



Beyond Circular Fashion

A new business model for the fashion industry

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Some data

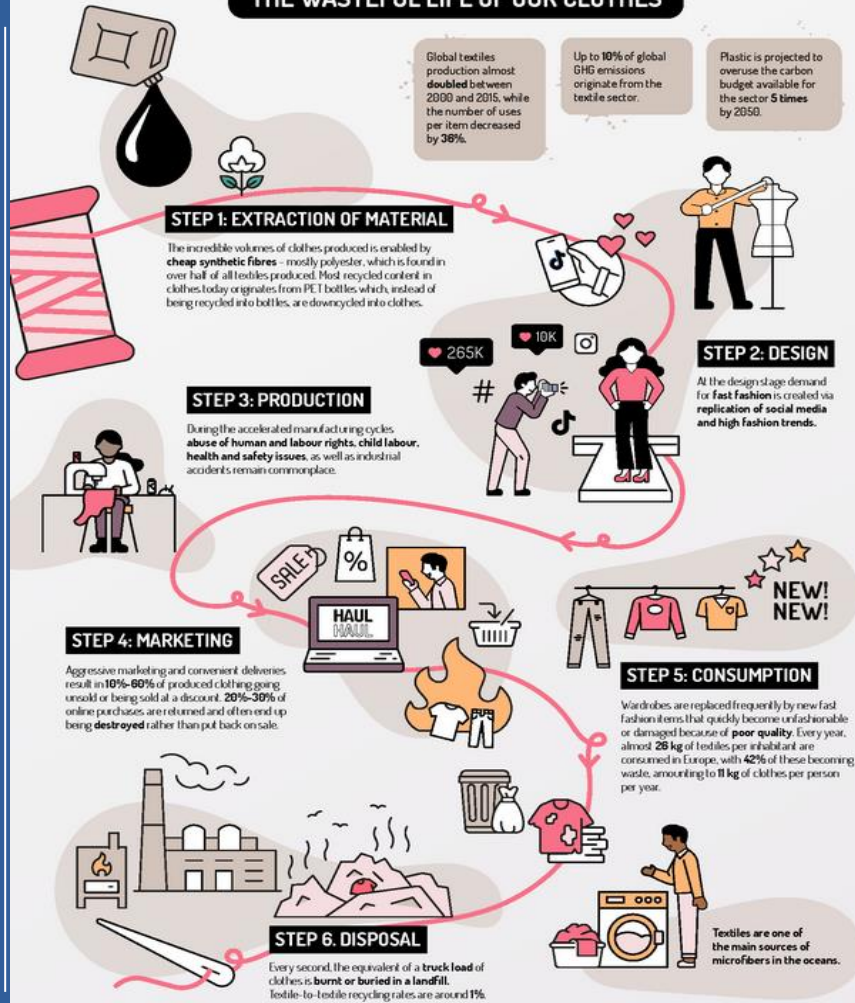
- > 4-10% of global GHG emissions
- > 60-400 M workers
- > 500 trillion liters of water
- > 1600 M of tonnes of materials
- X2 production between 2000 and 2015
- X3 exports of used clothes from the EU
- < 1% recycling

The average European is buying 60% more clothing comparing with 15 years before yet wearing 36% less time.

