

How to start with circularity in fashion

Inspirational sustainability guides

BCome.

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BCOME is the platform for sustainability management in the textile and apparel industry. A smart, reliable, secure software that enables fashion businesses to build responsible supply chains, guarantee transparency and bring it to the final customer. Founded in 2019, BCOME has more than 1 million traced, measured and evaluated products on the market.

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“ The effort to apply sustainable and circular production models is meaningless if changes in production practices are not accompanied by production volume reductions. The 'circular economy' or other technological solutions will not be able to sustain current volumes of consumer demand. The change to a circular model must be accompanied by a review of the production and demand volume in the sector. ”

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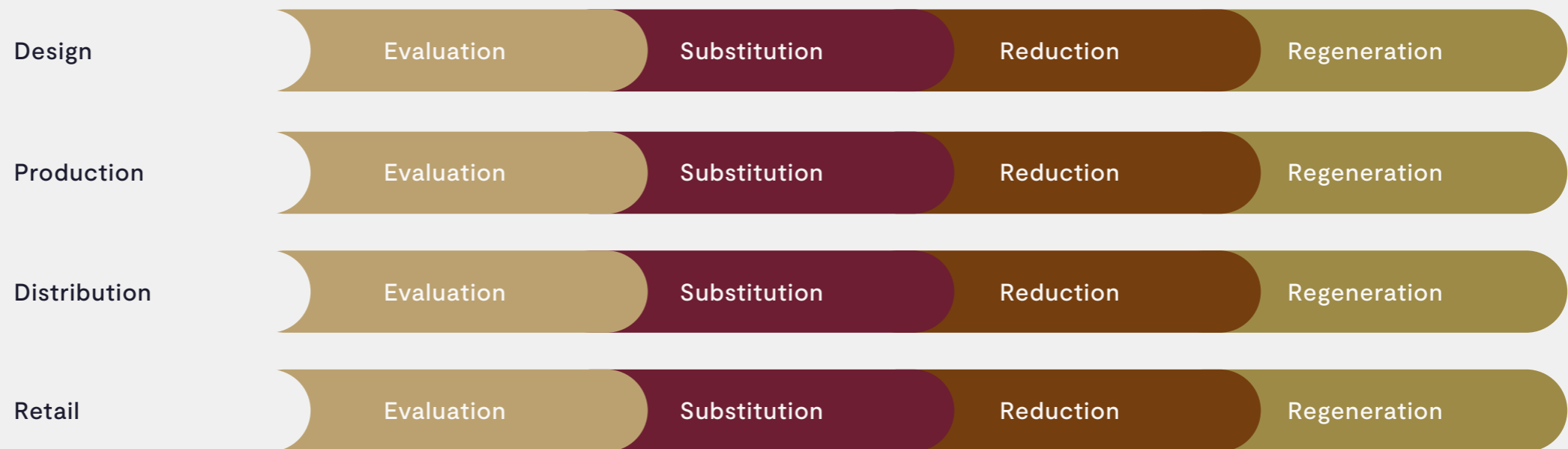
Circular economy

The circular economy is a production and consumption model that involves sharing, renting, reusing, repairing, renewing and recycling existing materials and products as often as possible to create added value. This extends the product's life-cycle. In practice, it means reducing waste to a minimum.

Circular economy in the textile sector: Areas of action

Circularity implies a transversal change in the entire value chain and therefore implies a new conceptualization of the product

itself. The fashion industry needs to make fundamental changes in four key areas and prioritize actions based on risk assessment:



Circularity in the textile sector: Areas of action and stages

Closing the loop

Minimize resource consumption

by facilitating re-entry into the

value chain. Closing the cycle

addresses the natural resources

of land, water and energy.

