

Textiles and fashion in a CE and new business understanding

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New Business Thinking for Consumer Based Eco-efficiency

Eco-efficiency

- “Sustainable production and consumption involves business, government, communities and households contributing to environmental quality through the efficient production and use of natural resources, the minimization of wastes, and the optimization of products and services.”

Sustainable Production and Consumption: A Business Perspective report by The World Business Council for Sustainable Development (WBCSD 1996, 7)

Eco-efficiency

- Means efficiency and less material use while manufacturing more products and simultaneously resulting in less waste.
- The eco-efficiency approach also means savings in material, energy and chemical costs and waste disposal costs
- Since 1990s

Eco-efficiency

- Technological and economical approach to environmental problems
- Efficiency in production
- Increase in production volumes
- Lower prices
- Increase in consumption volumes
- Increase in textile and clothing waste streams

Eco-efficiency

- Eco-efficiency can only be used while comparing design alternatives, not to identify the key problems in sustainable development (Park and Tahara 2008)
- Eco-efficiency should be divided into **producer based and consumer based eco-efficiency**. In this way not only the environmental impact of the production but also quality and consumer satisfaction could be estimated

Eco-efficiency

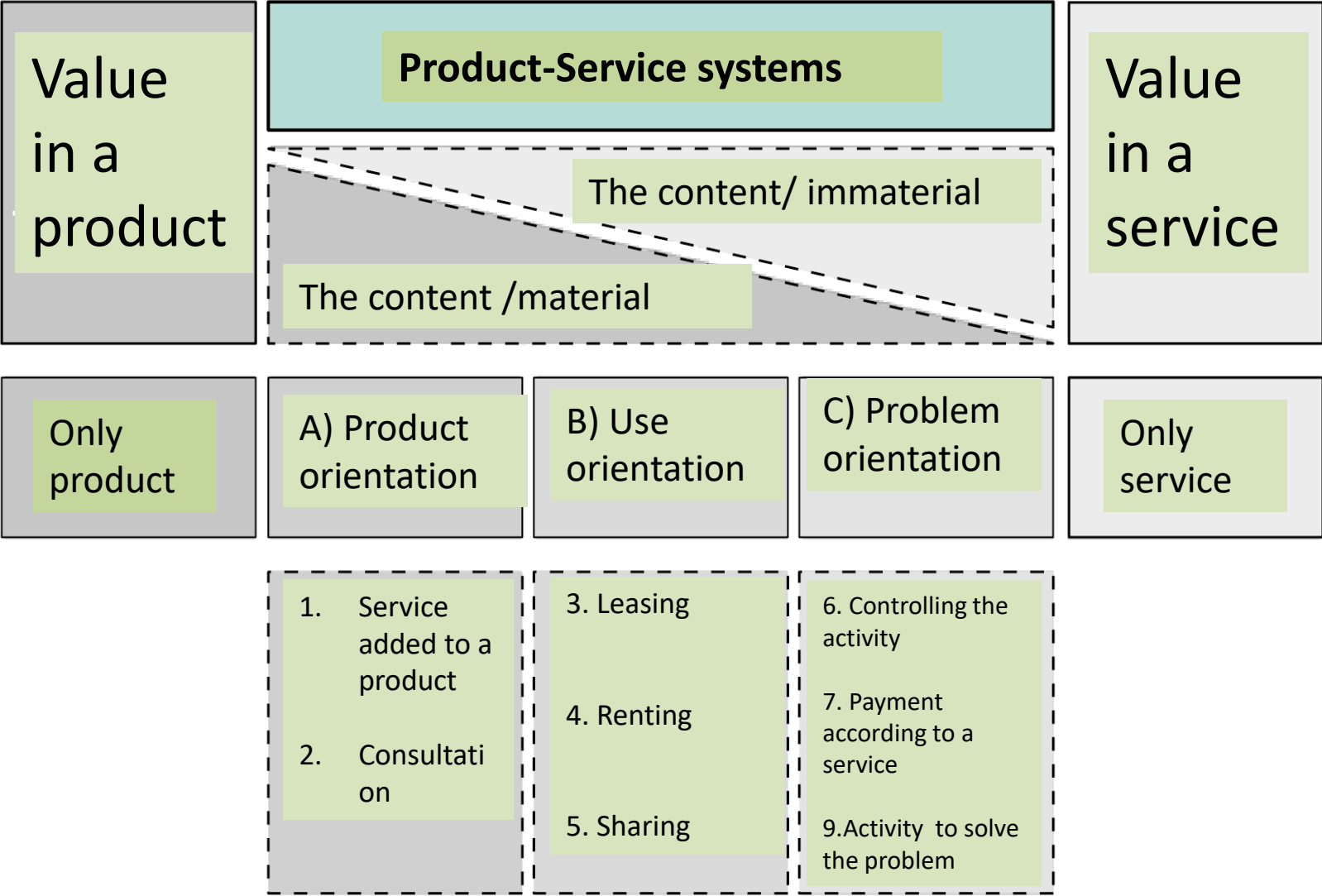
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Challenges in fashion consumption

- New, creative ways of building business in the context of sustainability.
- The new value proposition for consumers through service aspect.
- Product-Service-System PSS approach; one of the key principles for new kind of sustainable value creation.
- It is hard to invite consumers towards sustainable consumption practices in the fashion field and therefore the business thinking has to be much more radical and fundamental, laying ground to sustainable consumption.

