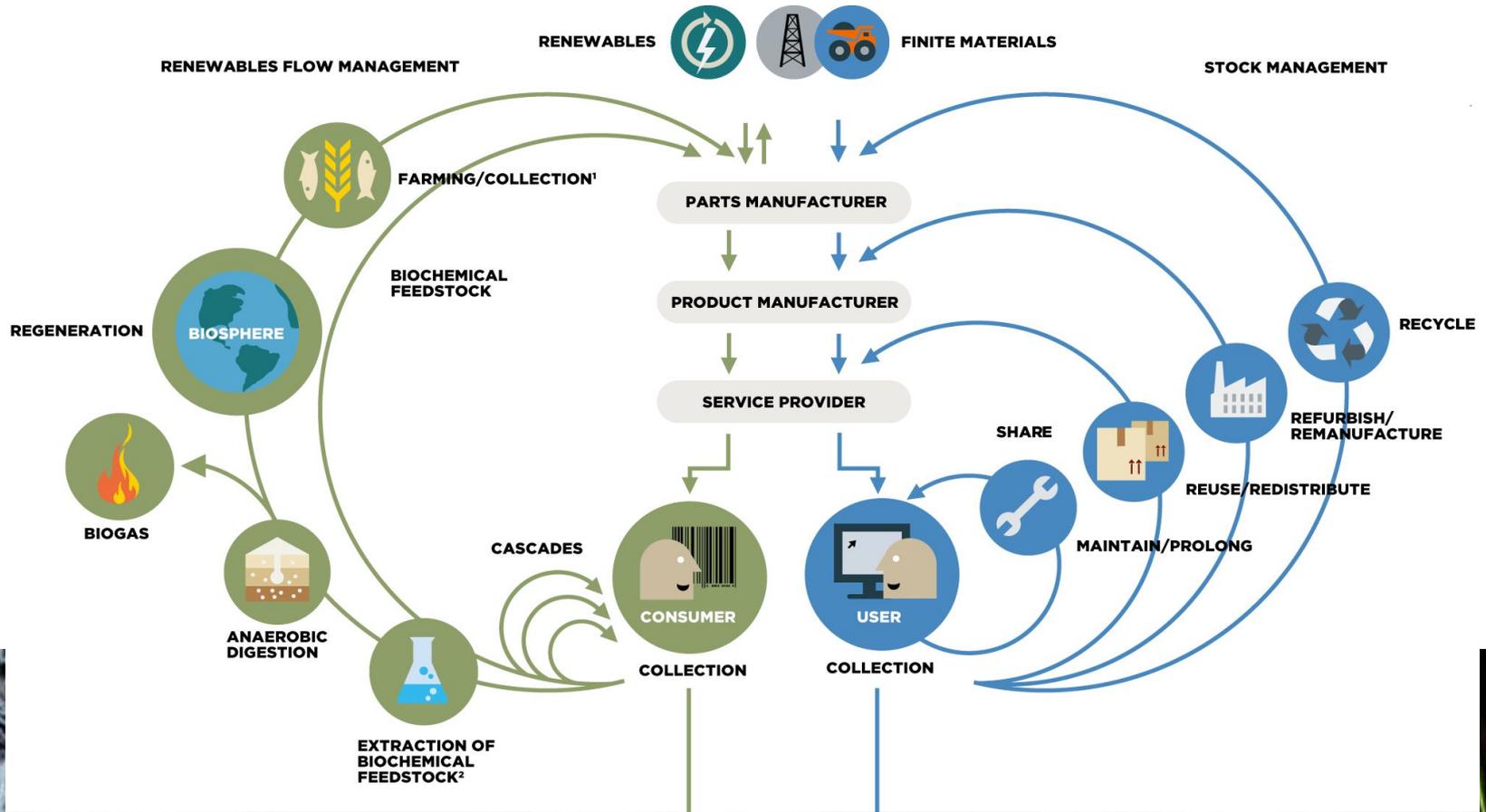


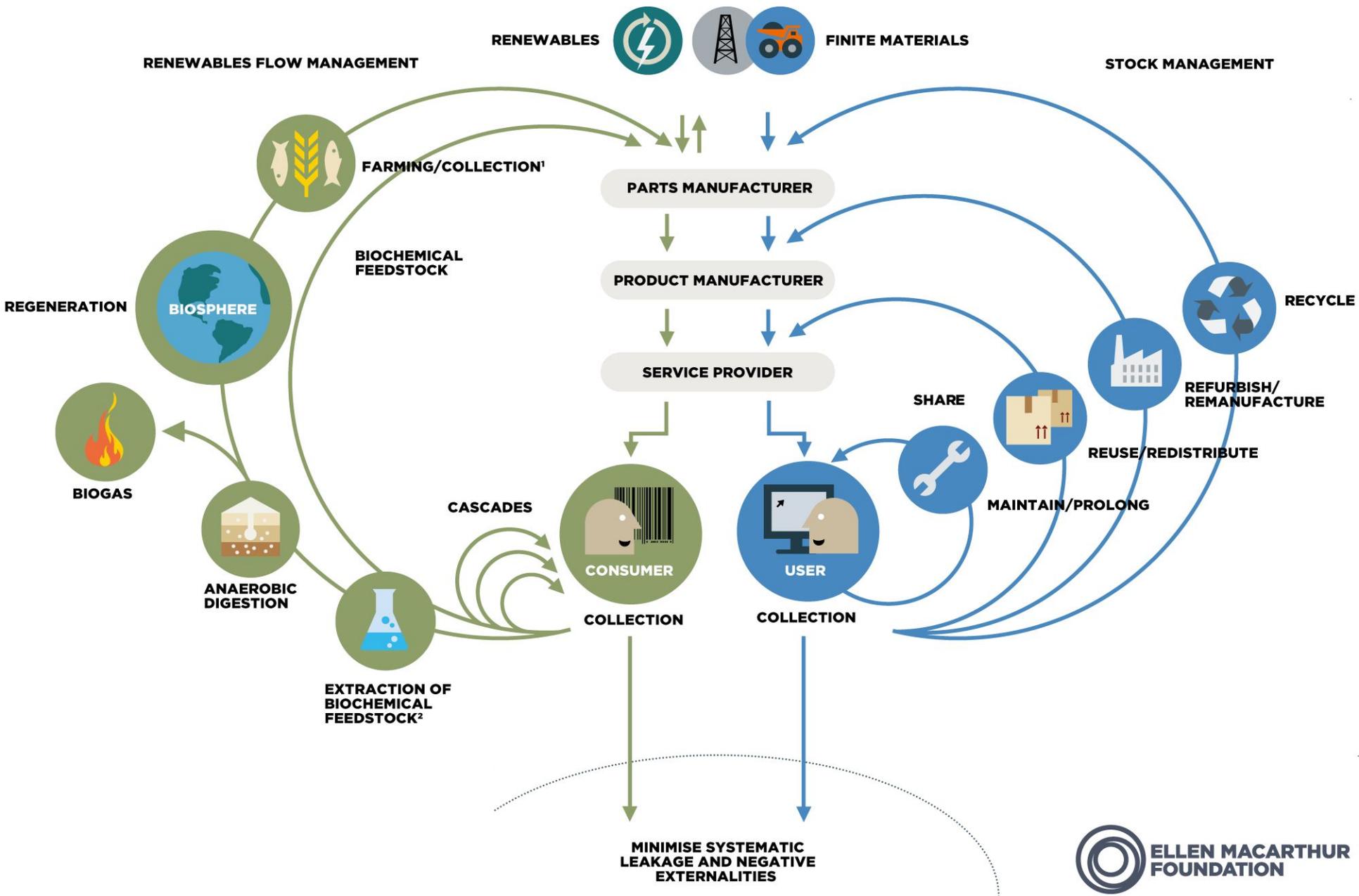
# Cradle to Cradle

World where waste equals food



# New way to make business







# Maintenance

The owner remains the same.

The product is repaired or otherwise maintained - cleaned for example - so that the owner can continue to use it / wear it.

Example: repair a hole in a garment by the user or local repair service or dry cleaning.





# Reuse / Redistribute

The owner cannot / does not want to keep using the product. Instead of throwing it away it will be resold through service provider - online platform like Vinted or local charity / thrift store.





# Refurbish / Remanufacture

The product is not wanted anymore, it will be altered = upcycled into a new product by a product manufacturer.

Example is any upcycling brand that is taking second hand garments or unsold stock and giving it a new twist. The piece is then sold by a service provider to its new owner.





