LUXURY · CIRCULAR ECONOMY · REGULATION

Luxury built to last

How high-end brands turn circularity into a measurable competitive advantage.

BCome ·

Index

The “new luxury” paradigm 03

Lessons from the iconic houses 04

The 4 pillars of scientific circularity 05

Durability 06

Repairability 08

Recyclability 10

Global circularity 12

Circularity checklist 14

INTRODUCTION

The "new luxury" paradigm

A NEW ERA

High-end fashion is undergoing a structural transformation. For decades, luxury was defined by exclusivity, artisanal heritage and the quality of its raw materials. Today, a new dimension determines the true value of a garment or object: its longevity.

Today's consumers and investors assess every piece through the lens of the circular economy, which has moved beyond a concept to become the ultimate benchmark of product excellence.

THE INDUSTRY'S DILEMMA

The great fashion houses have always championed the idea that their products are "made to last a lifetime". Yet the European regulatory framework, led by the Ecodesign for Sustainable Products Regulation (ESPR), Extended Producer Responsibility (EPR) requirements, the Green Claims Directive and the Digital Product Passport, demands that romantic storytelling be replaced with auditable scientific evidence.

> “What isn′t measured with scientific rigor cannot endure over time”

BENCHMARKS

Lessons from the iconic houses

High-end brands aren't waiting for regulation to hold them back. They are already building the technical infrastructure to quantify their circularity.

PRADA

A benchmark in supply chain transformation through its Re-Nylon project, it has made regenerated nylon a product standard, proving that virgin raw materials can be replaced without sacrificing mechanical durability.

BURBERRY

It leads the way in extending product use by offering restoration, refurbishment and rental services for its trench coats, promoting repair and care as a strategy to extend product lifespan.

STELLA McCARTNEY

A pioneer in eliminating fossil-based resources and virgin leather, it rigorously measures the composition of its fabrics to ensure that its plant-based alternatives and recycled materials meet standards of purity and technical recyclability.

GUCCI

Through its ecodesign initiatives and innovation platforms (Gucci Equilibrium and Gucci Continuum), it measures and promotes the reuse of textile offcuts, leather regeneration and timeless design built to retain value over the long term.

The 4 pillars of scientific circularity

To address these challenges and align with the international MCI methodology and European standards (ESPR/ADEME), BCome has structured its circularity measurement framework around a set of precise indicators and a comprehensive circularity score.

01
Durability

DURABILITY SCORE | SCALE 0–100

Assesses how far the design and physical quality of the materials extend a garment's lifespan compared with the industry average.

BCOME METHODOLOGY

Material quality

Analysis of color fastness to washing and light (ISO 105 tests) and pilling resistance (ISO 12945 tests).

Timeless design

Assessment of classic styles and neutral color palettes that reduce premature replacement.

Modularity and fit

Adjustable elements (belts, spare buttons, adaptable patterns) and multifunctionality.

IMPACT ON THE BRAND

Utility factor

Raises the product's utility factor up to 2.0x the market average in the Ellen MacArthur Foundation's MCI equation.