Slowing the flow

Slowing the production and

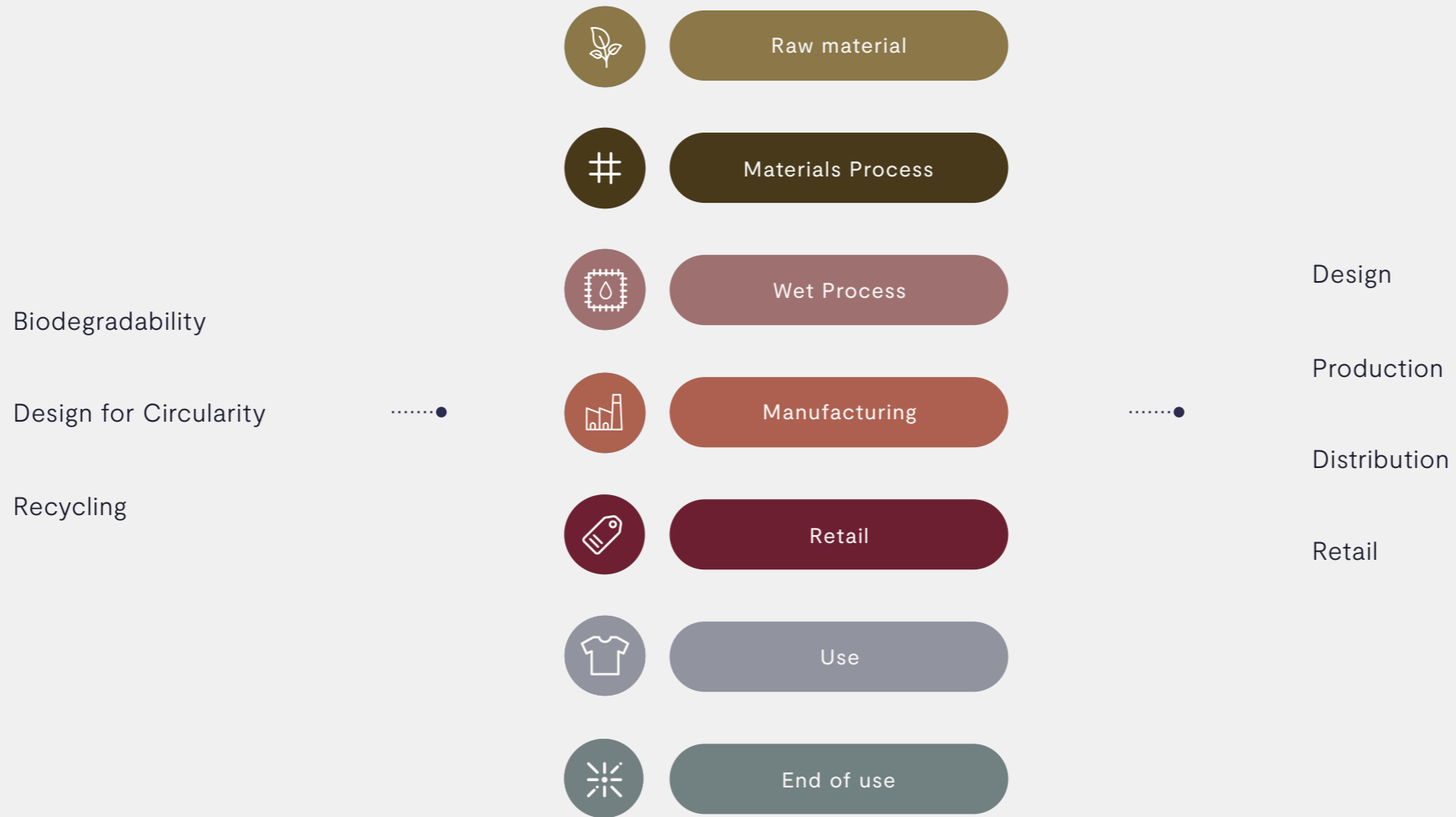
consumption cycle of a product

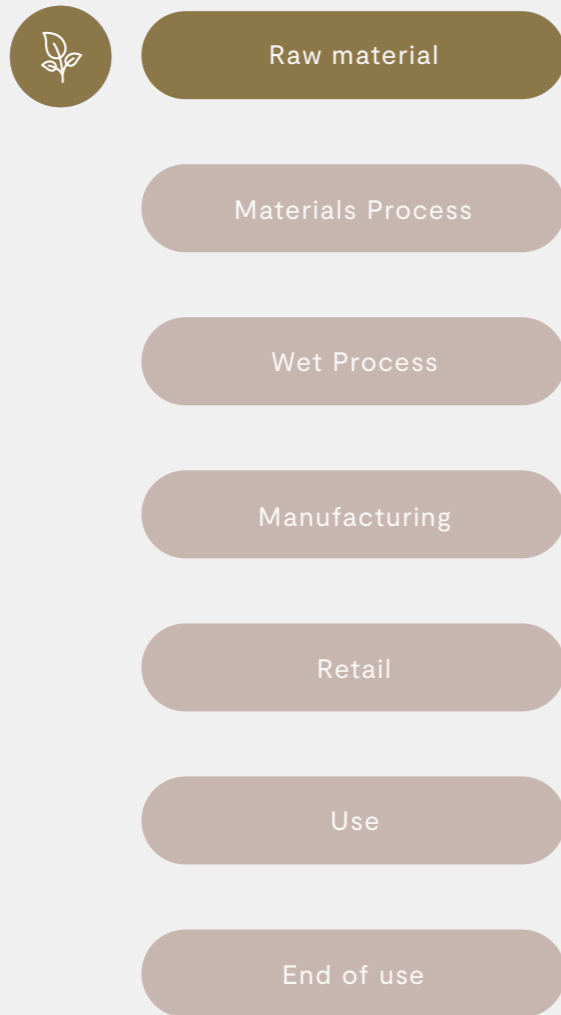
from the redesign of design,

production, consumption and use

as well as reuse.

How to address the problem: Closing the loop

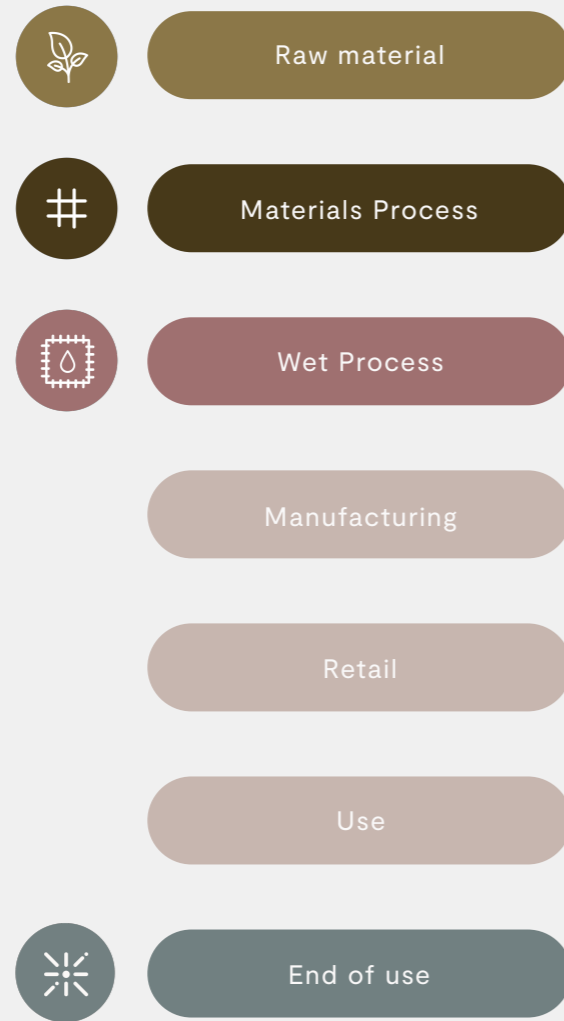




A biodegradable material is one that can be broken down by the action of microorganisms such as bacteria or fungi in a short period of time, thus becoming nutrients, carbon dioxide, biomass and water. Natural materials such as cotton and wool tend to decompose faster than synthetic materials such as polyester, although certain polymers, such as rayon, are an exception.

What should be considered:

- ✓ The biodegradability of materials may be accelerated or prolonged depending on external conditions.
- ✓ Biodegradability may mean sacrificing durability so reuse.
- ✓ A material that breaks down quickly also does not necessarily biodegrade cleanly, it can release harmful chemicals as they break down.