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Tukker, 2004; Tischner, Ryan & Vezzoli, 2009

PROBLEM-ORIENTED THINKING

- Identification of problems leading to premature disposal (fit, fashion change, boredom, damage/wear)
 - Design PSS services to eclipse disposal (e.g. alterations, tailoring, redesign, restyling, swapping, take-back, maintenance agreements)
-

SERVICE-ORIENTED THINKING

- Identification of goods that experience long-term ownership, infrequent use
 - Design PSS services to maintain quality and satisfaction (e.g. maintenance, redesign)
-

UTILISATION-ORIENTED THINKING

- Identification of products used infrequently; status not derived from personal ownership
 - Design PSS schemes that provide utilisation of products without ownership (e.g. renting, swapping, sharing)
-

NEEDS-ORIENTED THINKING

- Identification of human need to do and interact (see *Max Neef Matrix*)
- Design PSS services to engage consumers in doing (e.g. co-design, participatory design or make-it-yourself) and social interaction (e.g. customisation, consultancy or swapping/sharing)

Recycling



100% RECYCLED

PURE WASTE TEXTILES

ECOLOGICALLY SUSTAINABLE YARNS, FABRICS
AND READY-MADE GARMENTS

LEARN MORE

<https://purewastetextiles.com>

Textile recycling (mechanical)



Responsibility
in Business
through Textile
Recycling:
Pure Waste

Towards circular economy

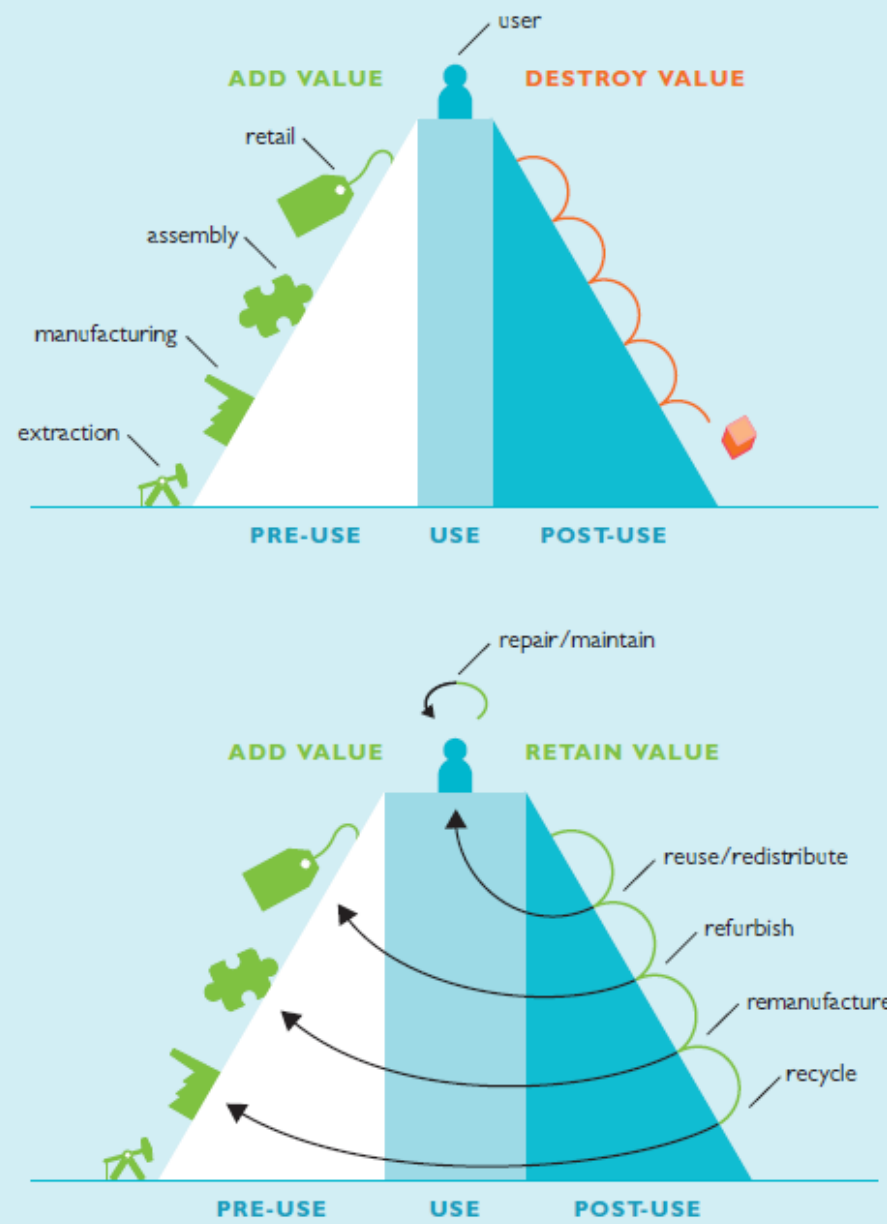


Figure 1. From destroying value in a linear economy to retaining value in a circular economy (Achterberg et al. 2016).

