Zack Samuel May 2022

re°Claim the circular alternative











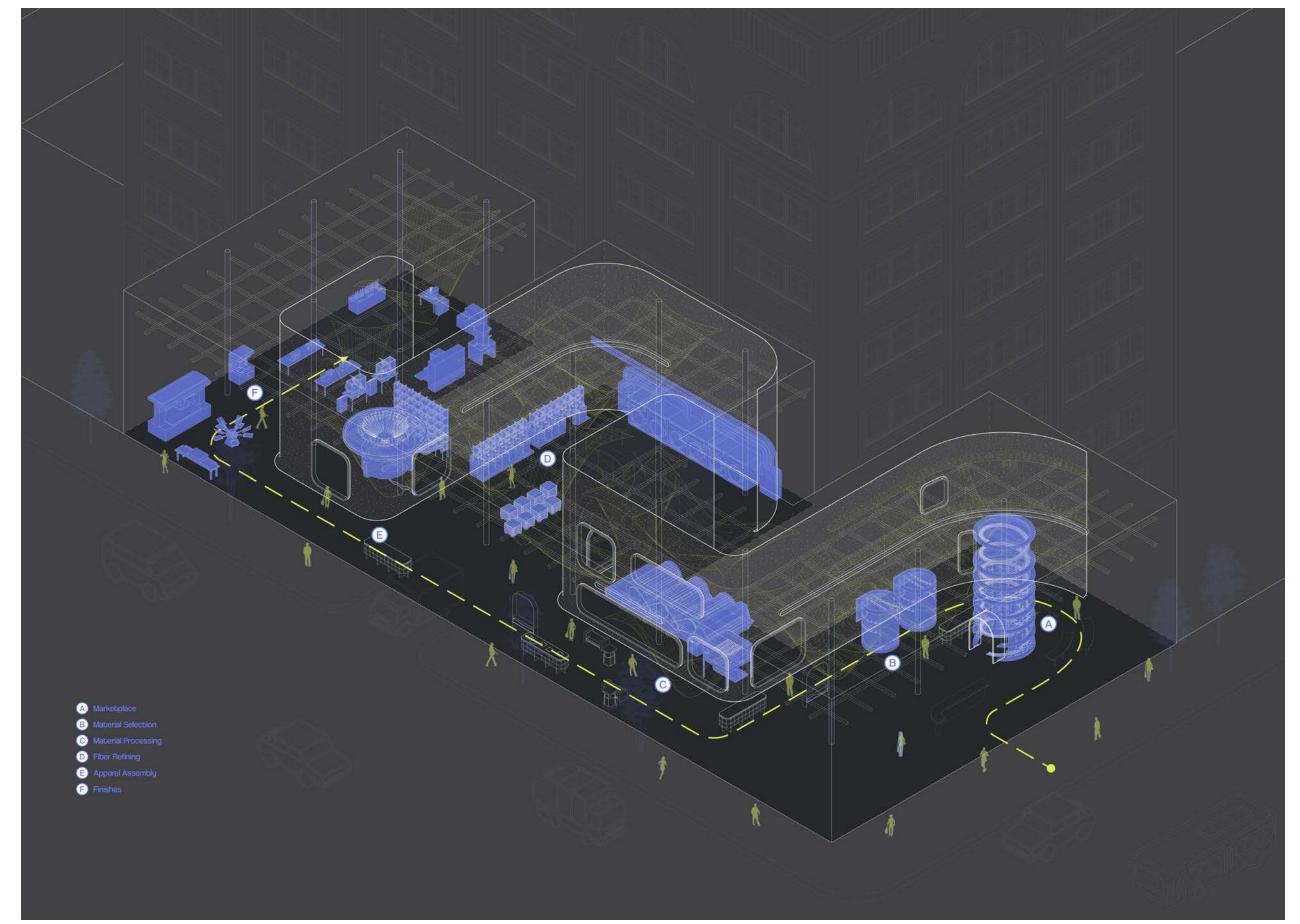










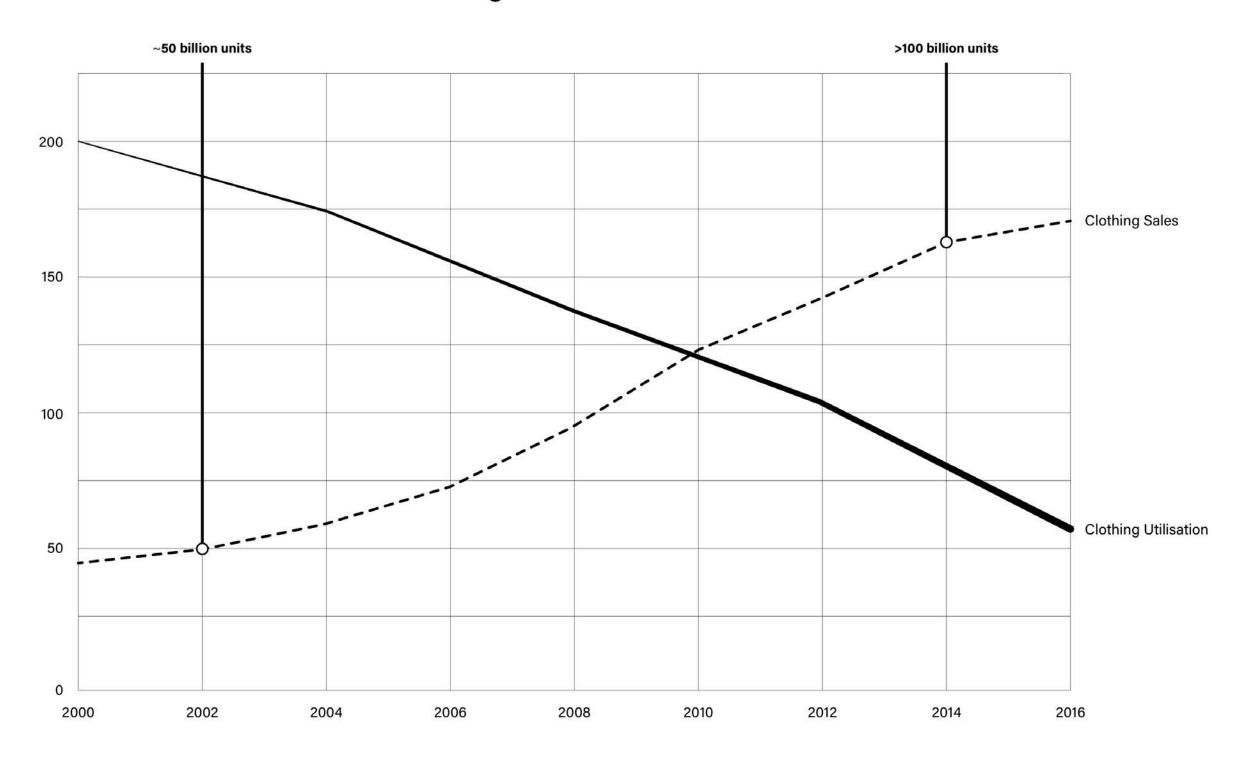






re°Claim

Growth of Clothing Sales vs. Decline in Utilisation



QualityAspirational Brands



Price/Quality Premium

Price Mass Market





GUCCI









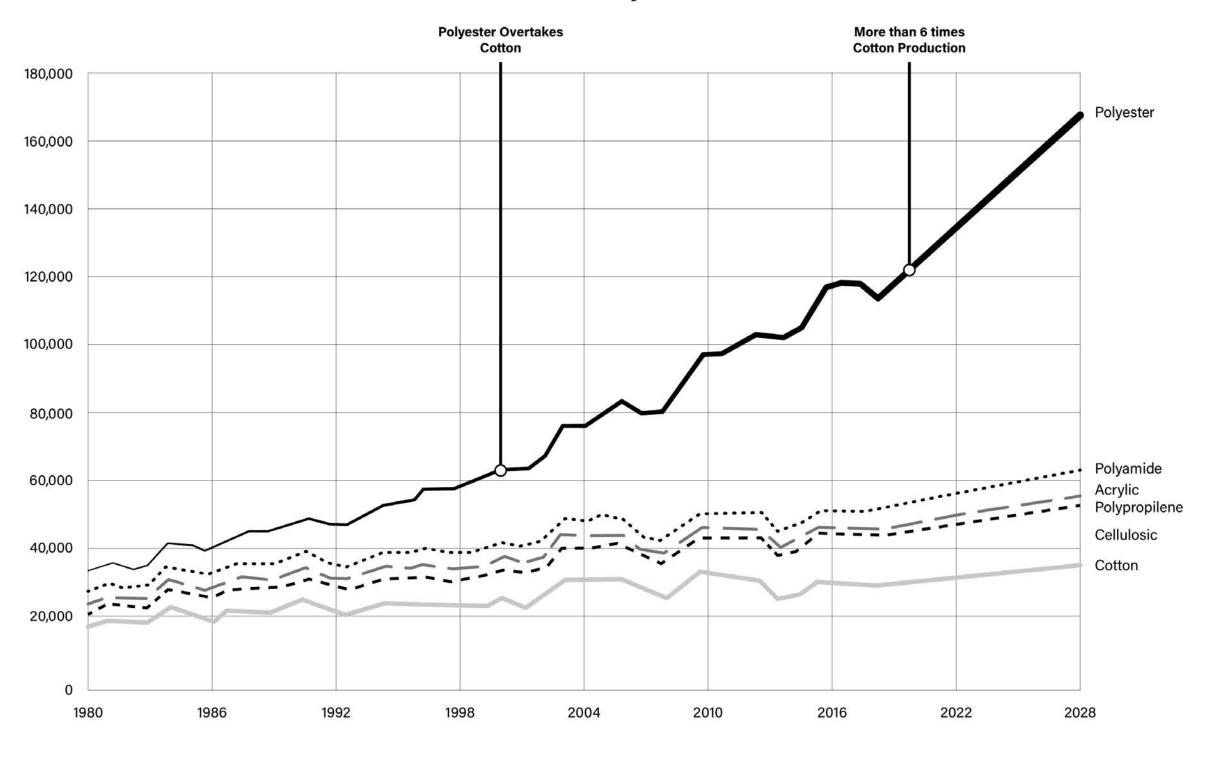




Production Life Cycle Analysis of a Cotton T-Shirt