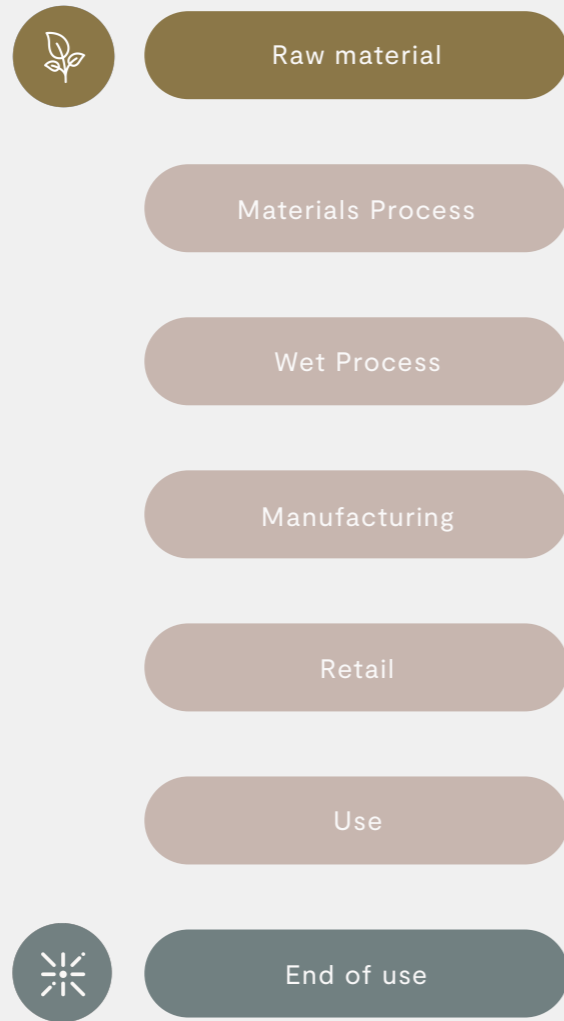


Designing for circularity means designing considering that the final product is 100% recyclable and 0 waste at its maximum extent possible. It involves:

- ✓ Design taking into account that the final product is 100% recyclable: use of mono-materials, use of mono-color, biodegradable finishes and coatings, labels and limited packaging, and disposable and easily separable linings.
- ✓ Design the product with circularity in mind: from the choice of materials, product functionality to its construction process with resources such as the zero waste pattern cutting or minimal seam construction.

What should be considered:

- ✓ Designing for circularity is a utopia if we do not reeducate the consumer.
- ✓ We have great technological challenges to solve over recycling, so a recyclable garment does not ensure its circularity.