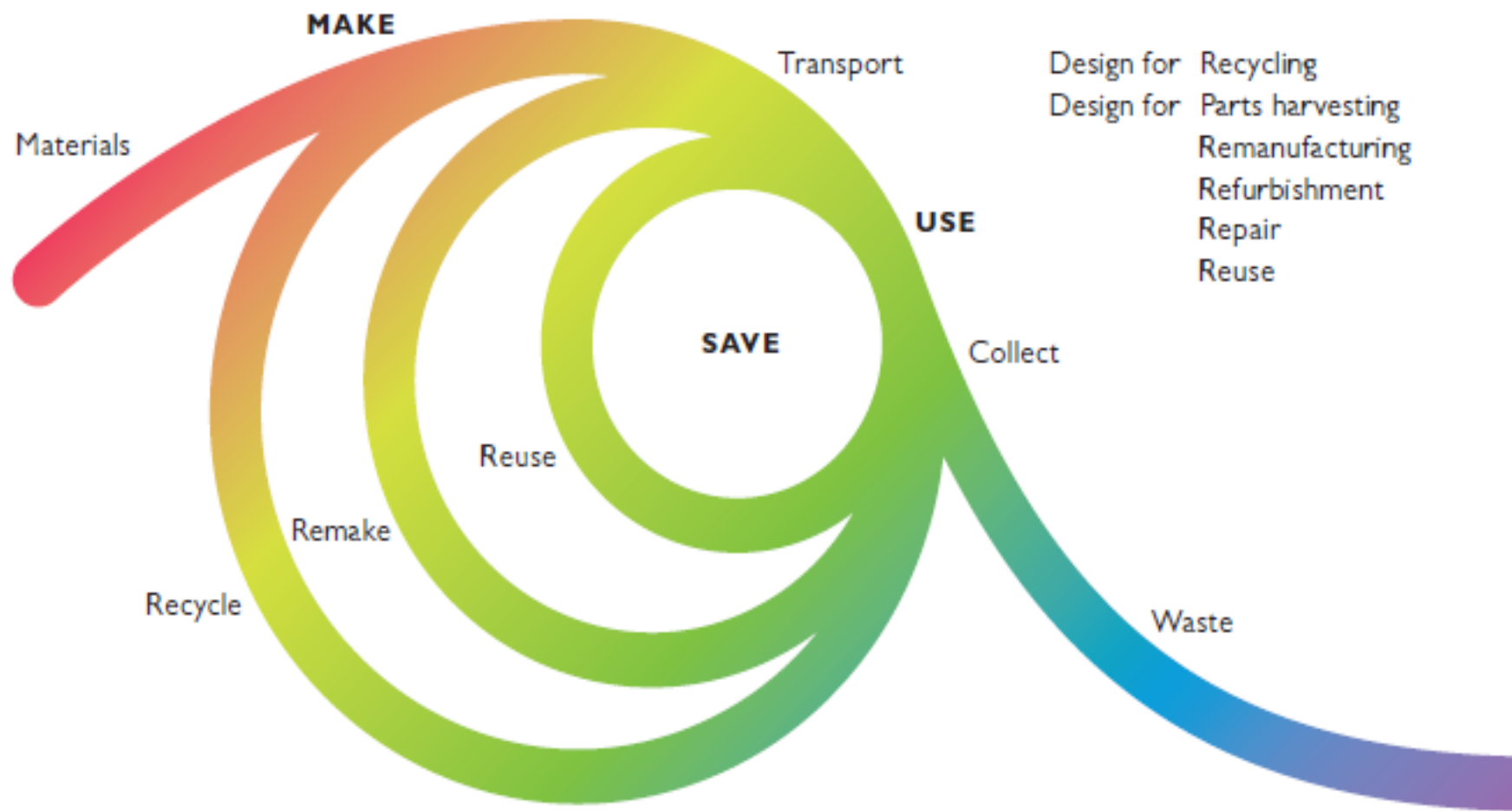


Figure 6. The product life cycle for products in a circular economy. The emphasis is on keeping products and materials in use through recovery operations.

Design for circular economy

The four models of DCE (RSA 2016)



Extending the use

- Repair services



The maintenance service lengthens the life of knitwear (photos by Arela).

Arela
Knitwear Care
Service

INSIDE PATAGONIA

What are you looking for?

https://eu.patagonia.com/fi/en/repairs-returns-form.html#searchterm=repair

Patagonia® Returns and Repairs

We back everything we make with our **Ironclad Guarantee**. If your item isn't working for you, please follow the instructions in the section "Repairs and Quality Returns" below.

To return your recent Patagonia order to us, please follow the instructions in the section "Returns" below.

Returns

Your Patagonia order can be returned in six simple steps:

1. Fill out your returns slip with the item(s) you would like to return to us and place the slip inside your package with your unwanted item(s).
2. Print your Cycleon return label which you received via email when your order was shipped.
3. Stick the label on the outside of your package and bring it to your local post office.
4. You will need to pay to send the package to your nearest return hub. The address will be clearly displayed on your returns label.
5. Once your package arrives at the hub, we will activate the Patagonia tracking code and forward the package to our main returns warehouse in The Netherlands.

Please note: Refunds are not processed at the regional hubs.

6. As soon as your package has been processed by our team at our main returns

Repairs and Quality Returns

How to start the process:

If you have a Patagonia product which is in need of a repair or with which you have encountered a quality issue, please send us the following information to directsales.europe@patagonia.com:

- a clear picture of the damaged area
- a picture of the back **and** front of the label (STY/Item number must be visible)
- a copy of the receipt/invoice (if possible)
- download and fill out the following contact form ([PDF](#) / [Word](#))

Once we have received all of the above information, we will evaluate the issue and provide a solution for you in accordance with our warranty and policies. You will be provided with the necessary documents to facilitate your return/repair.

Get Repair Kit

Please fill in the form below and receive the Nudie Jeans Repair Kit for free by post. The Repair Kit includes all you need to mend your jeans.

In Repair Kit:

- 2 Denim Patches 100% cotton
- 1 Black Denim Patch 100% cotton
- 1 Iron Patch
- 1 Needle
- 1 Belt Loop
- 1 Spool of Orange Thread
- 1 Spool of Dark Blue Thread
- 1 Repair Kit Booklet

NAME*

LAST NAME*



Re-use

To prolong the life of a garment is even more sustainable than recycling. It can be done by using the garment for a long time, reselling the garment, reusing the fabric to create something new, making patches for repairing or making materials for new products.

At Nudie Jeans we do all of this, all to reduce waste. We offer our customers 20% of a new pair of jeans when handing in an old pair of Nudie Jeans. The jeans that we sell again in our Re-use range are washed and then repaired if needed, and ready to become a new customer's favorite pair.