# Recycle

The product is not wanted and even the material is not inspiring or of sufficient quality to be upcycled into a new piece. The product will undergo the process of recycling and becoming a whole new material - textile in our case. It often involves consumption of water, energy and chemicals and a CO2 footprint due to transportation.





# Les recuperables - [link](#)



# Christopher Raeburn - [link](#)

Video [link](#)



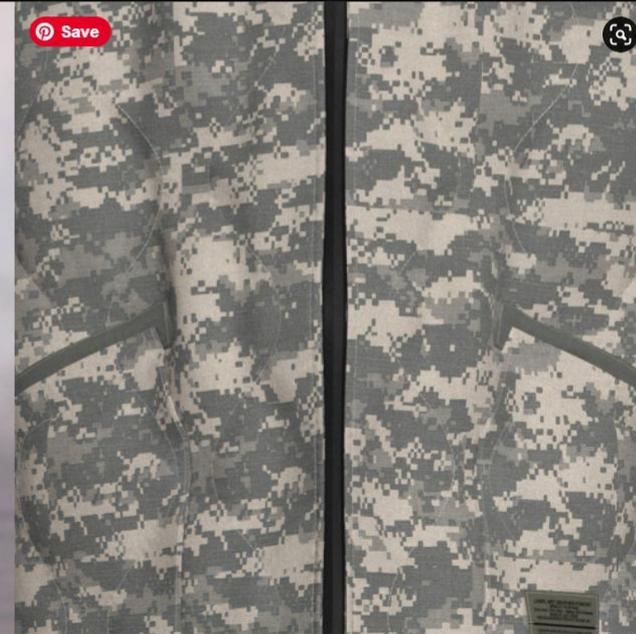
# Christopher Raeburn - [link](#)



MEN WOMEN EXPLORE ROUND-UP LOOKBOOK STORES 



## DESIGN TO DISRUPT.



# Mud jeans - leasing jeans [link](#)



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Sustainable denim  
essentials

SHOP WOMEN

SHOP MEN



# Mud jeans - leasing jeans [link](#)



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**Skinny Lilly - Strong Blue**

Buy €119,00  
Lease for €9,95

[Shop now](#)



**Regular Dunn Stretch - Stone Black**

Buy €119,00  
Lease for €9,95

[Shop now](#)