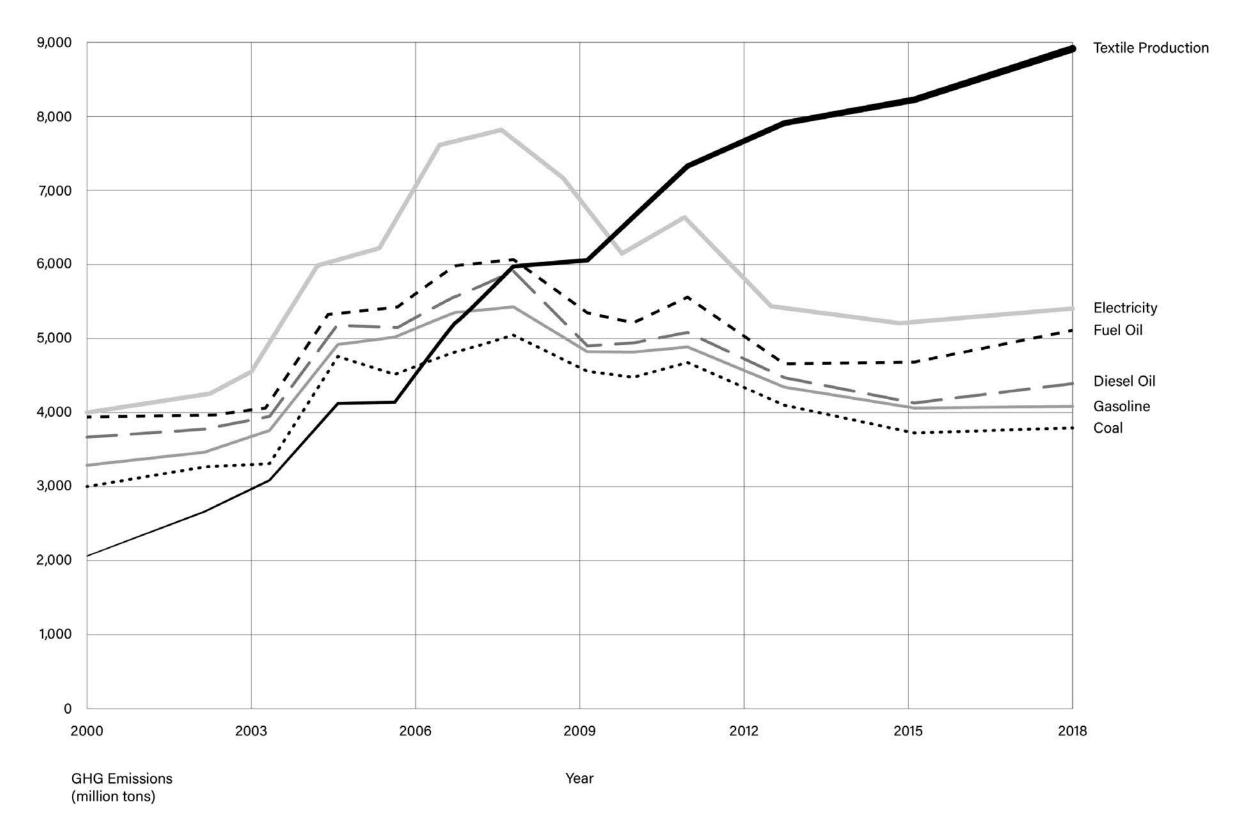


The Rise of Polyester

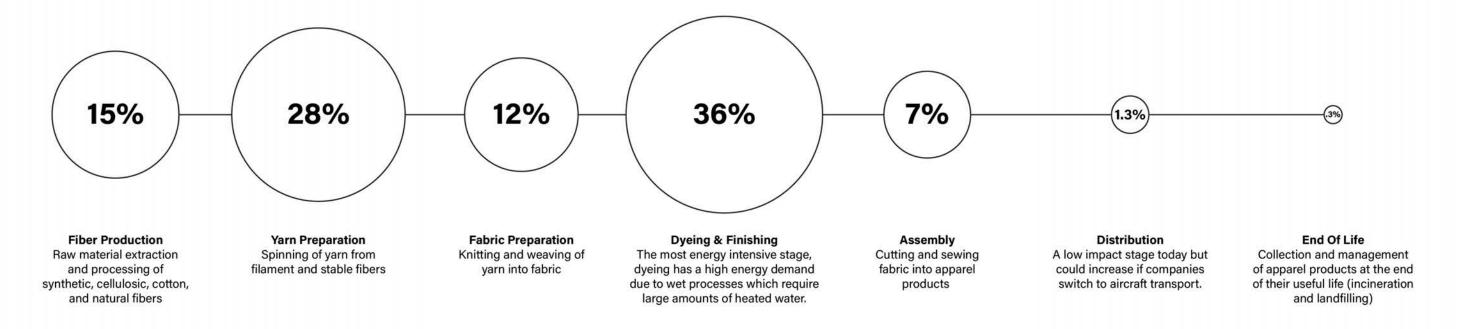


Fiber Production (Thousand Metric Tons) Year

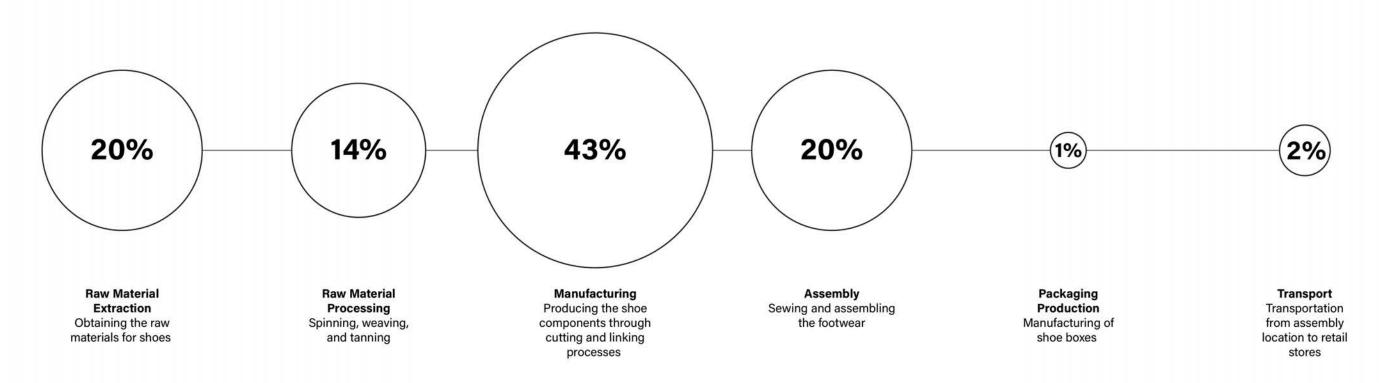
Textile Production GHG emissions from China (2000-2018)

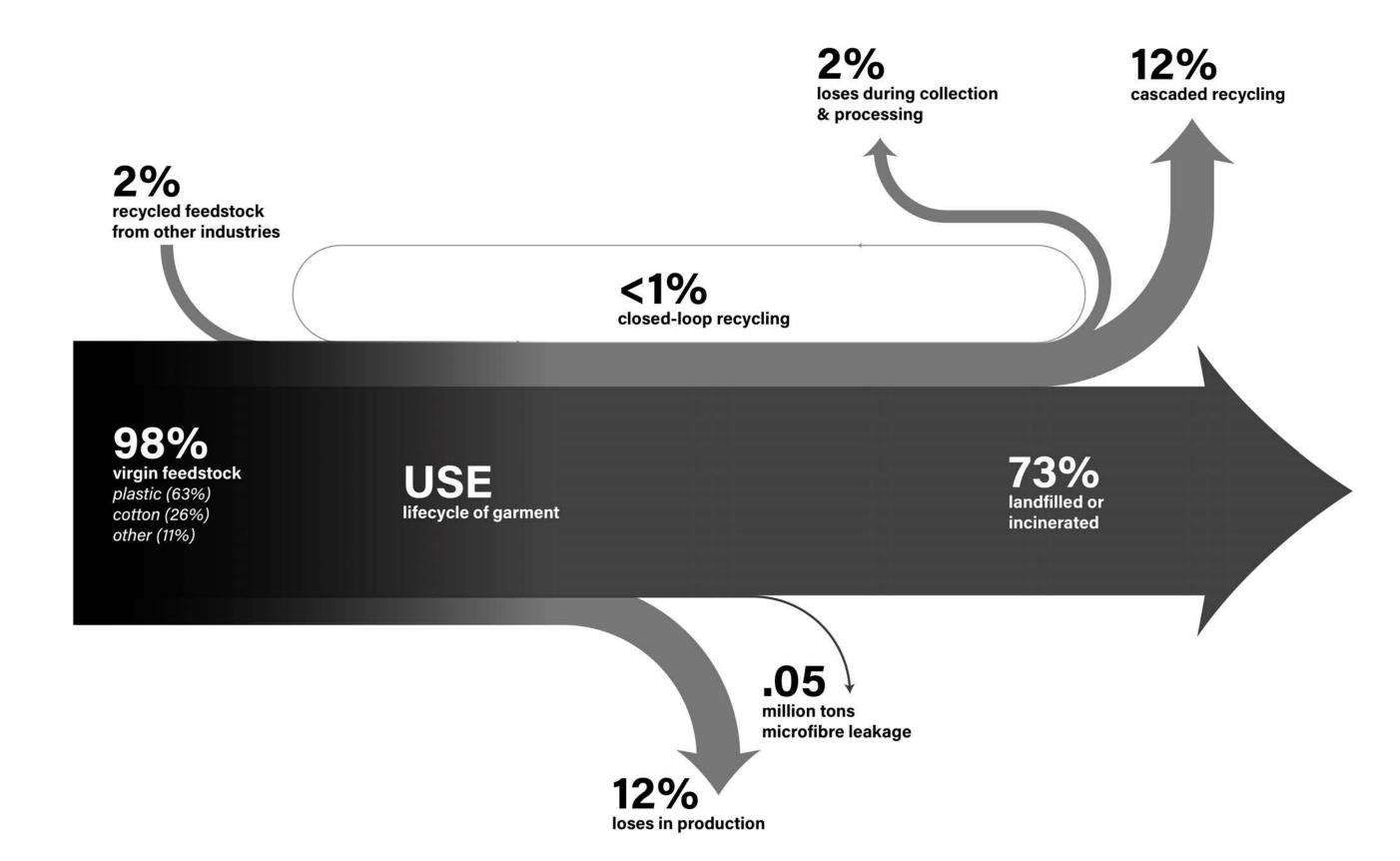


Apparel's Impact on Climate (GHG emissions for each life cycle stage)



Footwear's Impact on Climate (GHG emissions for each life cycle stage)