/ MATERIALS PART 3

Reused Denim

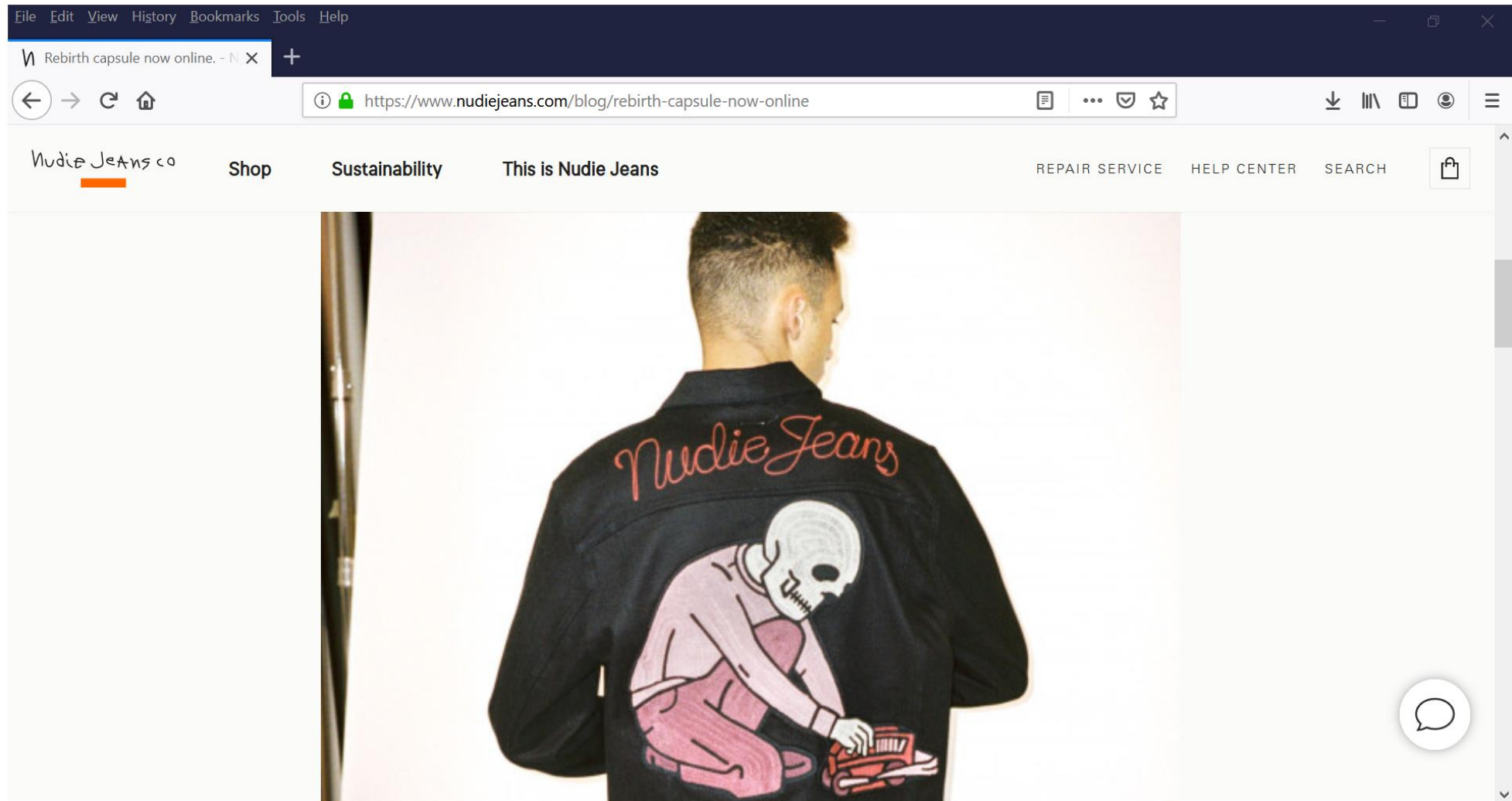
We are using old Nudie Jeans brought in by customers, in different ways.



Nudiejeans

- While prewashed denim often replicates a true break-in story, the Re-use concept holds the original narrative.
- These are one-of-a-kind jeans.
- Nudie Jeans Re-use garments are washed, repaired and ready to wear.
- Any condition issues are noted.
- Nudie Jeans Re-use denim is labeled with the Swedish "Good Environmental Choice" eco mark. All repairs are handmade in Sweden.

Capsulate collection/added value through design





"REUSE A PIECE OF JEANS TO MAKE IT NEW JEANS"

PIECE OF JEANS

TUTUSTU TUOTTEISIIN



Intensifying the use

Leasing Fashion
Can Be Fun!
Vaatepuu

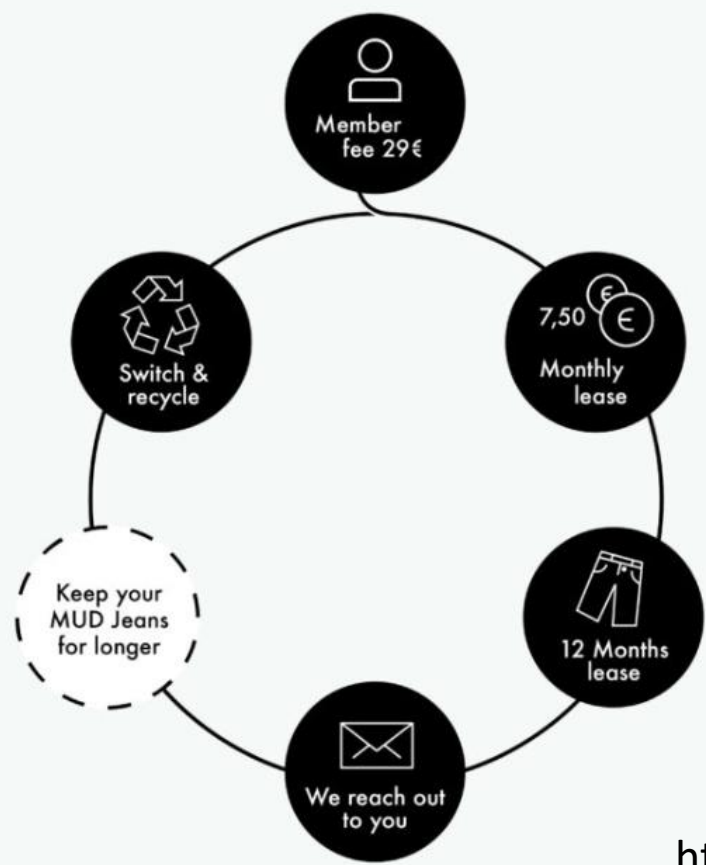


Vaatepuu

- The mission behind Vaatepuu is to get consumers to give more thought to the number of garments they are buying, and to consider the factor of quality over quantity.
- We are also concerned with increasing accessibility to the experience of how high-quality materials feel on your skin, how it feels to wear well-designed garments, and, in general to show how it is possible to be well dressed everyday of your life.



Why lease How lease a jeans works After 12 months Lease another jeans



Lease a jeans

In 2013 we introduced our pioneering Lease A Jeans system. Allowing you to lease a pair of jeans for a monthly fee. When the jeans are worn out, or if you feel like a change after 12 months, you can send in your jeans and switch to a new pair. We then recycle the old pairs into new items.

Usage over ownership

We promote use over ownership. By leasing jeans and recycling or upcycling the materials we move to a circular economy in the fashion industry. Lease A Jeans was a direct media-hit and still is an example at many universities educating on the circular economy.