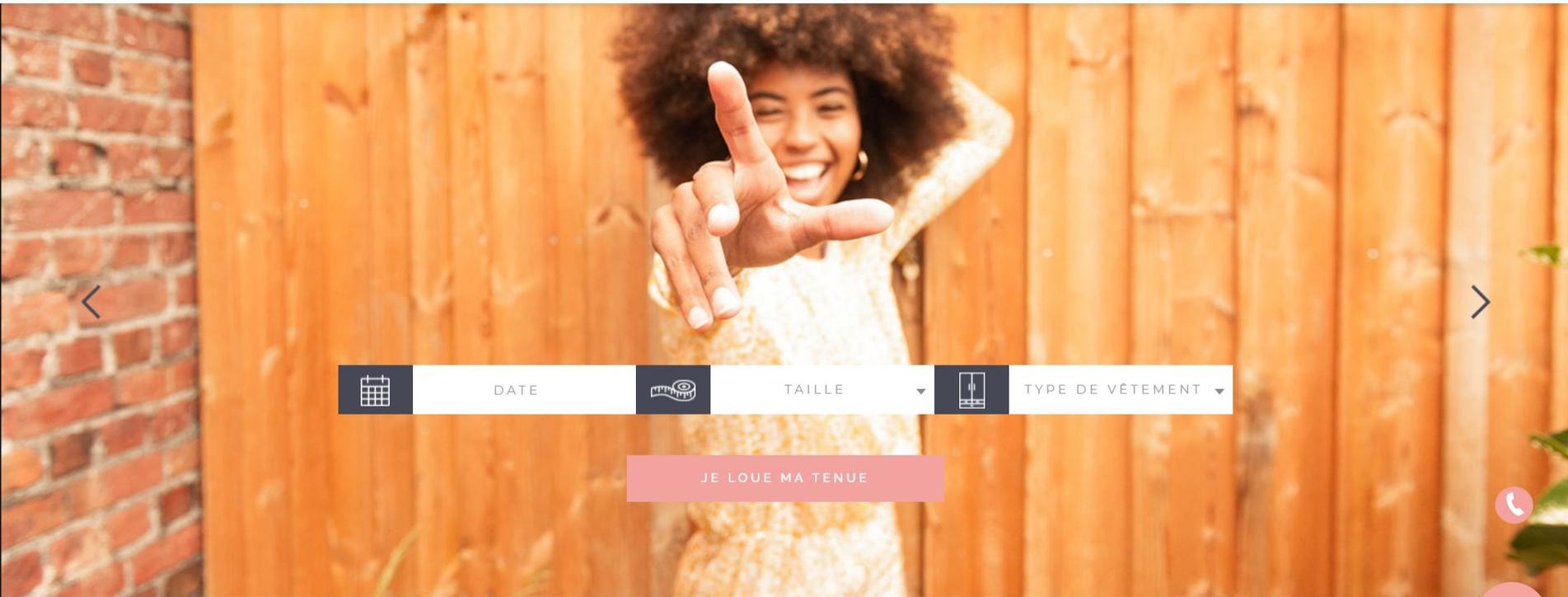
**Relax Rose - Whale Blue**

Buy €119,00  
Lease for €9,95

[Shop now](#)



# Les Cachotieres [link](#)



 DATE     TAILLE ▾     TYPE DE VÊTEMENT ▾

JE LOUE MA TENUE



# Les Cachotieres [link](#)

## LES NOUVEAUTÉS



**Apoluze**

Robe droite blanche haut dentelle et noeud BLANCA

40,00€



**L'atelier de Camille**

Robe blanche taille empire MARGUERITE

40,00€



**Ba&sh**

Robe longue fuschia dos nu à bretelles croisées MASHA

45,00€



**Ba&sh**

Robe longue jaune imprimé dos nu WEAVE

45,00€



**Ba&sh**

Robe dos nu longue argente fleurie LILI

55,00€



FUNDACIÓN ECOALF

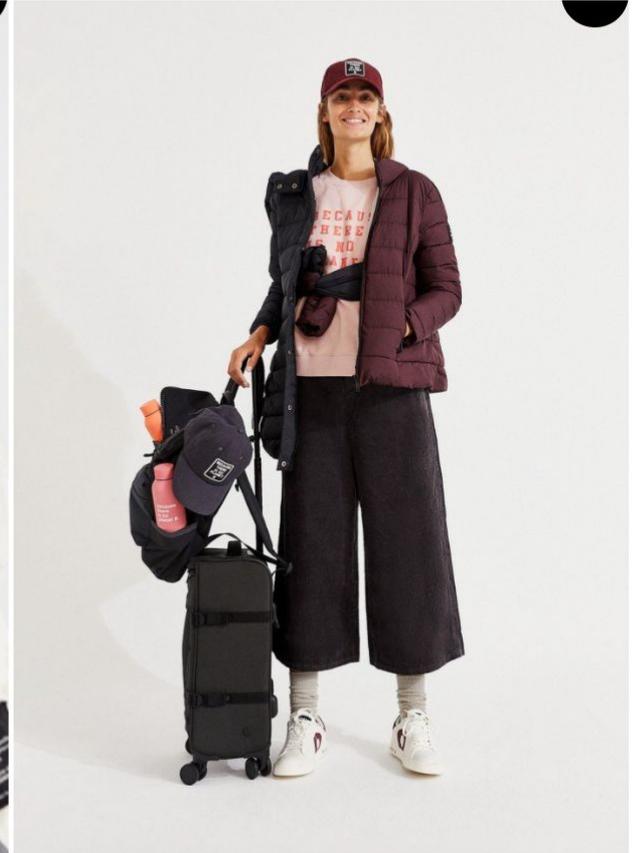
# UPCYCLING THE OCEANS

Una aventura mundial que ha recogido más de 600 toneladas de basura del fondo del mar.

DESCUBRE EL PROYECTO



# EcoAlf [link](#)



# Zero Waste Daniel [video link](#)

## zero waste daniel

reuse. rethink. reroll. sustainable clothing + accessories. recycled materials. handmade. for all.

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zwd, get into it

shop now!