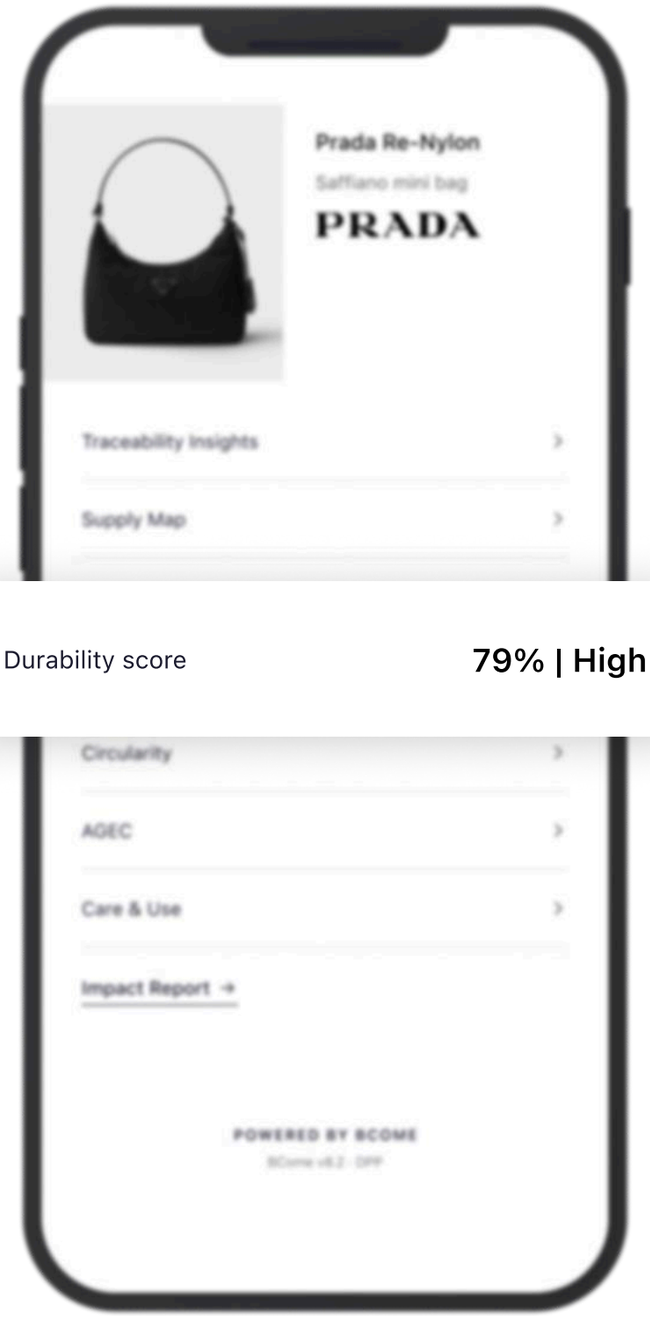
Resale value

Preserves the product's value on the second-hand market, reinforcing the perception of quality and of the brand as an investment.

Fewer returns

Fewer defects, less dissatisfaction from premature wear and stronger customer loyalty.





Simulated data for illustrative purposes.

02
Repairability

REPAIRABILITY SCORE | SCALE 0–6

An item's capacity to be technically restored, and how economically viable it is for the consumer to have it repaired.

BCOME METHODOLOGY

Design construction

Accessible seams that allow for repair work.

Removable components

Main elements can be detached without damaging the garment.

Care support and repair services

Care instructions and support, plus an in-house or external network of repair workshops.

Spare parts availability

Replacement linings, buttons and trims.

Affordability

Ratio between the average repair cost and the retail price.

IMPACT ON THE BRAND

New revenue streams

Makes it possible to monetize maintenance, restoration and spare-part sales.

