

REDESIGNING FASHION'S FUTURE as the NEW NORMAL



CLOSED LOOP
FASHION



INTERFILIÈRE

SHENZHEN

Covid-19 impact on the textile industry – A humanitarian crisis



Major apparel brands delay & cancel orders in response to pandemic, risking livelihoods of millions of garment workers in their supply chains

1 Million Bangladeshi Garment Workers Lose Jobs Amid COVID-19 Economic Fallout

April 3, 2020 · 1:51 PM ET

LAUREN FRAYER



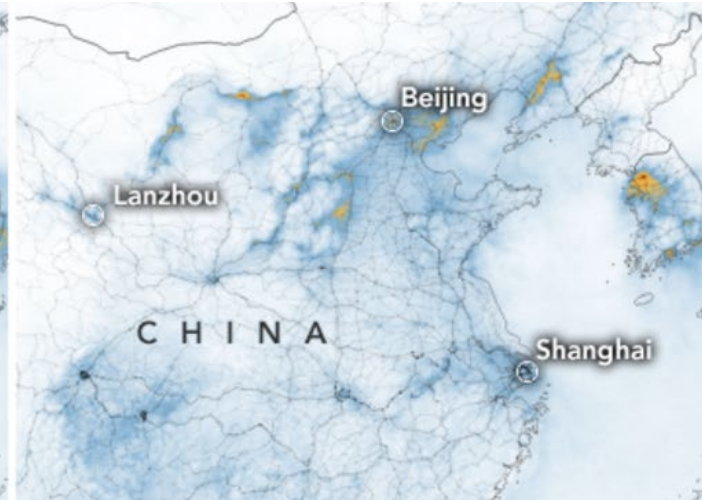
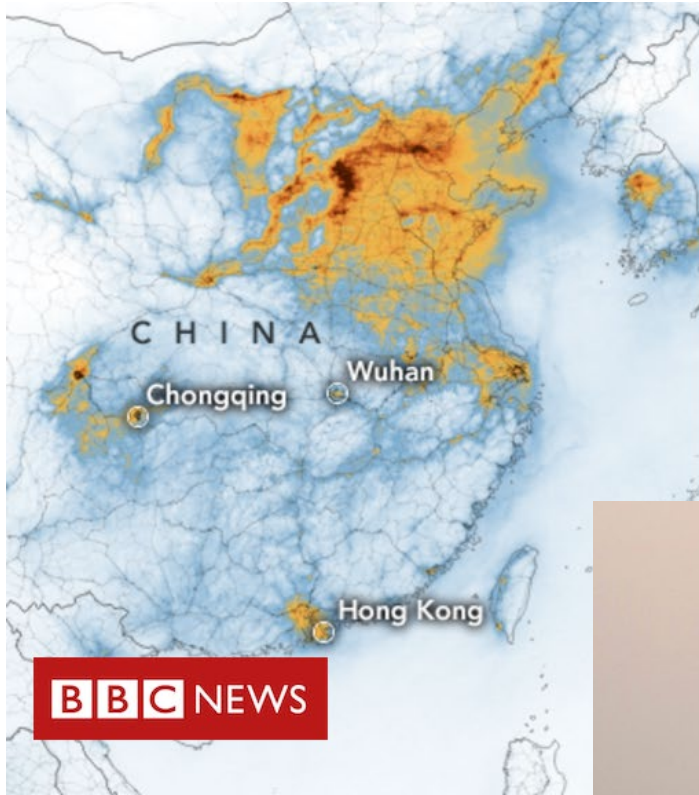
Forbes

Billionaires Innovation Leadership Money **Business** Small Bus

The True Cost Of Brands Not Paying For Orders During The COVID-19 Crisis

Climate Change

Notable improvements in air and other waste emissions.



