

# Becoming a circular fashion brand

Stand out as a brand and cut costs by making clothes that live longer.

## The problem

The fashion industry is one of the main contributors to the climate crisis, encouraging people to buy more clothes made from polluting materials - 2,028,400 tonnes CO<sub>2</sub>eq is from production due to Londoners' consumption of clothing. At the same time, repair or reuse is discouraged, with 139,800 tonnes of clothing discarded by Londoners (70% ending up in the general waste).

## The solution

Designing clothing using circular economy principles can help distinguish your brand and help you be more savvy with your resources and spend - becoming a more viable and resilient business.

Solutions to help your business reduce costs and cut carbon emissions already exist - with a couple listed in this leaflet!

ReLondon

GREATER  
LONDON  
AUTHORITY



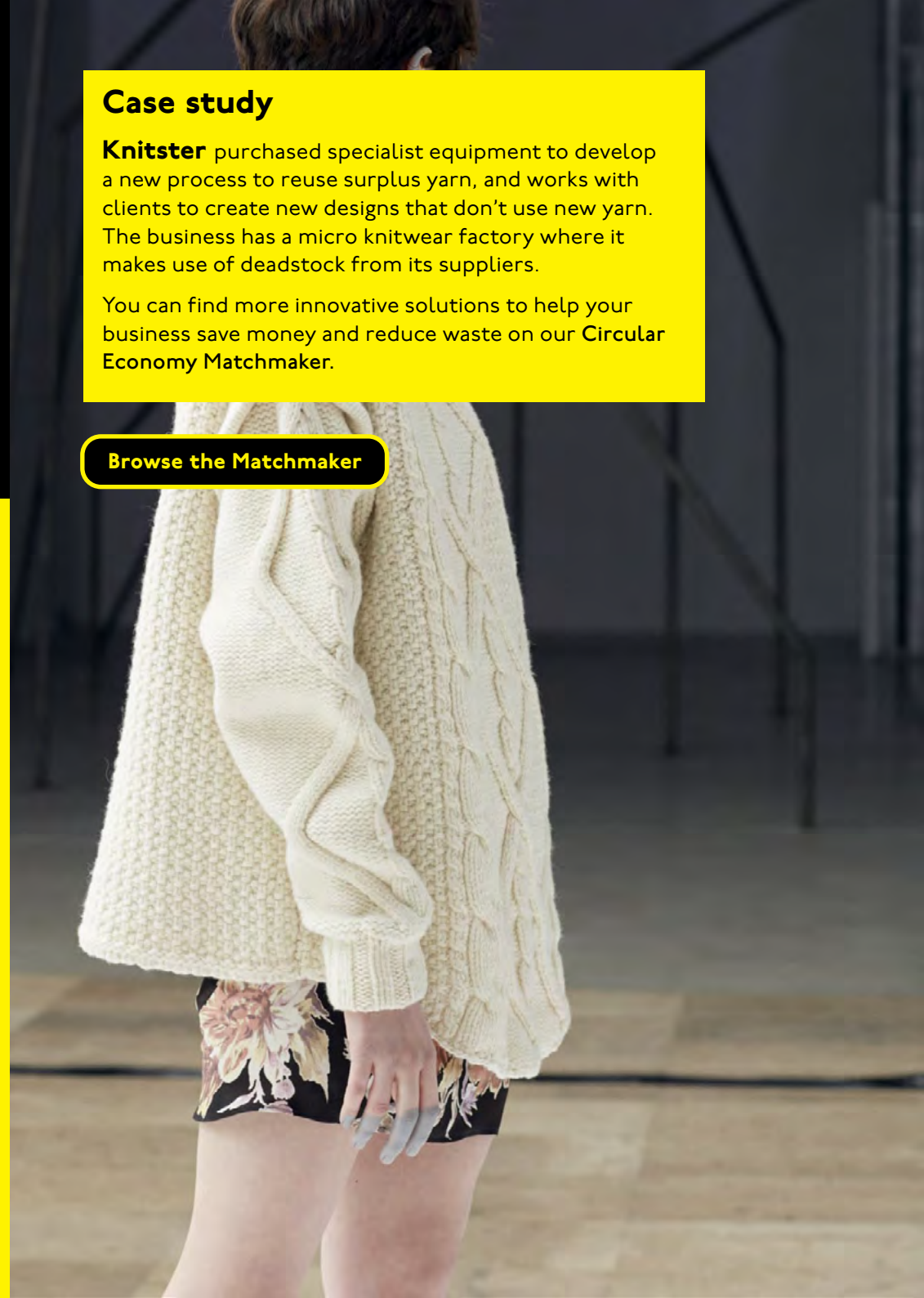
European Union  
European Regional  
Development Fund

## Case study

**Knitster** purchased specialist equipment to develop a new process to reuse surplus yarn, and works with clients to create new designs that don't use new yarn. The business has a micro knitwear factory where it makes use of deadstock from its suppliers.

You can find more innovative solutions to help your business save money and reduce waste on our [Circular Economy Matchmaker](#).

[Browse the Matchmaker](#)



# 1 REDUCE

**Prevent:** design, prototype and manufacture your garments as efficiently as possible, and find applications for your offcuts.

**Extend:** create your clothes to be relevant to your customer for longer, using modular or flexible patterns that promote reuse or repair.

## Who can help you?

Pattern Project

Kapdaa

Petit Pli

Birdsong

Sojo

# 2 REUSE

**Repurpose:** use second hand fabric as an input for your creations.

**Rent:** make your clothes once, but satisfy multiple customers, by renting out your designs instead of selling them.

**Resell:** take back old clothes or unsold stock and resell it at discounted price.

Ambio-N

Knitster

thelittleloop

Bundlee

Hurr Collective

Reflaunt

Thrift+

# 3 RECYCLE

**Recycle:** send prototypes and old items to charity.

LMB