2020

2050



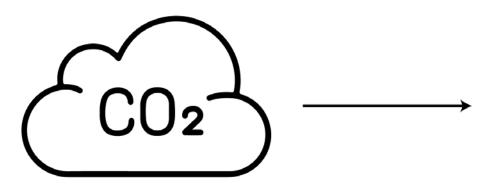
98 million tonnes



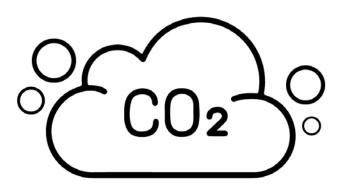
OIL



300 million tonnes

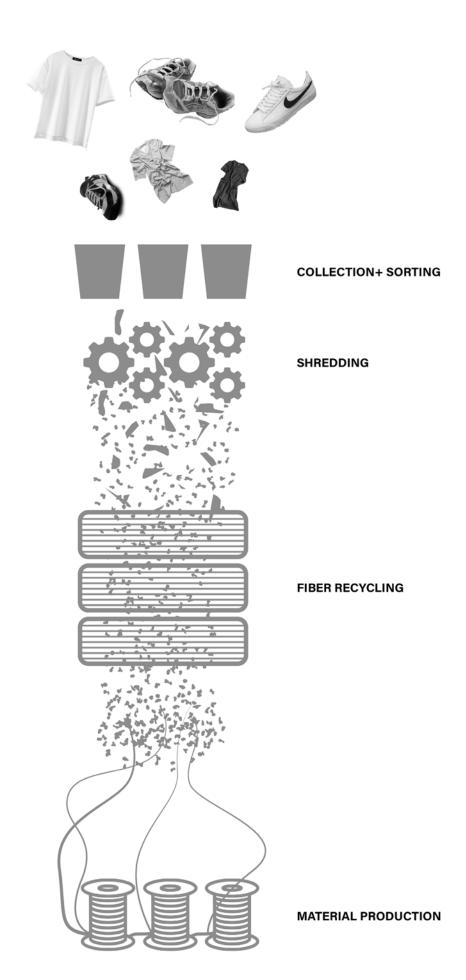


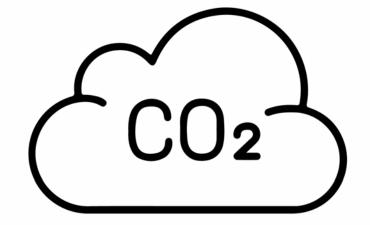
8% of Global emissions



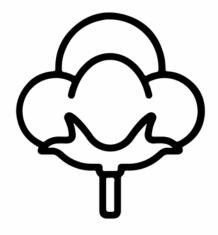
26% of Global emissions

A Circular Alternative





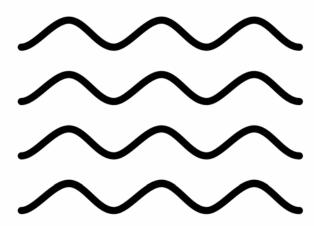
-80.5% reduction in production (kg)