Localization vs. Globalization

Need to build local resilience, supply and production systems



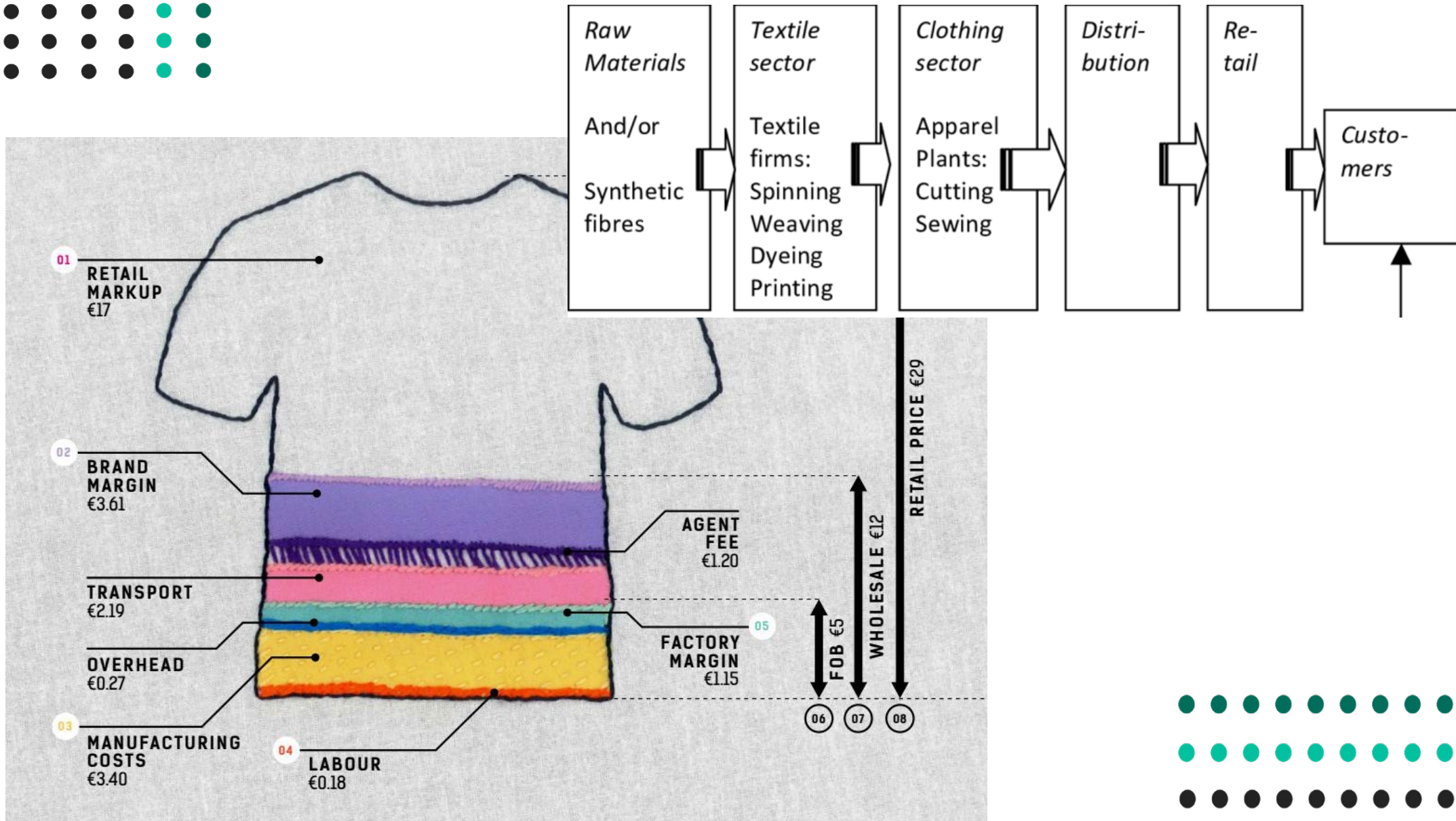
Circular Economy – Reutilization of locally available waste materials

Opportunity for embedding Circular Economy practices related to the re-utilization of used, locally sourced materials.



