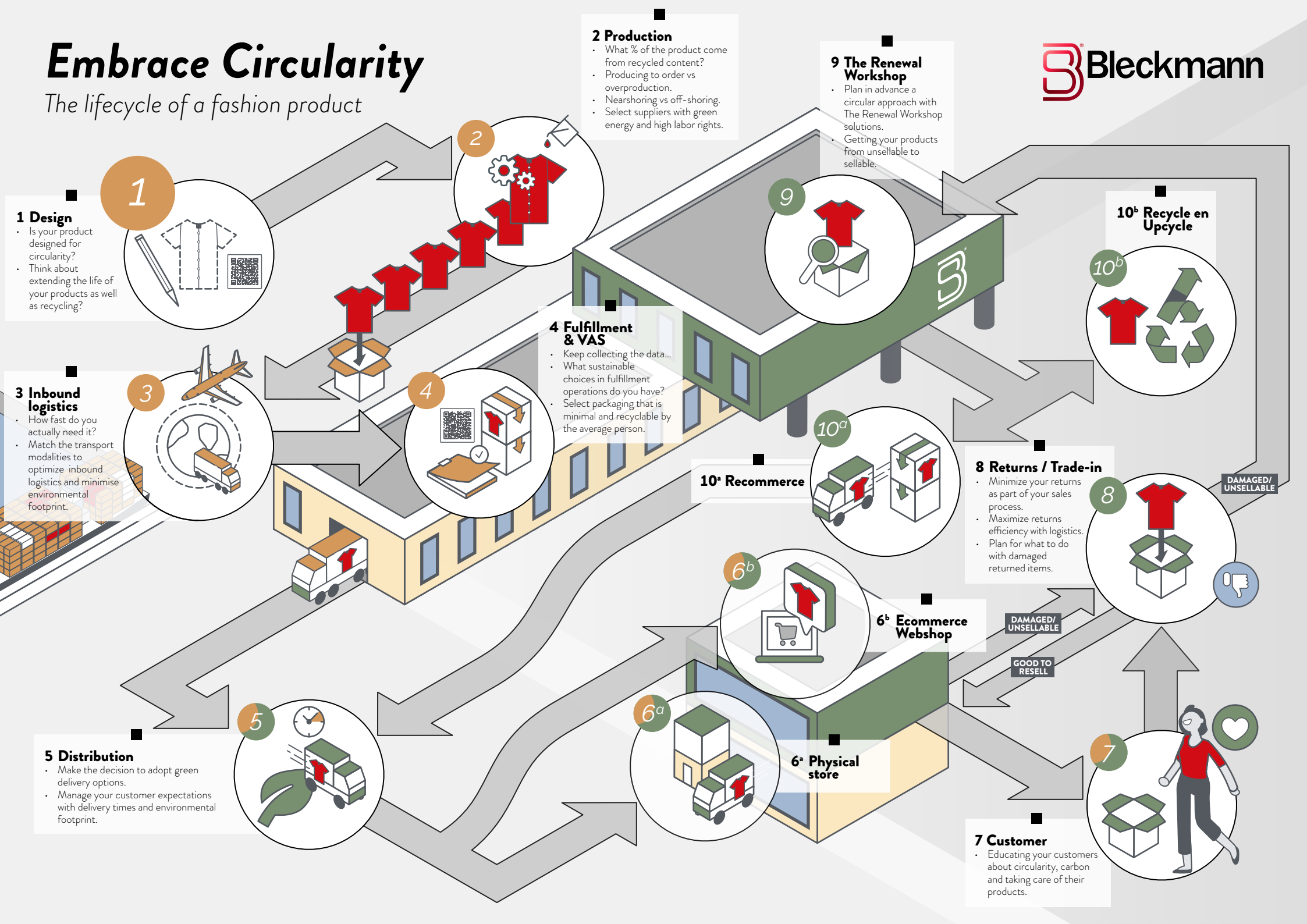


Embrace Circularity

The lifecycle of a fashion product



1 Design

- Is your product designed for circularity?
- Think about extending the life of your products as well as recycling?

1



2 Production

- What % of the product come from recycled content?
- Producing to order vs overproduction.
- Nearshoring vs off-shoring.
- Select suppliers with green energy and high labor rights.

2



9 The Renewal Workshop

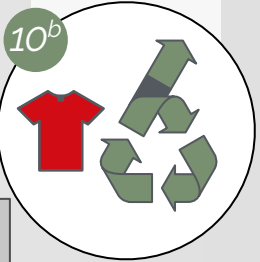
- Plan in advance a circular approach with The Renewal Workshop solutions.
- Getting your products from unsellable to sellable.

9



10^b Recycle en Upcycle

10^b



4 Fulfillment & VAS

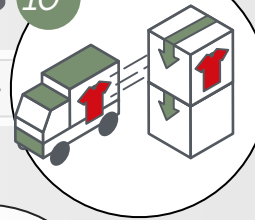
- Keep collecting the data...
- What sustainable choices in fulfillment operations do you have?
- Select packaging that is minimal and recyclable by the average person.

4



10^a Recommerce

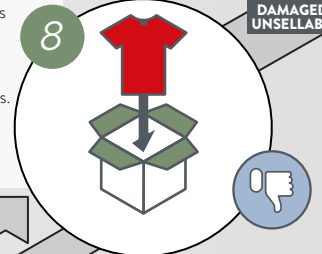
10^a



8 Returns / Trade-in

- Minimize your returns as part of your sales process.
- Maximize returns efficiency with logistics.
- Plan for what to do with damaged returned items.

8



DAMAGED/
UNSELLABLE

3 Inbound logistics

- How fast do you actually need it?
- Match the transport modalities to optimize inbound logistics and minimise environmental footprint.

3



6^b Ecommerce Webshop

6^b



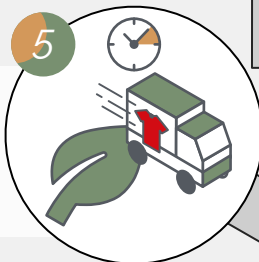
DAMAGED/
UNSELLABLE

GOOD TO
RESELL

5 Distribution

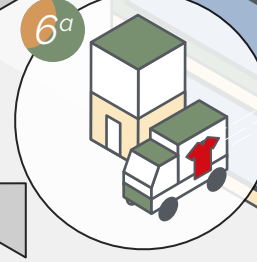
- Make the decision to adopt green delivery options.
- Manage your customer expectations with delivery times and environmental footprint.

5



6^a Physical store

6^a



7



7 Customer

- Educating your customers about circularity, carbon and taking care of their products.