-95% reduction in virgin cotton (kg)



-54.6% reduction in energy (kWh)



-95% reduction in water usage (L)

KEY PARTNERS:

Luxury Fashion brands & Mass Market brands

Supply product design direction & brand collaboration

KEY SUPPLIERS:

The Customer & Supplemental Textile Suppliers

Supply non-virgin materials to be upcycled

MOTIVATION FOR PARTNERSHIPS:

Through collaborative and custom design, this proposal bridges the market between luxury design and mass consumption

Acquisition of new market

KEY ACTIVITIES:

Framework for brands and consumers to collaborate

Provides a circular system for brands and consumers to upcycle textiles into new products

Platform/Network

KEY RESOURCES:

Physical: Retail space to house production space & Machines

Intellectual: Brand patents/copyright/data neccesary to collaborate

Human: Workers to operate production

VALUE PROPOSITIONS:

The agent of authenticity between brands and consumers

Offer consumers an environmentally friendly option

Newness, Customization, Environmentally Friendly,

CUSTOMER SEGMENTS + RELATIONSHIPS:

Embrace the current demand for newness and consumerism by reimagining how we interact with products and brands

Creating Value in between a Mass & Niche Market

Co-Creation & Multi sided platform

CHANNELS:

Multi-Channel digital user platform

AWARENESS:

Brand media hype through customization and collaboration

PURCHASE:

Allow customers to design and purchase products digitally & on-site

DELIVERY:

On-site manufacturing allows the customer to play a role in the production of products and reduce their impact while doing it

AFTER SALES:

The closed loop system encourages post-purchase tracking & rewards to attract returning customers

COST STRUCTURE:

Value Driven: focused on value of creation and impact

Pay a premium for this service

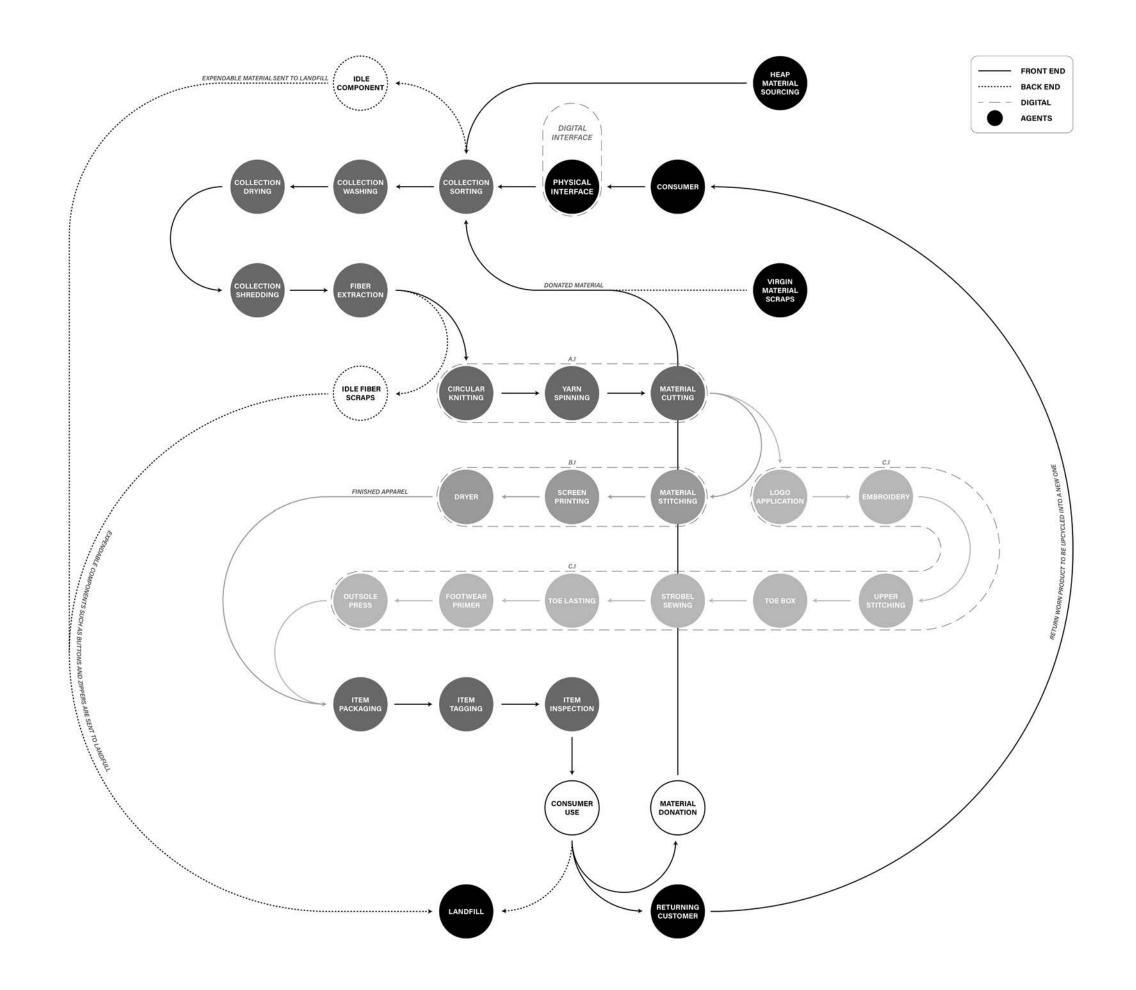
Variable costs

REVENUE STREAMS:

Dynamic Pricing (Real time market)

Cost of Environmental Impact

Licensing, Leasing, Usage fees

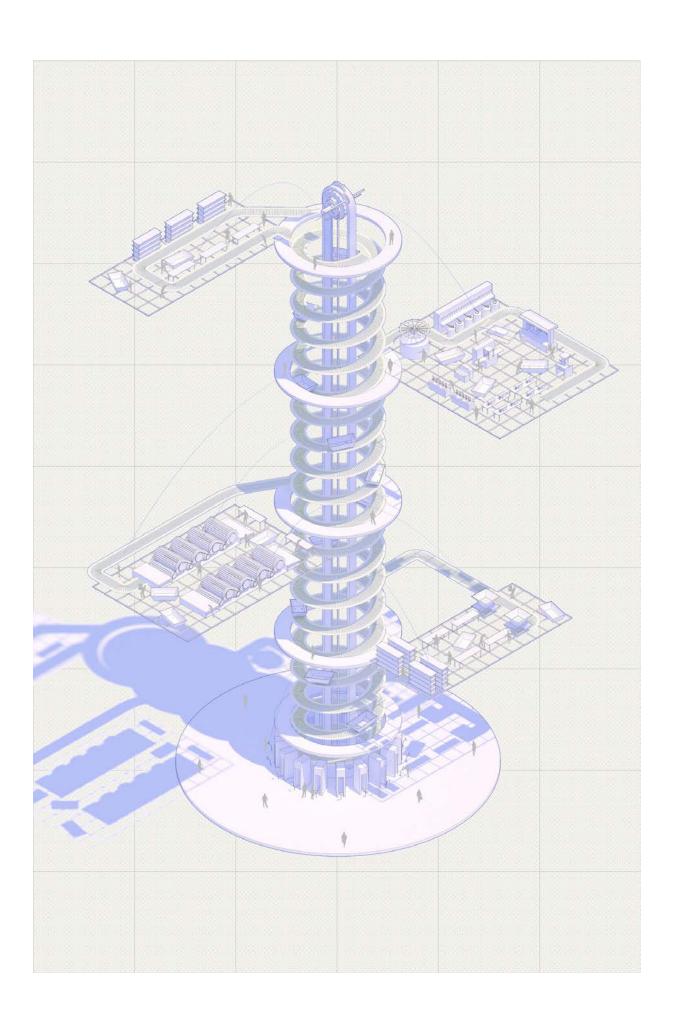


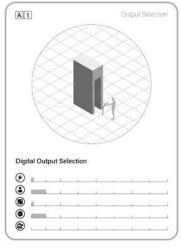
200,000 lb/year - CNY region (790,000 people) 3,571 lb/week - CNY region (790,000 people)