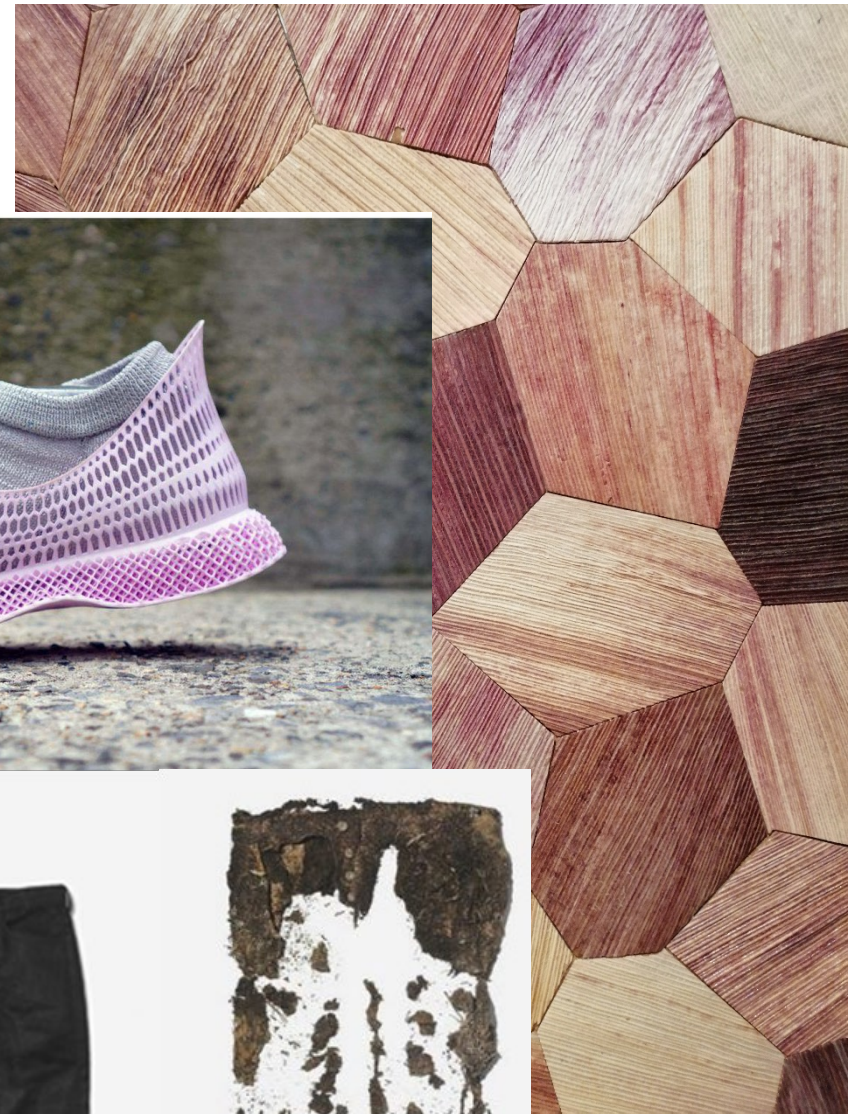
Sustainable Business Practices

Embedding customized, value-driven sustainable business strategies into the core business operations, to diversify the business set-up



Design for the Future

Design For the Future: Adopt a systemic perspective during the design process, to employ the right materials for appropriate lifetime and extended future use and optimal recovery.



Design for the Future – Smart design

09 months

32 months



CLOTHES THAT GROW

A sustainable childrenswear revolution.