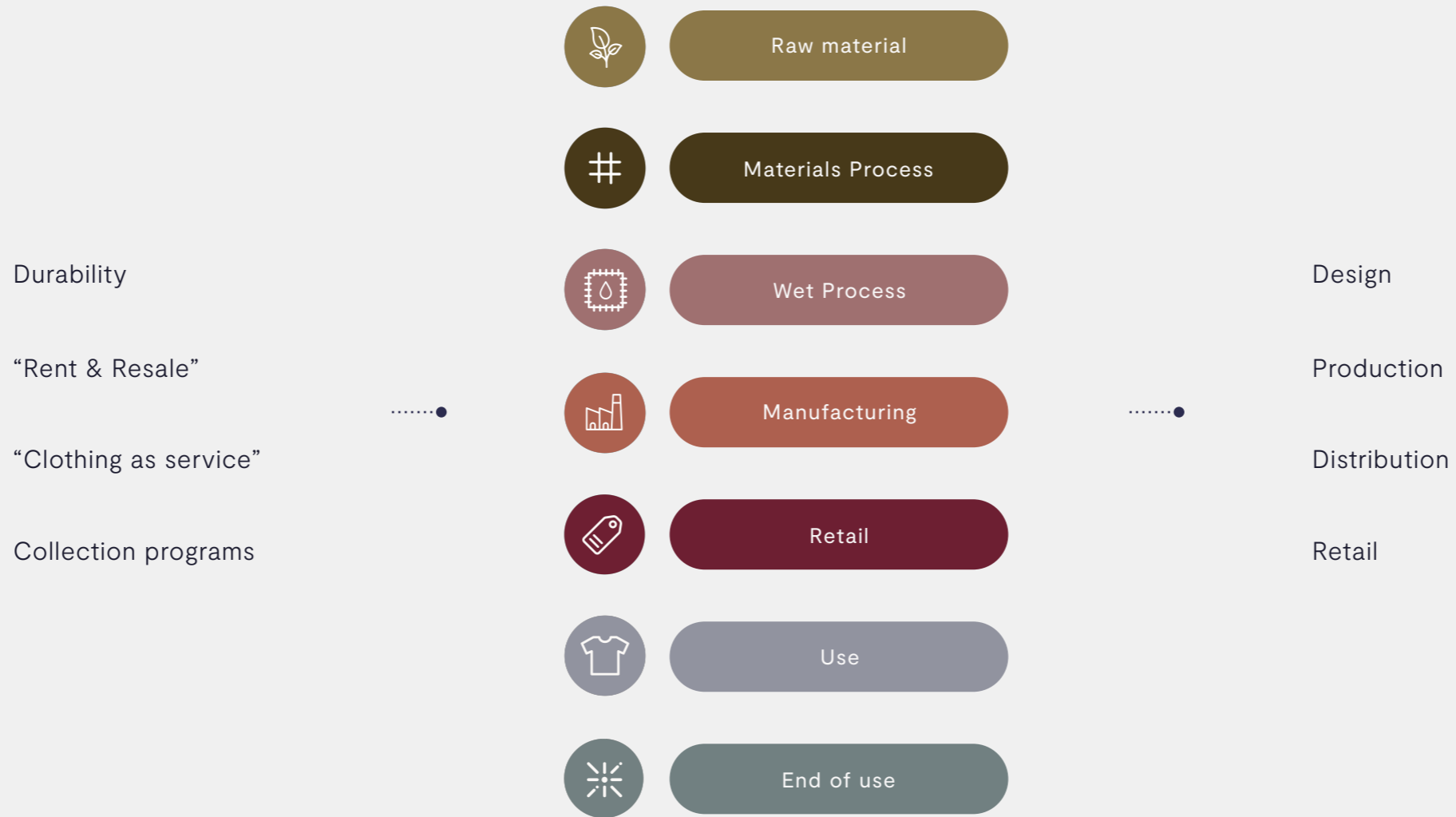


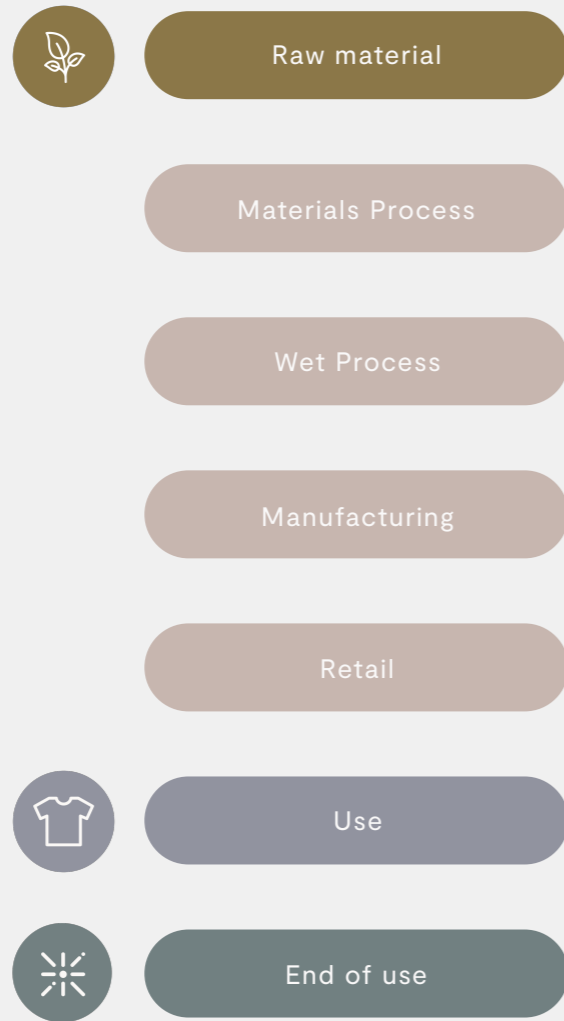
Recycling means breaking down a product or material to its raw materials that are then used to make new products. Depending on the technology used, the result may be of higher quality and value than the original product or of lower quality or value than the original. The main textile waste streams to be recycled are divided into: post-industrial textiles, pre-consumer textiles and post-consumer textiles. There are different processes for different types of fibers but essentially, we can define two types of recycling, mechanical recycling and chemical recycling.