<https://mudjeans.eu/lease-a-jeans/>



Pigetøj



[Bland børnetøj til din pige >>](#)

Drengetøj



[Bland børnetøj til din dreng >>](#)

Unisex



[Bland børnetøj til dit barn >>](#)

Ventetøj



[Bland ventetøj til din gravide mave >>](#)

"Vi har brugt det fantastiske VIGGA tøj siden Ellen var tre måneder. Det er noget skønt tøj! Jeg er vild med jeres koncept,



Leasing

https://lindstromgroup.com/fi/palvelut/tyovaatteet/?utm_source=bing&utm_medium=cpc&utm_campaign=Ty%C3%B6vaatteet%20WWS%20%7C%20Laaja&utm_term=ty%C3%B6vaate&utm_content=Ty%C3%B6vaatteet

Asiakaspalvelu p. 020 111 6363 asiakaspalvelu@lindstromgroup.com Etsi_ | Country

Lindström Palvelut Asiakkaat Yritys Töihin Lindströmille Yhteystiedot eLindström >> Ota yhteyttä

Työvaatteet

Tarjouspyyntö

Etusivu / Palvelut / Työvaatteet

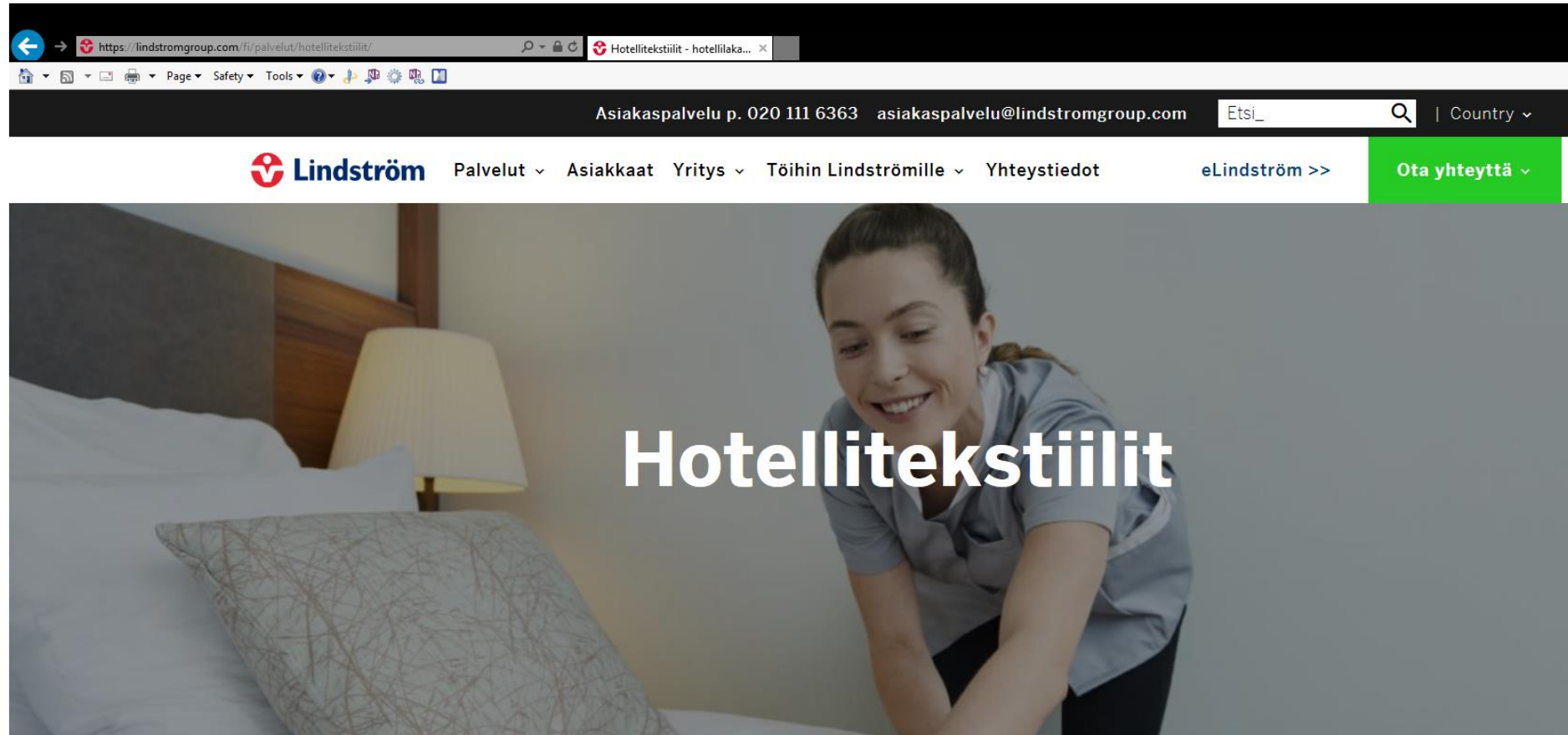
Joustava työvaatepalvelu

This site uses cookies to offer you a better online experience. Find out more on how we use cookies [here](#). [Accept](#)

Edustavat, toimialallesi sopivat työvaatteet ovat välttämättömyys turvallisuuden ja hyvinvoinnin ylläpitämiseksi

Leasing

- Hospital textiles
- Hotel textiles ect



[Etusivu](#) / [Palvelut](#) / [Hotellitekstiilit](#)

**Täydellinen hotellivierailu all inclusive
-hotellitekstiilipalvelun avulla**



Latest
creations
On demand collection

<https://www.annaruohonen.com>

Black
Classics

Permanent
collection

Design
concept

Sustainable
fashion

Kaj
Franck
Design
Prize
2017



Buy
online
Ready-to-wear



Seasonal made-to-order
from Paris

[See collection items »](#)

[Read more about the collection »](#)

Made-to-measure
classic collection

[See collection items »](#)