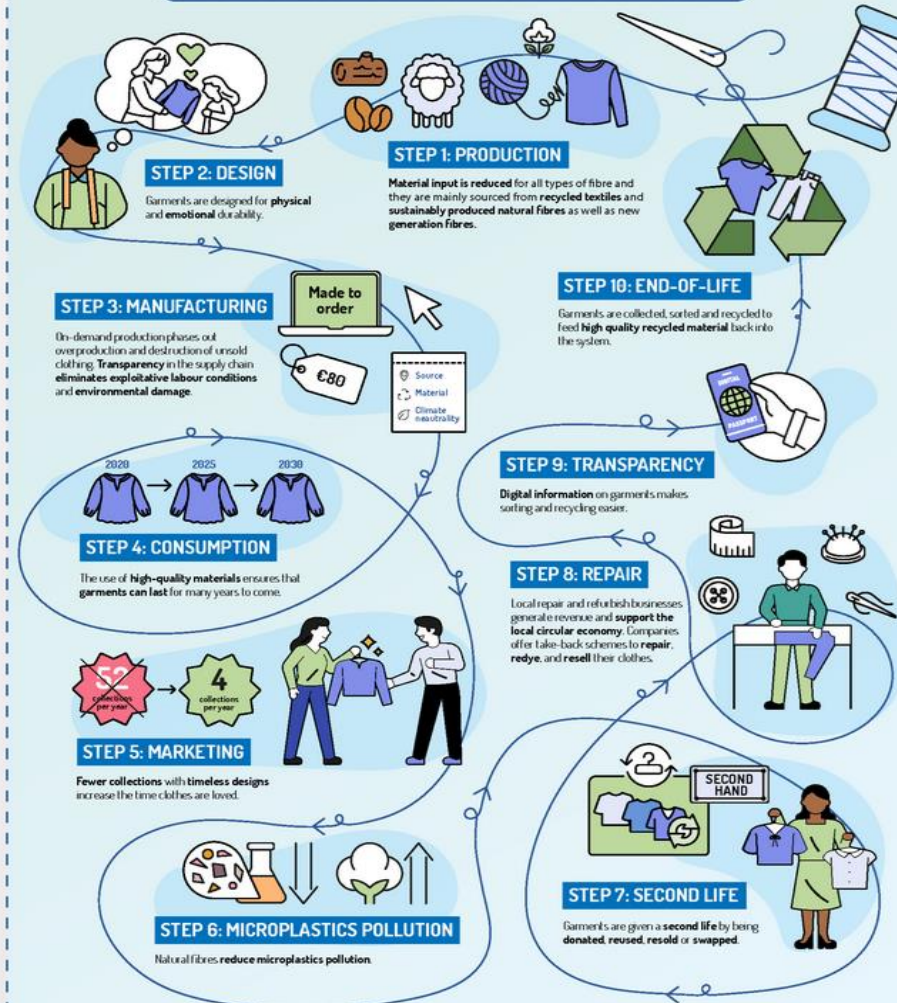


Add text here

THE WASTEFUL LIFE OF OUR CLOTHES



THE LIFE OF OUR CLOTHES IN A ZERO WASTE WORLD



Is fast fashion a success, a failure... or both?

It is based on cheap and fast production linked to effective marketing strategies that stimulate consumption.

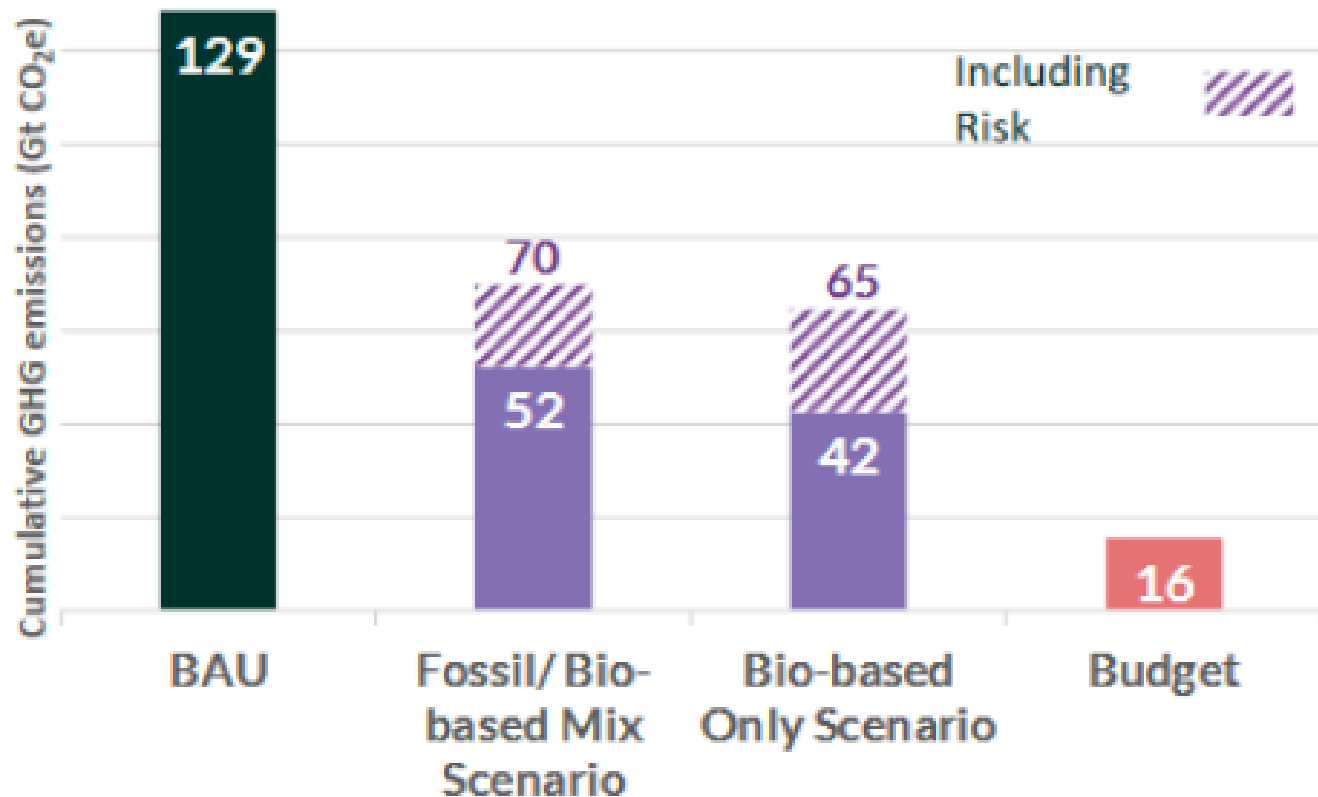
Three main enablers:

- Introduction of synthetic fibers
- Externalisation of environmental and social costs from production to disposal
- Delocalisation of production

Circularity is key

But is not enough

The importance of tackling
overproduction



Plastic decarbonisation scenarios until 2050 -

[Is Net-zero enough for the materials sector? - Eunomia 2022](#)



Legislation is key
But it's not enough

***There is no such thing as a sustainable textile product
without a sustainable textiles business model***

How would a sustainable, fair, zero waste business model look like?

- 1- Design for physical and emotional durability
- 2- Demand driven production - design out unsolds and discounts
- 3- Full supply chain transparency and traceability post-sale
- 4- Extend the use-phase after first ownership



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#beyondcircularfashion

Thank you

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