What should be considered:

- ✓ Recycling new products is not the solution.
- ✓ We must stop producing and recycling materials that we have already produced, waste resources must be used as a resource in itself.
- ✓ We have great technological challenges to solve over recycling.

How to address the problem: Slowing the flow



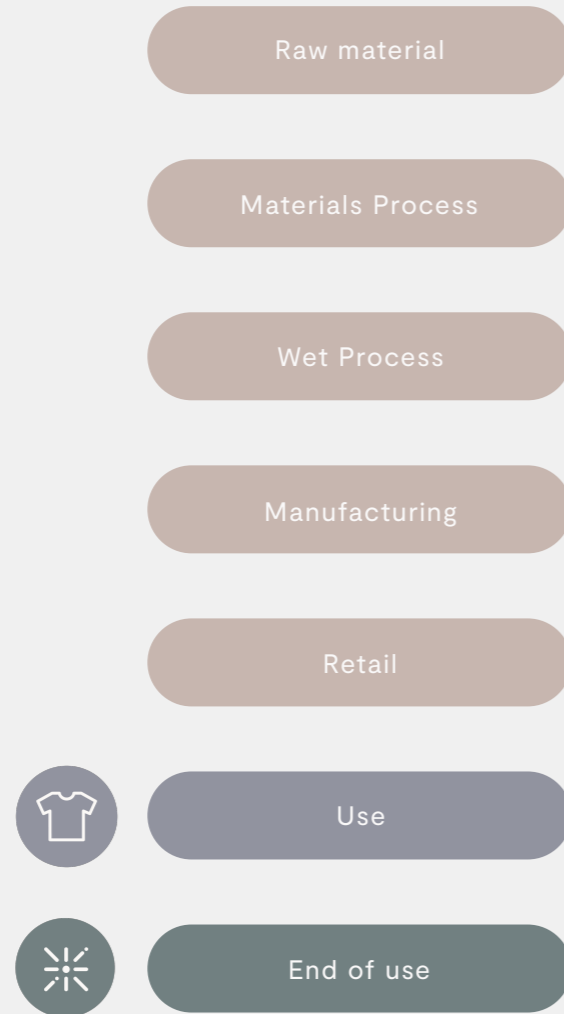


The longer an object's life, the more environmentally friendly it will be, as there is no need to replace it with another object and dispose of it.

- ✓ Design products made to last over time
- ✓ Choose materials based on their durability
- ✓ Design without trends
- ✓ Design to generate value
- ✓ Design products that excite

What should be considered:

- ✓ In practice designing for durability is a utopia if we do not reeducate the end consumer.
- ✓ An expensive product does not mean greater durability.

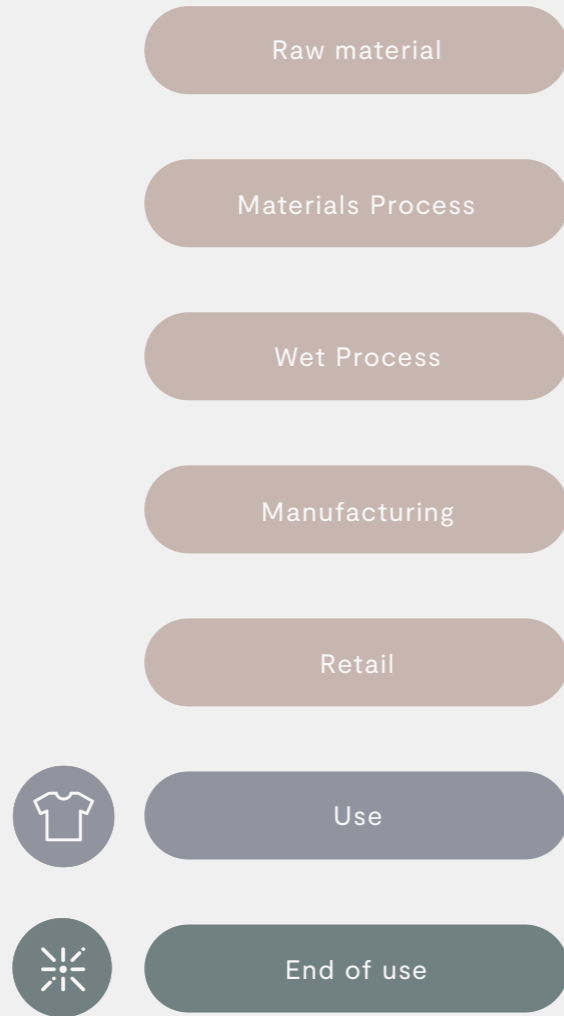


Both rental and resale are considered fundamental to a circular business model.