1 tshirt = .31 lb = roughly 11,520 shirts donated/ week (2/3 of these donations are sold to be used as rags)

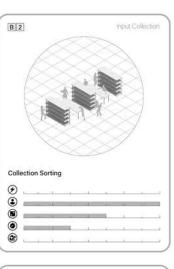
7,680 tshirts = 2,380 lb = \$.30 per shirt (15% of fibers are filtered out by this process)

6,528 shirts roughly 350 sqft of overhead

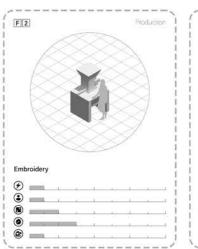


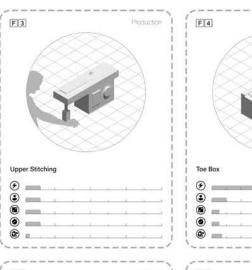


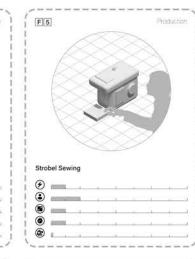


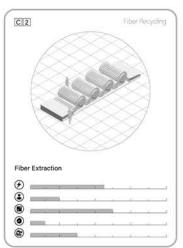


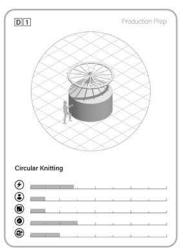


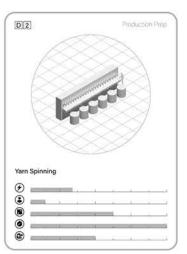


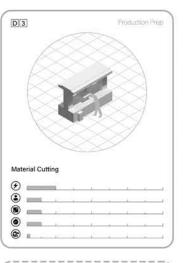


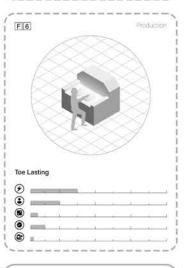


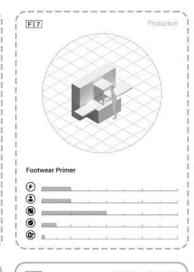


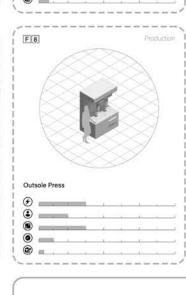


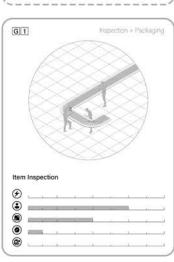


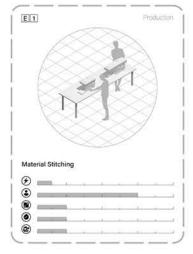