Eco-fee reductions

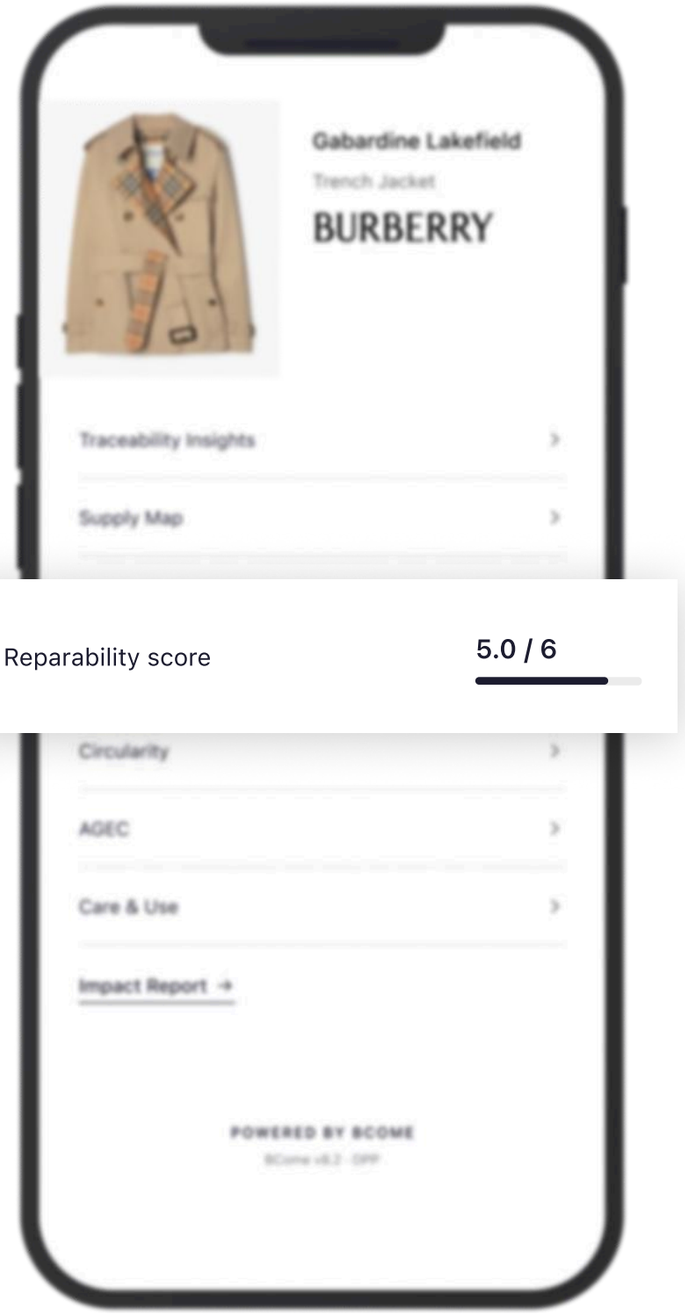
Products with a high repairability score benefit from reduced eco-fees (eco-modulation), paying less to place the product on the market.

Brand loyalty

A customer who has a garment repaired by the brand itself builds a long-term emotional bond with it.

BURBERRY

A trench coat that is repaired, restored or rented lives several lives before reaching the end of the line. Burberry is betting on extending use rather than multiplying production. Repairability becomes a brand strategy.



Simulated data for illustrative purposes.

03
Recyclability

RECYCLABILITY INDEX | SCALE 0–100

Assesses the technical likelihood and efficiency with which a garment's materials can be brought back into the cycle at the end of its life.

BCOME METHODOLOGY

Fiber-level analysis

BCome traces composition down to the individual fiber within each fabric, for example distinguishing the share of virgin cotton from recycled polyester within the same yarn.

Separation compatibility

Detection of complex blends and chemical inhibitors that block mechanical or chemical recycling at industrial scale.

Recycled content verification

Rigorous protection against greenwashing by requiring third-party certifications (GRS, RCS, EuCertPlast, TÜV SÜD, SRCCS).

IMPACT ON THE BRAND

Reducing legislative risk

Extended Producer Responsibility will penalize brands for placing non-recyclable garments on the market. Designing for high recyclability directly reduces this operating cost.