Brands are focusing on how to interact with consumers to ensure they understand and are ready to participate in these new business models. The consolidation of both models requires a complete dissociation of the word "rental" or "second hand" and a rethinking of the value proposition towards an exclusive benefit.

What should be considered:

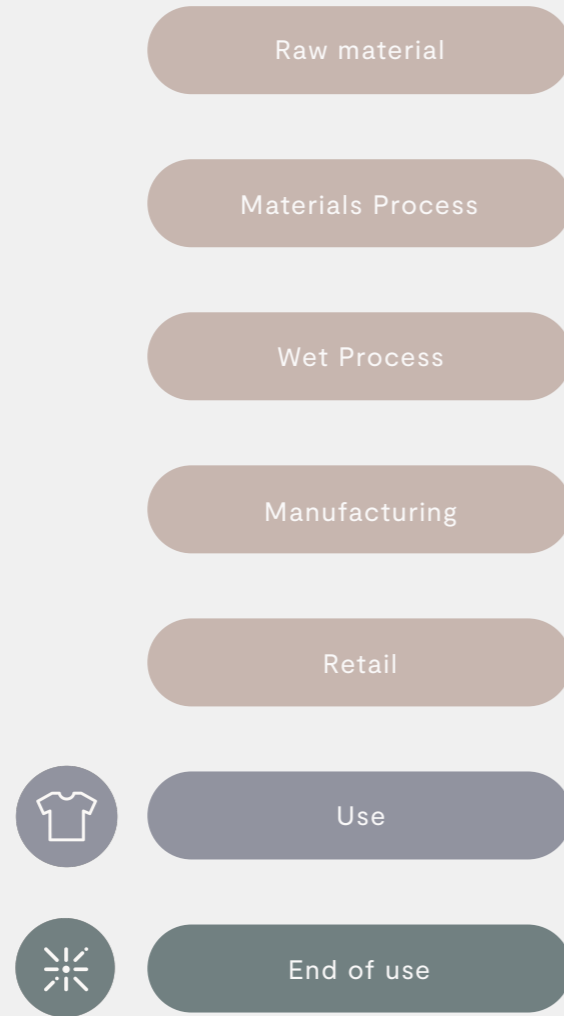
- ✓ Although resale has seen an avalanche of investments and luxury associations, Kering and Dresses Collective, Balenciaga and The RealReal and Farfetch and Thredup, rent has not yet been widely accepted by the sector.
- ✓ Rental fashion is possibly a more complex business model than resale, as it requires different pricing structures, reverse logistics and cleaning.



Rental subscriptions are those where the customer pays a regular fixed amount to borrow a rotating selection of garments with an option to purchase. On average, subscribers to this commercial model try 54 new brands in their first year, making it not only an alternative for circularity but also for the brand's own profitability and advertising.

What should be considered:

- ✓ Offering a rental or subscription model can increase brand loyalty and profitability, but requires new approaches to logistics, pricing, and marketing.



An initiative to collect used clothing for resale, repair or recycling so that fewer garments end up as garbage in landfills. Collection programs are often praised for encouraging circularity, yet often the collection ends up in landfills or exported, unchecked, to countries receiving secondhand clothing such as Ghana where clothing increasingly fills landfills, clogs waterways, causes landfill fires and devastates coastlines.

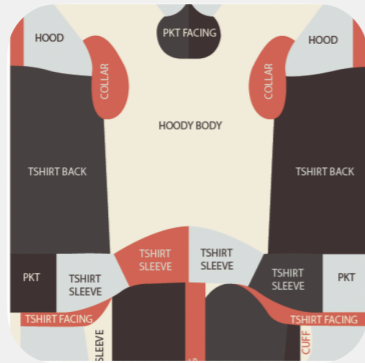
What should be considered:

- ✓ Collection programs should ensure that most of the collected product is used for repair, reuse, and recycling, extending its useful life.