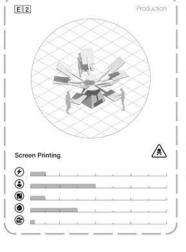


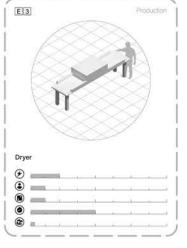


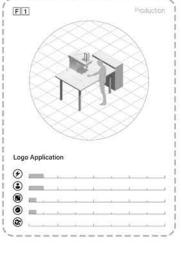


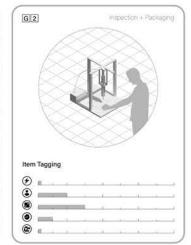




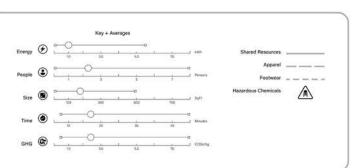












Machine Sourcing for Fibers Assorted



Interventions



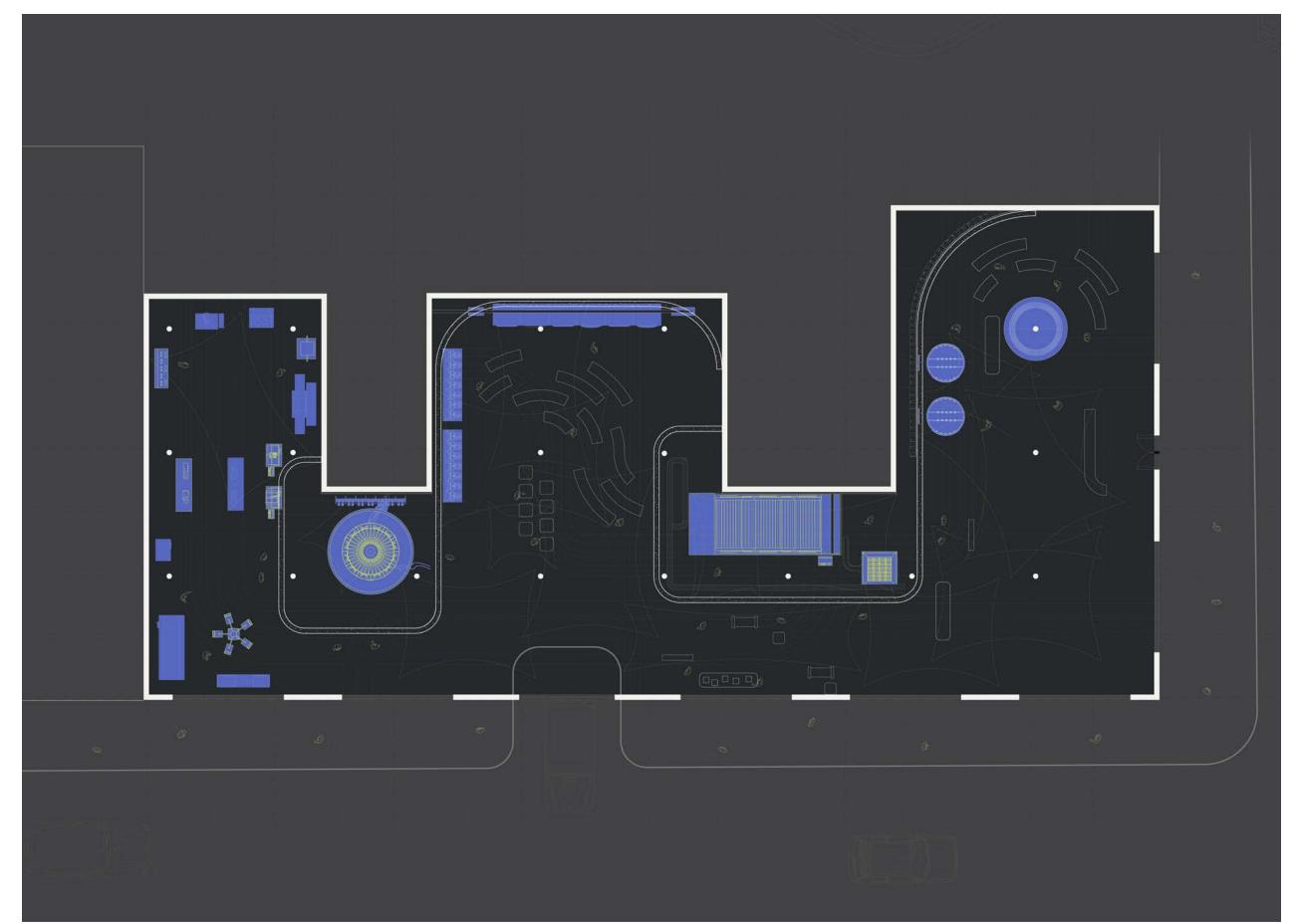


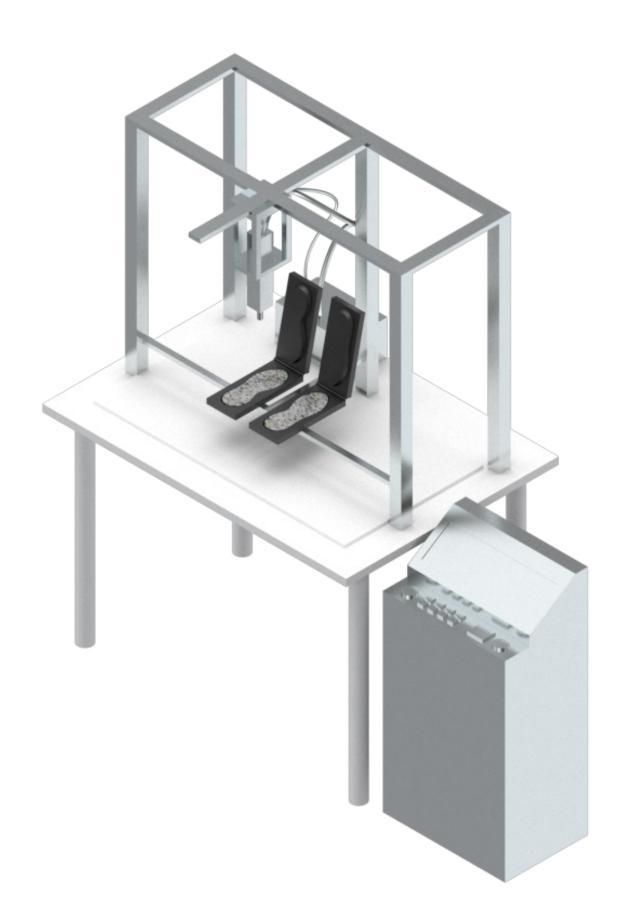


