



**VALERIE BOITEN**

**MAKE FASHION CIRCULAR  
ELLEN MACARTHUR FOUNDATION**



**TAKE**

**MAKE**

**WASTE**



ELLEN MACARTHUR  
FOUNDATION

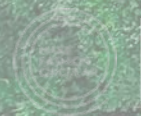




**Design out  
waste &  
pollution**

**Keep  
products &  
materials  
in use**

**Regenerate  
natural  
systems**





**CAN YOU IMAGINE A  
WORLD WHERE  
CLOTHES ARE USED  
MORE?**



**CAN YOU IMAGINE A  
WORLD WHERE  
CLOTHES ARE  
DESIGNED NOT TO  
PRODUCE ANY WASTE  
AND POLLUTION?**





**CAN YOU IMAGINE A  
WORLD WHERE  
CLOTHES ARE MADE  
TO BE REMADE?**



# MAKE FASHION CIRCULAR | CLOTHES ARE USED MORE

Clothes that are stuck in warehouses, at the bottom of wardrobes, or discarded too early represent a significant missed opportunity for the industry. To capture it, the industry needs to innovate towards new business models that increase clothing use.

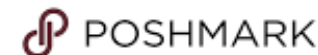
## Case for change

- Over the past 15 years, global apparel production has more than doubled while the average number of times a garment is worn has decreased by almost 40%;
- Between 2017 and 2022, US clothing resale is expected to grow by 15%, compared to just 2% growth for the sale of new clothes, according to the latest ThredUp report;
- Doubling the time a garment is used could halve the fashion industry's greenhouse gas emissions.

## Call for action

- Develop new business models and design clothes so they can be shared, rented, resold, or recycled.

## Examples of innovators exploring renewal, leasing and resale



# MAKE FASHION CIRCULAR | SAFE AND RENEWABLE INPUTS

In a circular economy for clothes material inputs are non-toxic, allowing them to be used and reused safely and avoid negative impacts during the production, use, and after-use. This means that by design, no substances of concern (to health or the environment) or pollutants (such as plastic microfibres) are released into the environment and ocean.

## Case for change

- Today, 60% of materials used for clothing production are plastic;
- The equivalent of 50 billion plastic bottles worth of plastic microfibres are released into our ocean every year from washing of textiles;
- The textiles industry uses 100 million tonnes of non-renewable resources per year.

## Call for action

- Focus innovation initiatives on the development of new and renewably sourced materials and new production processes that prevent the release of plastic microfibres;
- Join forces to scale safe, renewable, non-toxic materials and material cycles.

## Examples of innovators exploring safe and renewable inputs





# MAKE FASHION CIRCULAR | CLOTHES ARE MADE TO BE MADE AGAIN

Less than 1% of used clothing is turned into new clothes, while the vast majority ends up being landfilled or incinerated. To capture their full value during and after use, clothes need to be designed to be made again, and solutions need to be deployed at scale so they are turned into new.

## Case for change

- Less than 1% of material used to produce clothing is recycled into new clothing, representing a loss of more than USD 100 billion worth of materials each year;
- There are also high costs associated with disposal, for example, the estimated cost to the UK economy of landfilling clothing and household textiles each year is approximately USD 108 million;
- Most recycling consists of cascading to other industries and use in lower-value applications (e.g. insulation material), all of which are currently difficult to recapture and so likely constitute the final use.

## Call for action

- Radically improve industrial-scale solutions by transforming clothing design, collection, and reprocessing.

## Examples of innovators exploring solutions for reuse and reprocessing



# THE JEANS REDESIGN





# LET'S MAKE IT HAPPEN

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