PETIT
PLI



Design for the Future – On demand production

DU/ER



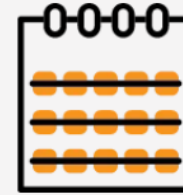
New Product Concept

We Introduce the NEXT DUER Product



You Commit & Save

You have the chance to purchase at a discount



3 Week Campaigns

We will begin production after the 3 week selling period ends

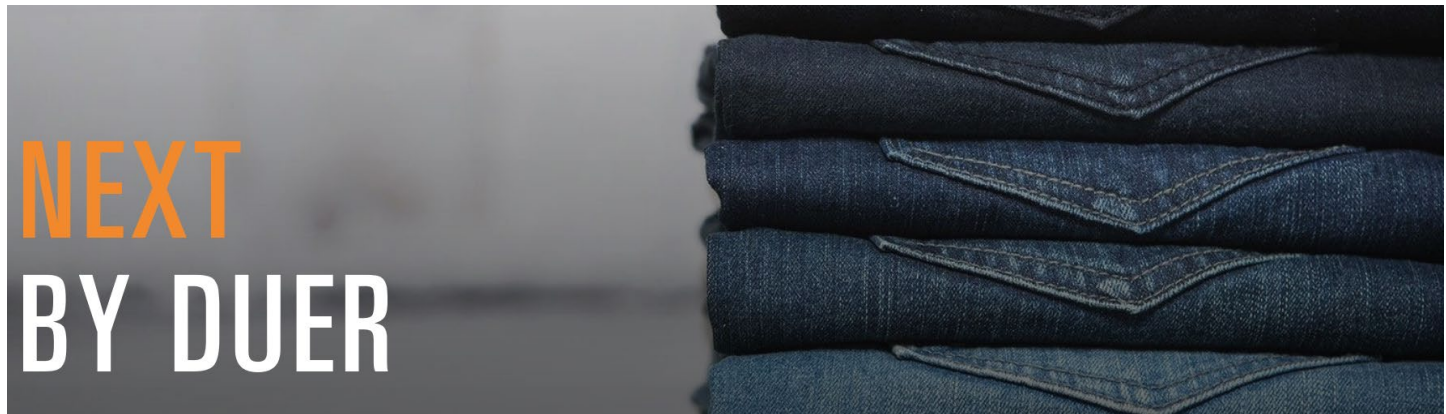


Your Product Ships

You will receive your product within 2-8 weeks after the end of the selling period



NEXT
BY DUER



LIVE LITE PANT SLIM

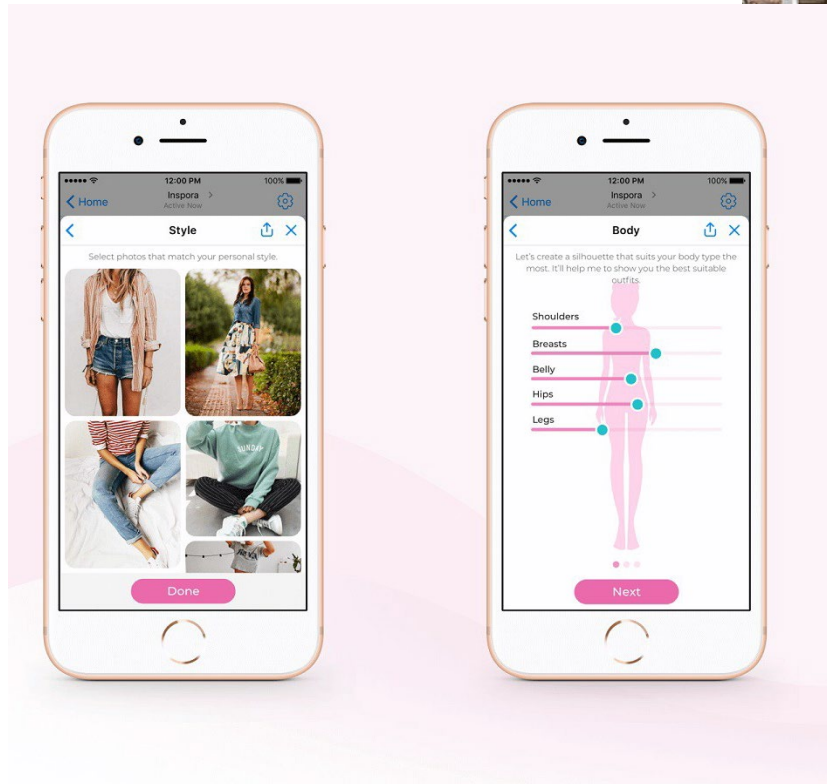
FUNDED: 129%

ESTIMATED SHIPPING: JUNE 18 - JULY 18



Design for the Future - Retail

Challenging the traditional retail model to facilitate transformations toward the creation of a completely new shopping experiences with focus 'contactless shopping'



WARDROBE REFRESH

UP TO 2 HOURS, FREE



Service driven business opportunities – Fashion subscription rental



nuuly



Service driven business opportunities – lifecycle extension



Collaboration is Key



Technology and Digitalization

Digital technology has become more important than ever. But not only in terms of sales and to create a brand-customer relation, technology is also needed to be able to track and optimise resource use and strengthen connections between supply-chain actors in the future.





Let's rethink fashion together!



CLOSED LOOP
F A S H I O N

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