Key point for circularity

1. Think about closing the loop and about slowing the flow.
2. Design garments with renewable, biodegradable and safe materials and processes.
3. Change the fast fashion consumption model to a sustainable, valuable and lasting fashion.
4. Bet on new business models to make sure garments are worn more and used more.

Early adopters: Interesting initiatives



Holly McQuillan



Adidas



Adolfo Dominguez



Study NY



For days



Nudie Jeans

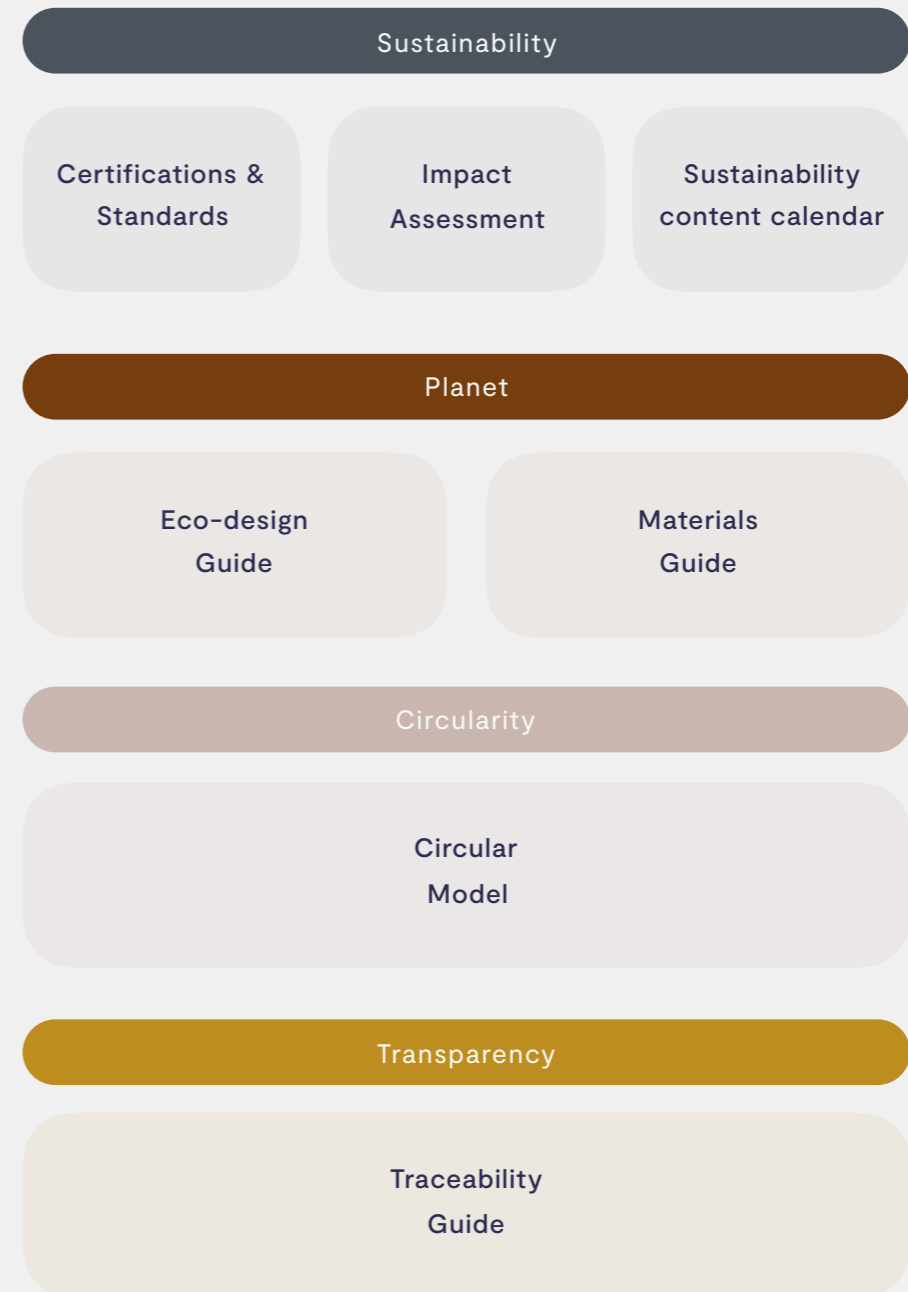
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