# Article 22 [video link](#)



ARTICLE22



SHOP ▾ SHOP FINE STORY ABOUT PRESS TESTIMONIALS BLOG STOCKISTS

FINE

SORT BY Price, low to high ▾



LOVEbombs

# Nona source by LVMH



ALL PRODUCTS

NEW IN

FIBER OR WEIGHT

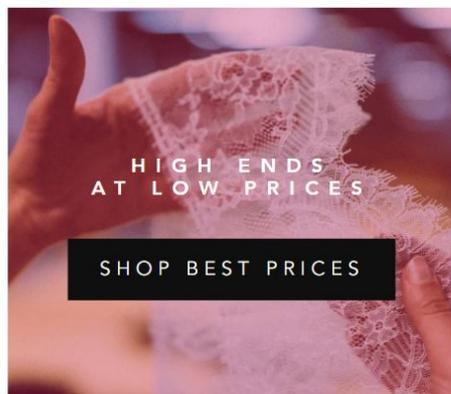
TYPE

INSPIRATION

ABOUT US

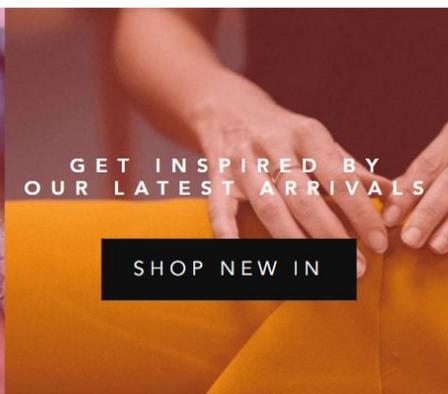


WHAT ARE YOU LOOKING FOR?



HIGH ENDS  
AT LOW PRICES

SHOP BEST PRICES



GET INSPIRED BY  
OUR LATEST ARRIVALS

SHOP NEW IN



UNIQUE ITEMS  
FOR UNIQUE DESIGNS

SHOP HAUTE COUTURE



BIGGEST QUANTITY  
FOR PRODUCTION

SHOP LARGEST STOCK

Help

# Atelier Beaumarchais [link](#)

*Atelier Beaumarchais*

Maître Artisan en Maroquinerie . Réparation de sacs de luxe

RÉPARATION & RESTAURATION   TEINTURE   SAC DE LUXE   PROFESSIONNELS ET SAV   PRESSE   CONTACT



# Osklen [link](#) [video](#)

free ground shipping on orders over \$300

Sale is on! Up to 40% OFF

**OSKLEN**

[men](#) [women](#) [shoes](#) [accessories](#) [gifts](#) [outlet](#)

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# Product as service

New type of contract between the company and the client.

Leasing, renting.

No more obsolescence.

Design to recycle.



# Is Vinted product as service?

Vinted is a platform with C2C second hand.



**Is wedding dress rental a product as service?**



# Product as service

Rented directly by the producer

The producer makes sure that the product can provide the service for the given time / number of uses

The producer is responsible for possible repairs

Possibly even for the energy consumption of the product

The producer knows how to disassemble the product and reuse the materials

## Rental

The service provider buys the goods from producers

They are used by several clients

Then they are disposed of.

# Ganni Repeat [link](#)

**GANNIRPEAT**

BACK TO GANNI.COM

SIGN IN

CART



VIEW ALL

DRESSES

TOPS

SKIRTS

PANTS

GANNI X LEVI'S

GANNI: Gimme More



# More case studies [link](#)



## Enabling cashmere to be used for longer: ERDOS

The ERDOS Group advocates the circular economy model to avoid wasting cashmere.



## Empowering luxury shoppers to choose better: FARFETCH

FARFETCH is a pioneer in pre-owned luxury, having partnered with its first pre-owned boutique in...



## Garments to be experienced by many, owned by none: GANNI

Danish fashion brand GANNI, remakes and rents garments to keep their designs at their highest value.



## A shared closet in Europe: Hack Your Closet

Hack Your Closet is a clothing subscription service that sources items from brands and charities to...



## Clothing rental for users and retailers: Hirestreet

With more than one million site users, Hirestreet rents out outfits by the thousands.



## Durable, 'timeless' products in small collections: klee klee

klee klee, is a Shanghai-based fashion label defined by its minimalist aesthetic and...



## Making circular business models more accessible: Lizee

Lizee is a software as a service (SaaS) company that allows brands and retailers to launch rental...



## Designing with existing materials: Looptworks

Looptworks repurposes used and excess materials into new products with higher value.

**In small groups of 2 or 3 choose one project and analyse it deeper**



**It was my pleasure ;-)**

[www.kamilaboudova.com](http://www.kamilaboudova.com)

IG: @kamila\_boudova\_official