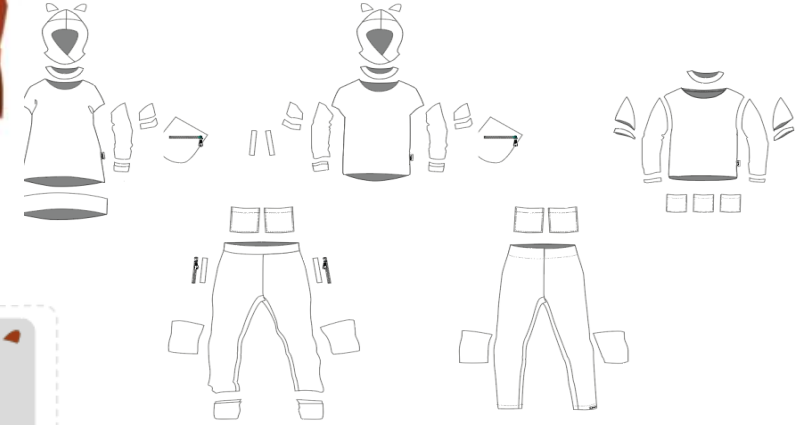
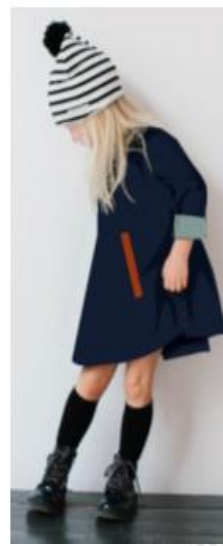
[Read more about the collection »](#)



Ready to wear
from Finland

[Browse items in our webshop »](#)

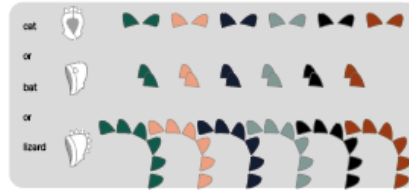
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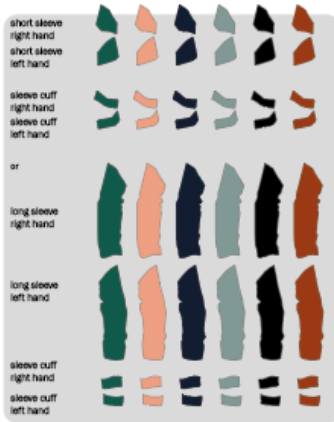
NECKHOLES



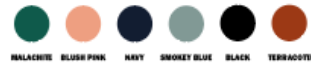
EARS



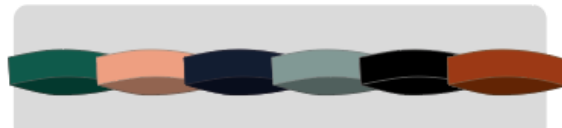
SLEEVES



FRONT POCKETS



HEM



Minuju/Nina Kyber 2017

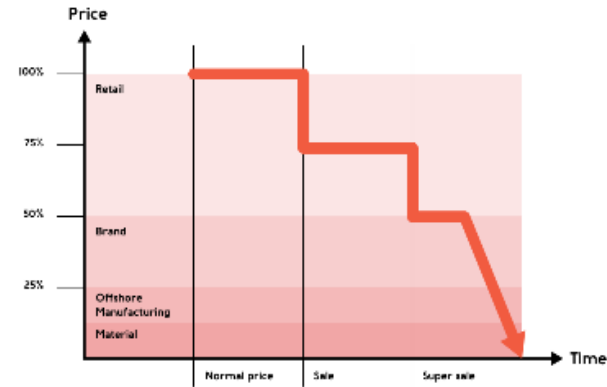
Digitalisation

- Platforms
- Apps
- Cloud services
- Digital fashion & textile design
- Mass customization

SELL

Based on the ability to digitally visualize the garments before they are made, we start selling the garments before it is produced, and price them according to an algorithm similar to that used for flight tickets with dynamic pricing. This means a lower price before the item is produced and a "normal" price when the item is stocked. By doing this we minimise over-production and stock-keeping.

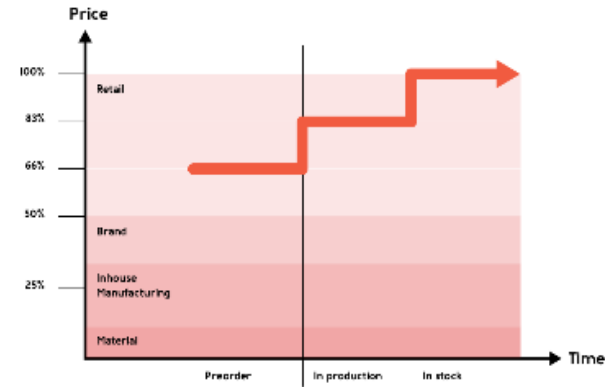
Traditional price model



Why do it like this...