Compliance with the Green Claims Directive

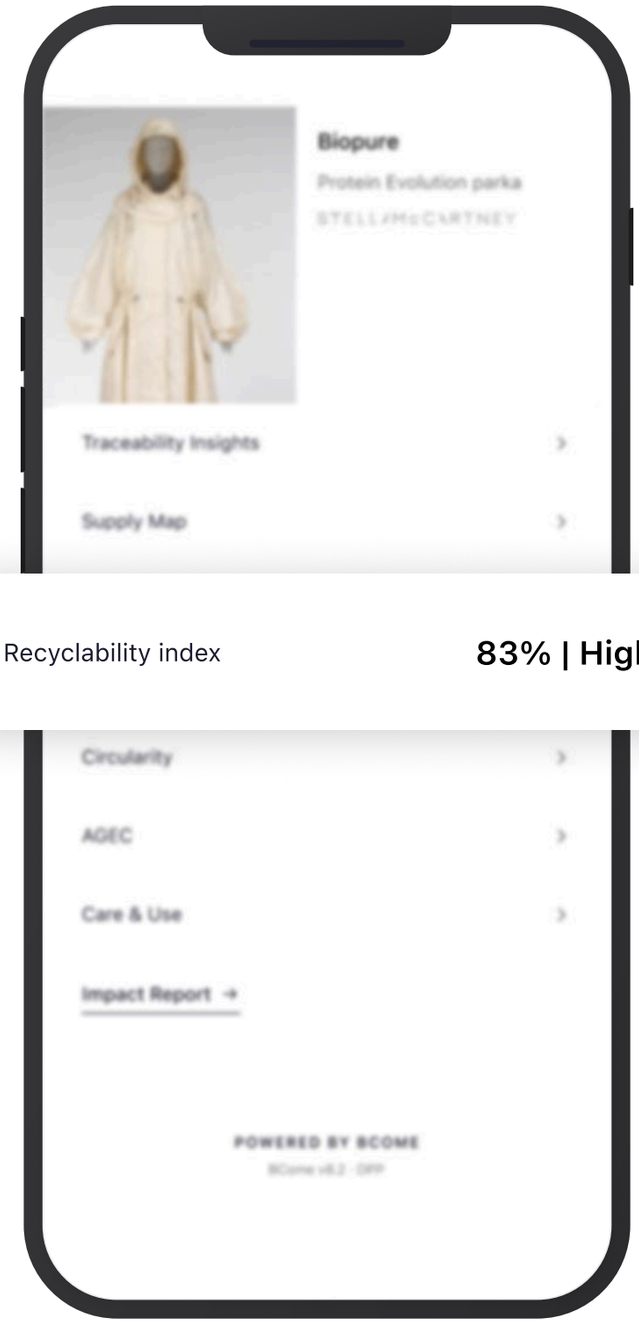
By using only third-party-verified recycled content, the brand eliminates the risk of greenwashing penalties or reputational crises.

Securing future raw materials

Makes it easier to recover the brand's own materials to feed new collections, without depending on the volatility of virgin fibers.



For years, they've argued that luxury and virgin plastic shouldn't go hand in hand. But intention isn't enough: you have to prove, fiber by fiber, that the recycled material is what it claims to be. That's how recyclability is measured: not by the label, but by certified composition.



Simulated data for illustrative purposes.

04
Global Circularity

CIRCULARITY SCORE | BASED ON MCI | SCALE 0–100

The overall index that measures how far a product minimizes linear flows (virgin extraction and landfill) and maximizes material restoration.

BCOME METHODOLOGY

Input raw materials

Distinguishing between virgin, renewable and verified recycled.

Unrecoverable waste

Generated both during manufacturing and at end of life.

Utility factor

Extended use achieved by the garment throughout its life cycle.

IMPACT ON THE BRAND

Digital Product Passport

Gets the brand ready right away to comply with mandatory EU labeling under the ESPR.