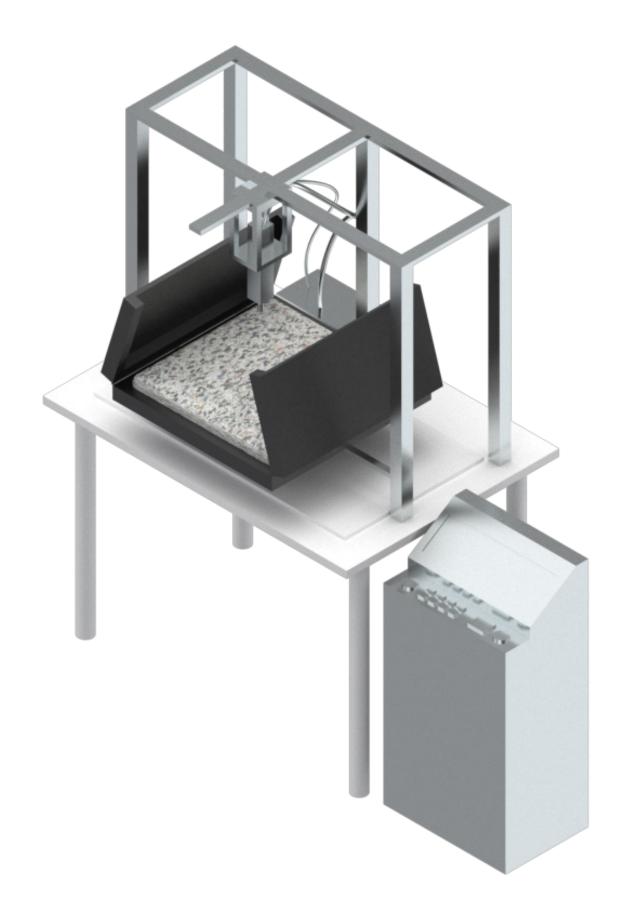




re°claim





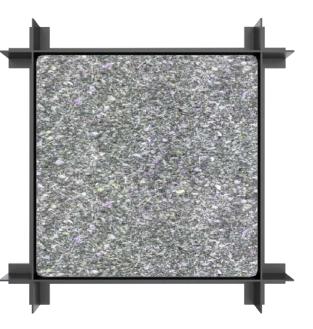


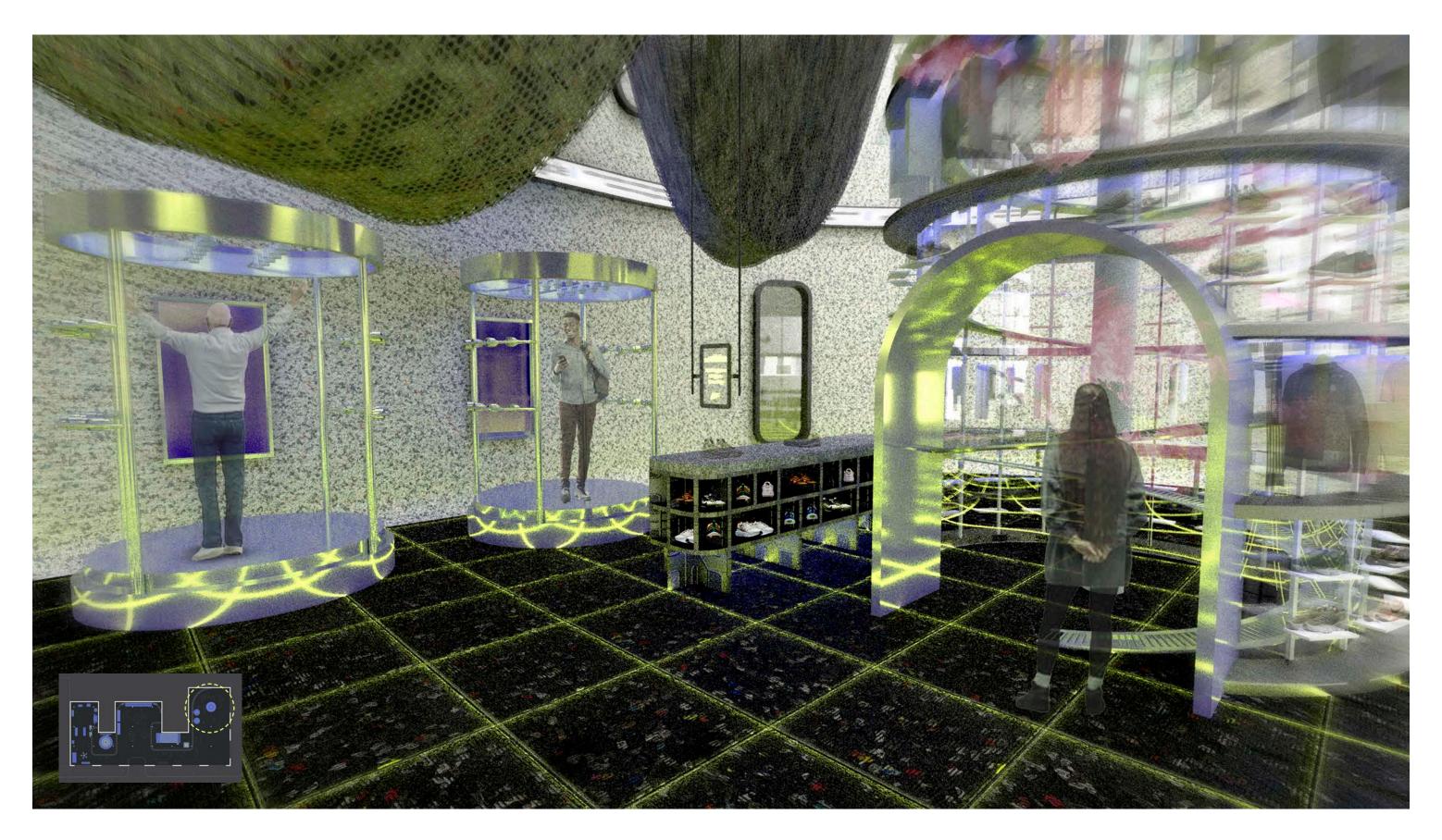






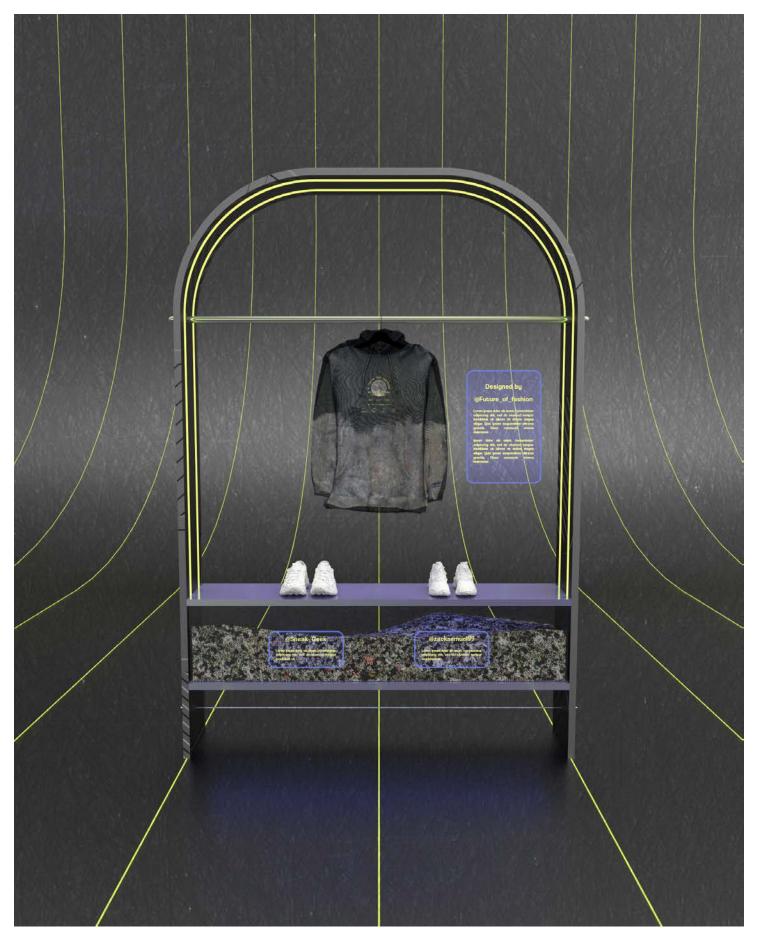


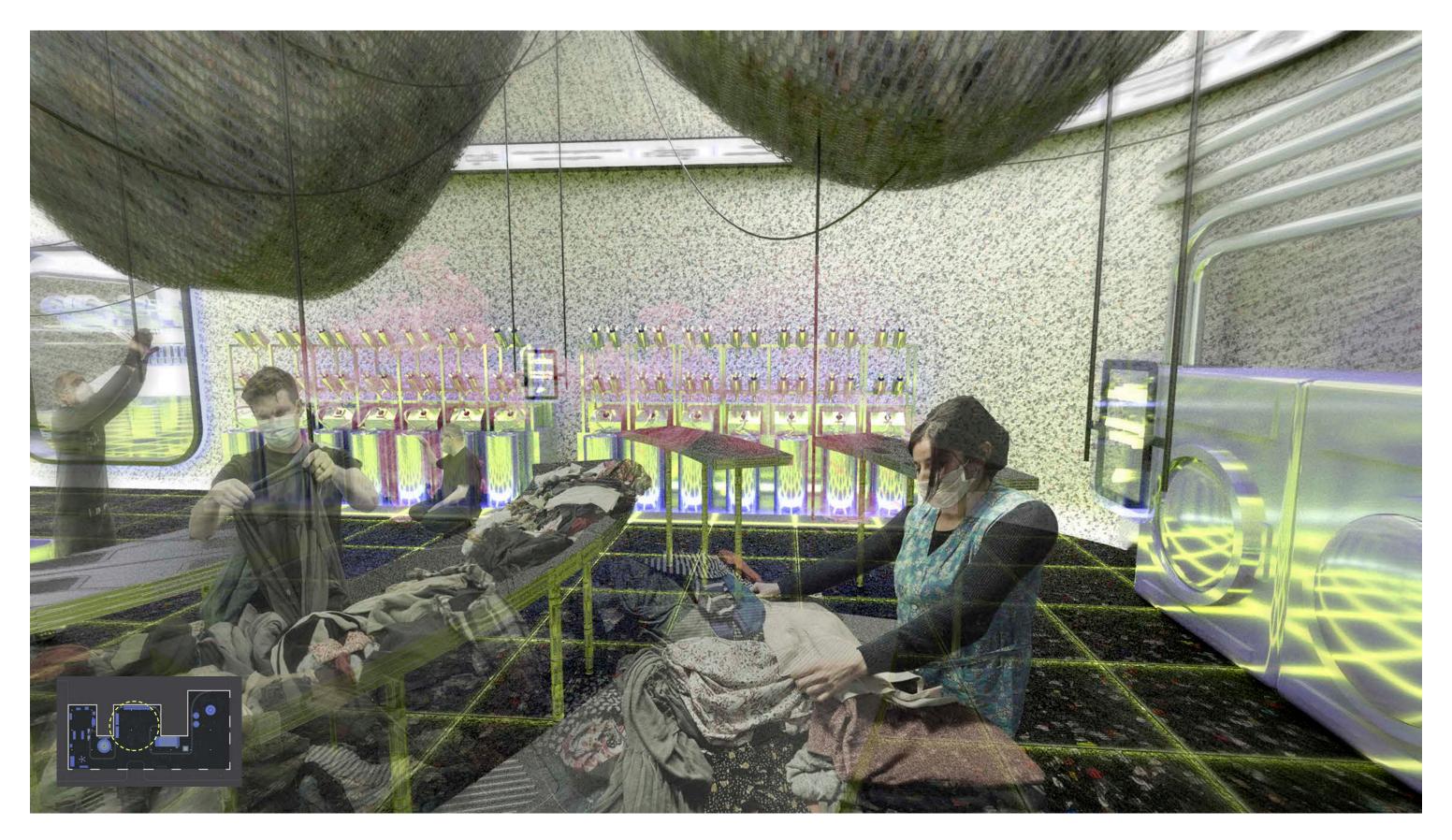




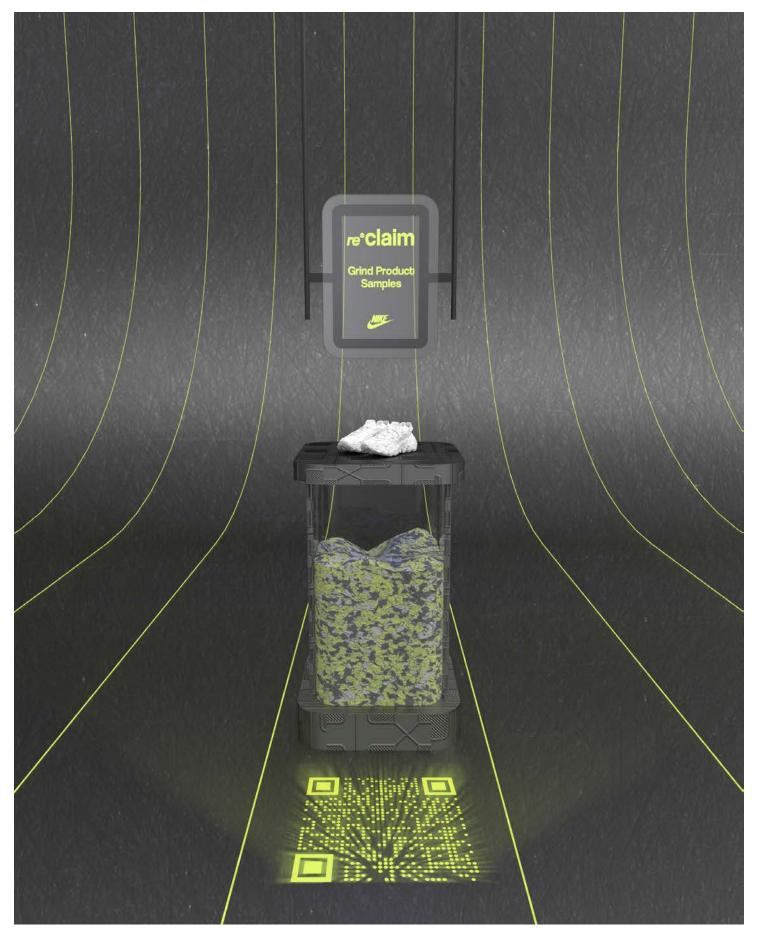
28 re*claim

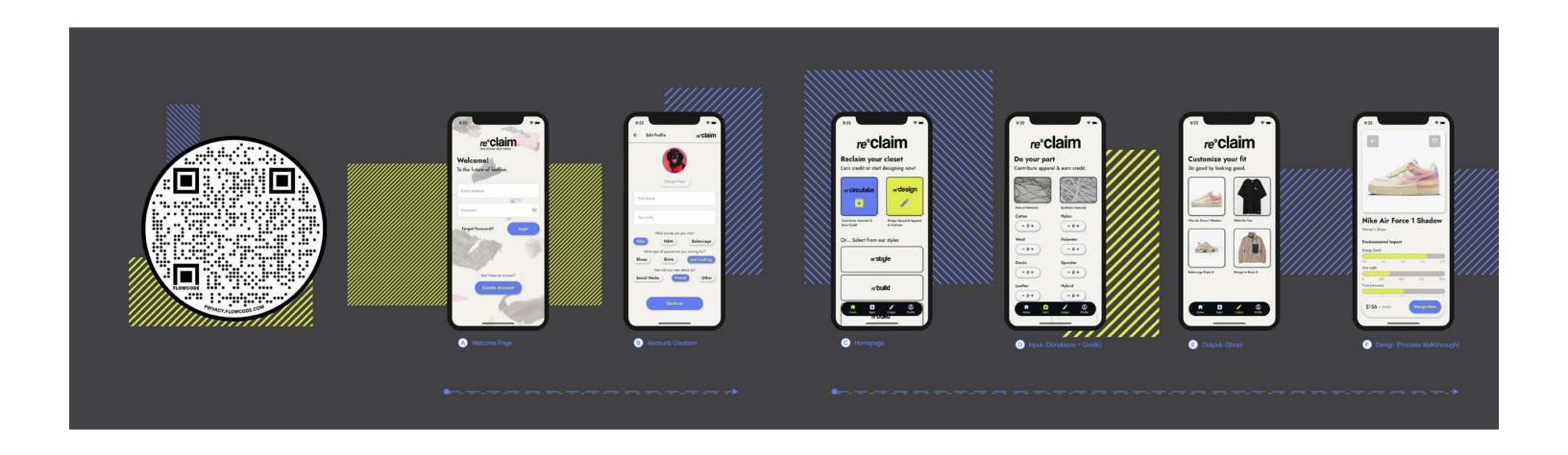


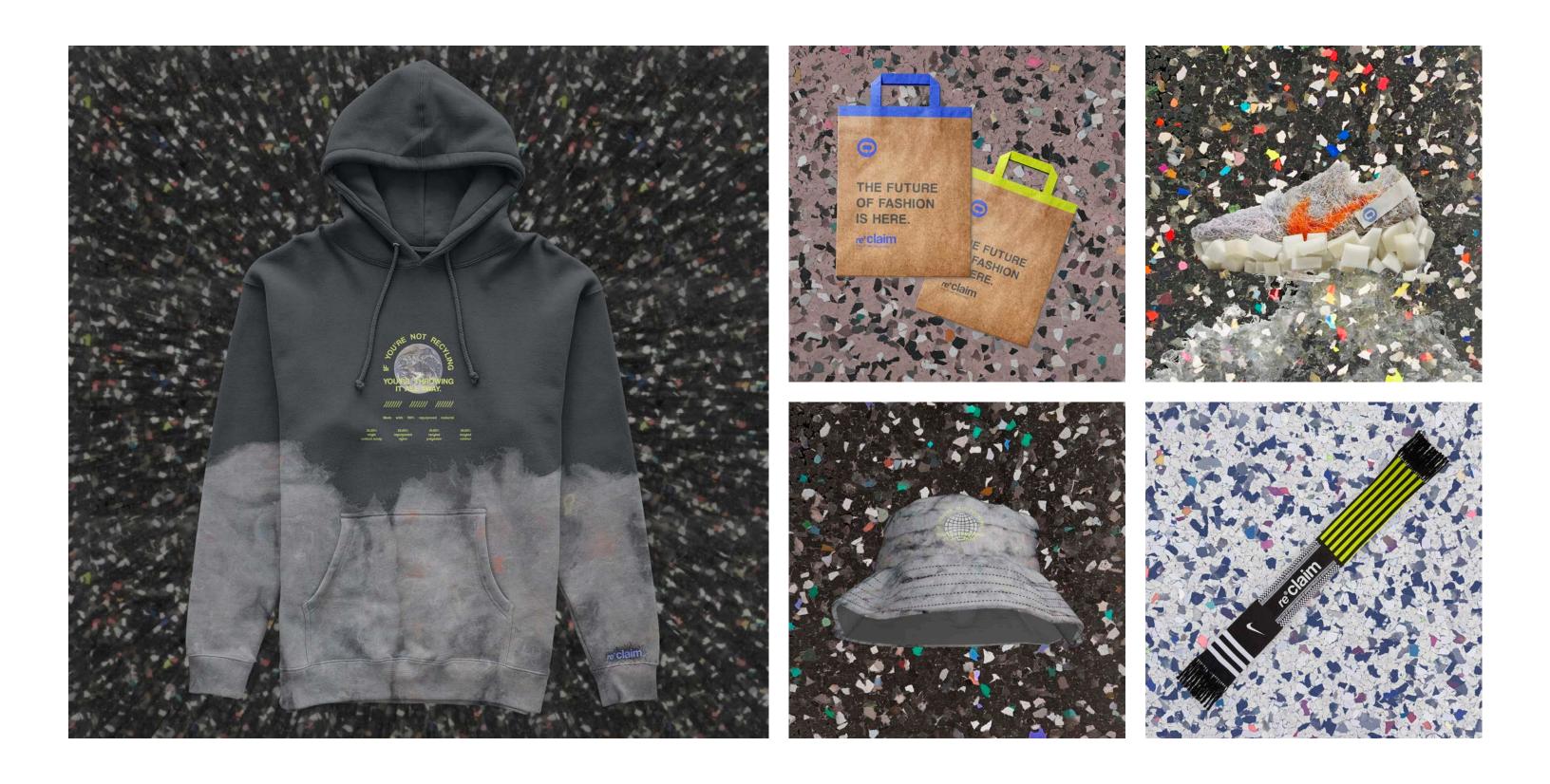












reclain the circular alternative