Atacac price model

<http://atacac.com/company/>

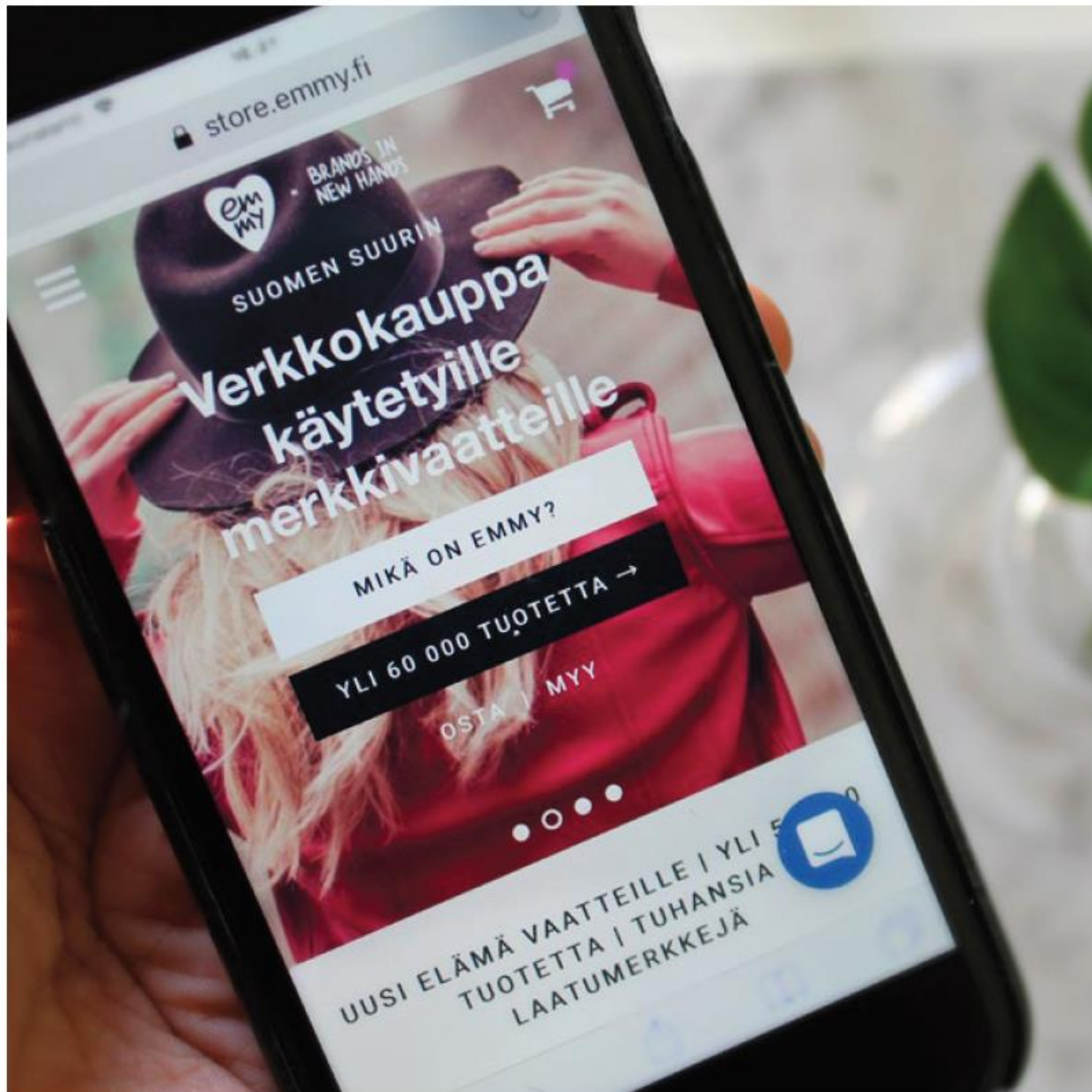


...when you can do it like this!

PRODUCE

With digitalisation, and the possibilities of image creation of yet not existing garments new ways of selling, and producing garments becomes possible. In order to explore and develop new such ways atacac started an in-house micro-factory for maximal speed and flexibility in production. Today the micro-factory produces all Atacac garments alongside production for other local brands and companies reaching from independent shops to restaurants and taxi