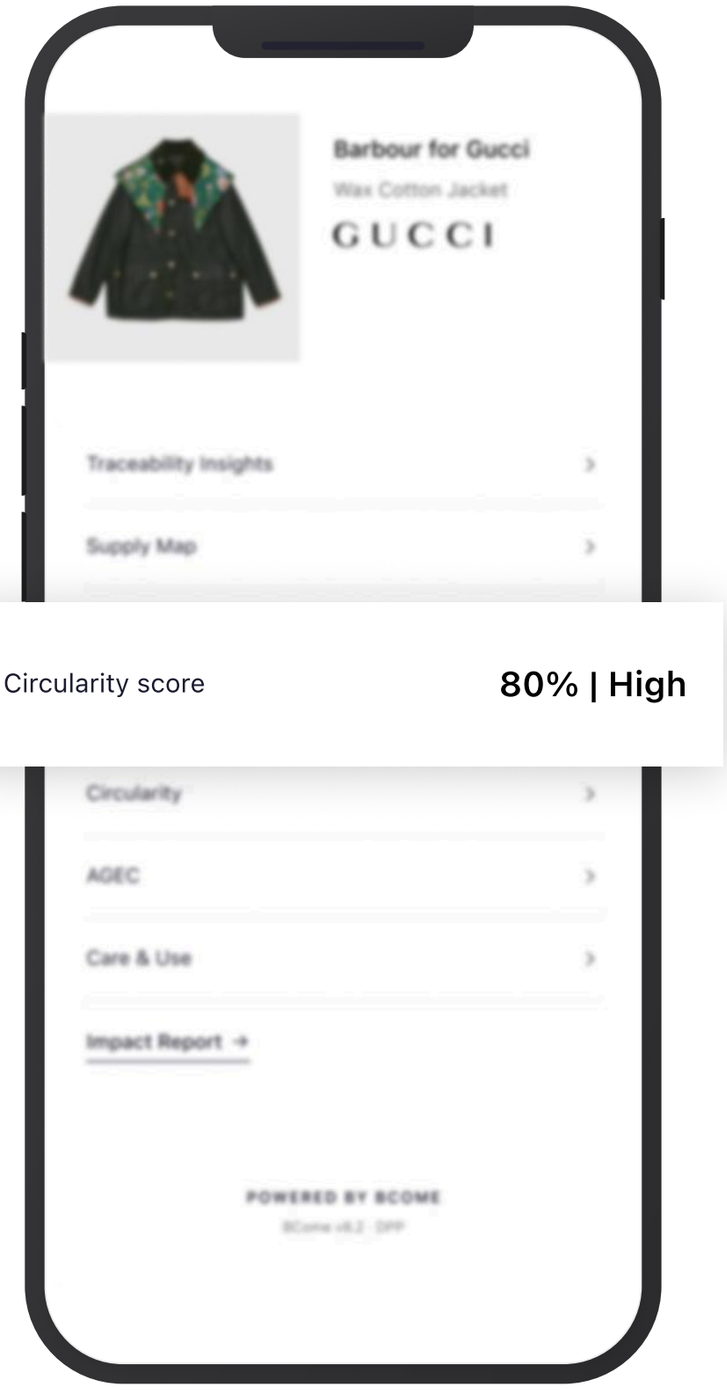
Access to capital (ESG criteria)

A high circularity score backed by BCome can make it easier to secure financing and improve the brand's rating with investment funds.

B2B and B2C competitive advantage

Positions the brand as an innovation leader against competitors that only measure carbon, opening the door to better terms with retailers.





Simulated data for illustrative purposes.

CIRCULARITY CHECKLIST

You have more data than you think. 80% of the information you need to calculate your circularity is already in your tech packs.

Run a quick check. If you can tick every box on this list, your brand is 100% ready to calculate its circularity metrics.

PRODUCT SHEET

- [ ] Name and reference
- [ ] Product category
- [ ] Materials used
- [ ] Item weight
- [ ] Item use
- [ ] Retail price
- [ ] End-of-life recovery rate
- [ ] Waste destination

COMPOSITION

- [ ] Material name
- [ ] Category
- [ ] Composition names
- [ ] Composition percentages

This information is also required, but BCome's methodology can estimate it

- [ ] Units produced
- [ ] Weight of each material
- [ ] Material reference
- [ ] Manufacturing and processing losses
- [ ] Ecodesign practices
- [ ] Recycling efficiency
- [ ] Corporate circularity practices

THE NEW STANDARD OF EXCELLENCE

Measure your brand's circularity

The transition to circularity is an industrial and legal imperative. The houses that will lead the premium market over the next decade are those that measure the durability, repairability and recyclability of their collections with the same precision they bring to designing their garments.

With BCome's circularity metrics, your brand will have the scientific methodology it needs to assess, optimize and communicate the true longevity of its products.

READY TO GET STARTED?

Request a personalized demo of BCome's tools and discover how to prepare your collections for the future of ecodesign and the Digital Product Passport.