Platform business
C2C Changes consumer's role

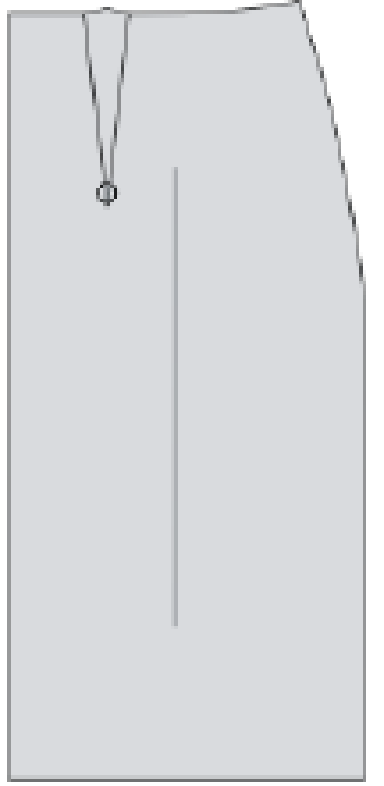
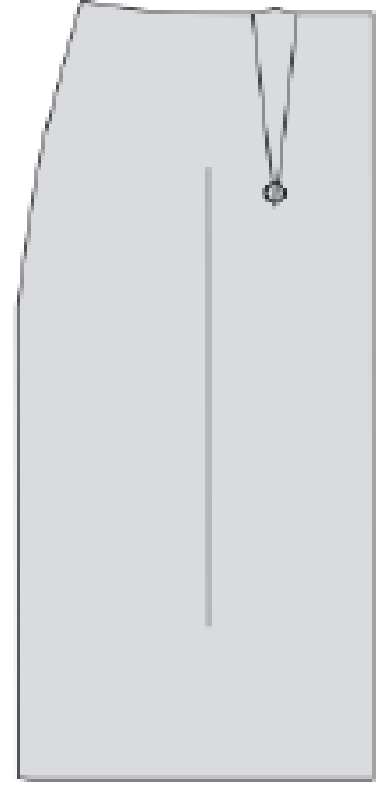
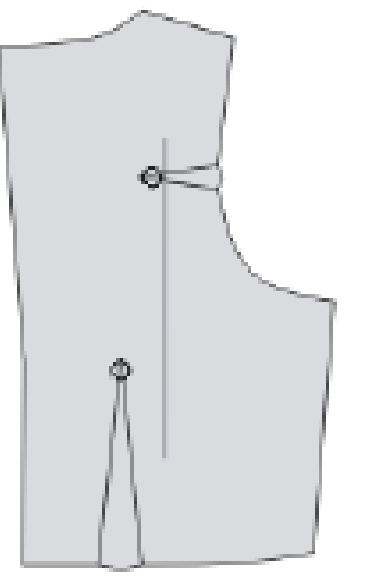
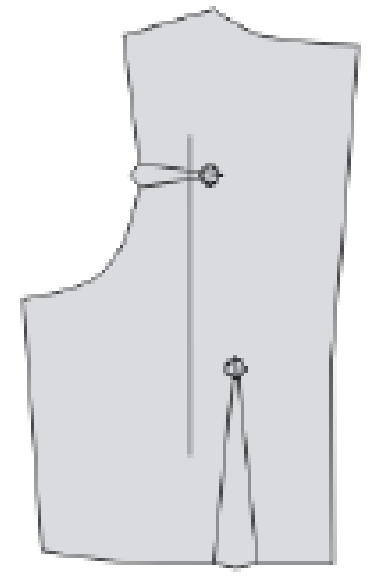
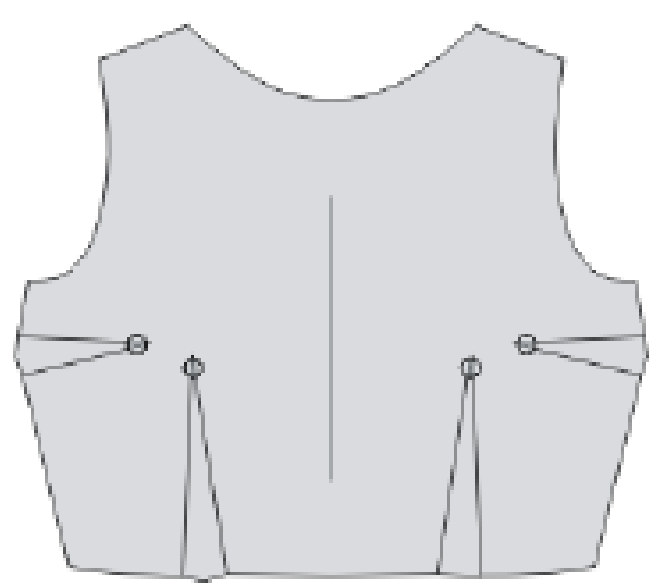
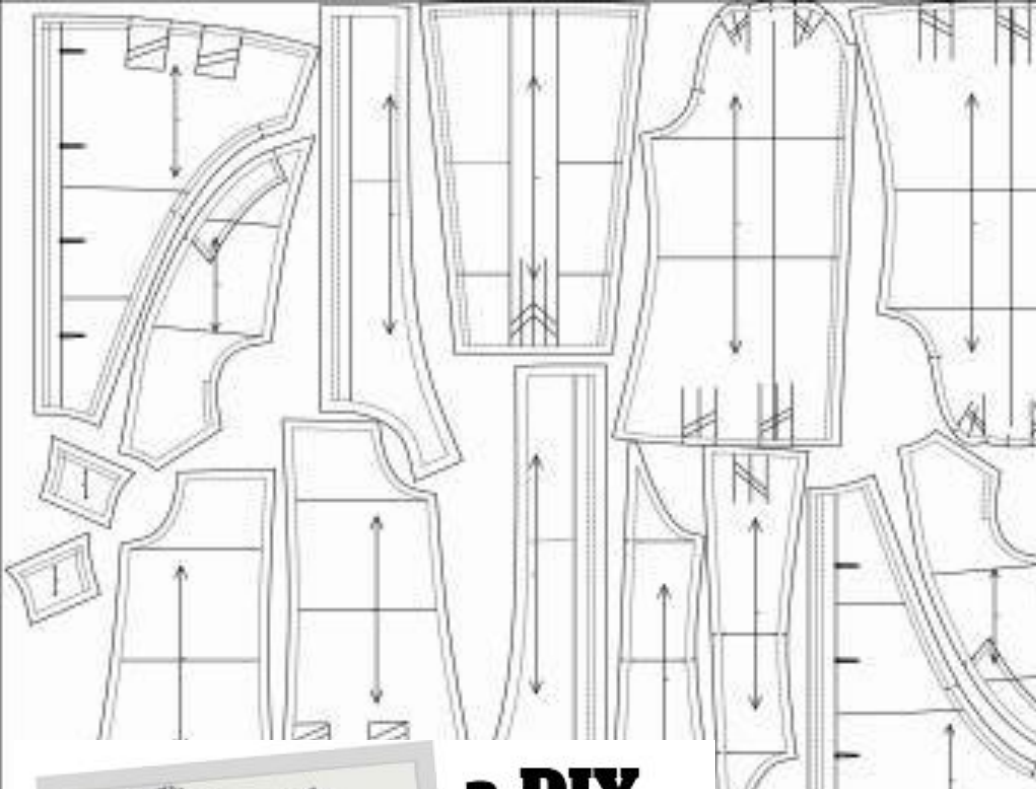


Emmy makes selling and buying secondhand brand garments easy (Linda Fenn)



* BRANDS IN NEW HANDS

Open design



a DIY DRESS

Pattern & Tutorial
sewguide.com



free
DRESS
sewing pattern
sewguide.com

Open source



DIY Dress Design:
Clever Color-Your-Own Clothing



DIY Dress-Up Ideas:
5 Sexy Ways to Upcycle Old Clothing

Social design

Design for good, Design in a social context

- Design which creates sustainable lifestyles
- Inclusive design, design for all, fashion design to empower people....
- Fashion in a social context,

For social wellbeing

Transparency

Charity





Ajankohtaista | Yhteystiedot | Tietoa meistä



MYYMÄLÄT JA PALVELUT

TAVARAN LAHJOITTAMINEN

YMPÄRISTÖKOULUTUS

KIERTOTALOUS, YRITYSTEN PALVELUT

VERKKOKAUPPA



Kierrätyskeskus



<https://www.kierratyskeskus.fi/>



Aukioloajat

https://mifuko.fi/content/our-team

SHOPPING BAG

English Suomi Deutsch 日本語



SHOP

OUR WORK

MIFUKO TRUST

CONTACT

MEDIA

MIFUKO MEANS
POCKET

FAIR TRADE

MIFUKO TEAM

MIFUKO ARTISANS

RETAILERS

WHAT'S IN MY KIONDO



Group discussion;

Sustainability reporting in companies

- Check how companies are reporting their sustainability work; what information is included, what is excluded

examples

- SUSTAINABILITY AND TRANSPARENCY | – Frennhelsinki
- <https://frennhelsinki.com/en/pages/sustainability-and-transparency>
- Sustainability | Reima Company Website
- <https://company.reima.com/sustainability>
- Sustainability | Lapuan Kankurit
- <https://www.lapuankankurit.fi/fi/vastuullisuus>

T-REX & SCIRT EU projects

- Webinar 1: Separate household textile waste collection by January 2025
- Date 26 September 2023
- 16:30–18:00
- Link to event:
<https://www.linkedin.com/events/separatehouseholdtextilewasteco7108459470099243009/theater/>

Speakers:

- Moderator: Kirsi Niinimäki (Aalto University)
- T-REX Project: Elisabeth Martin/adidas, Paula Sarsama/Infinited Fiber Company
- SCIRT: CETI (Simon Fremeaux)