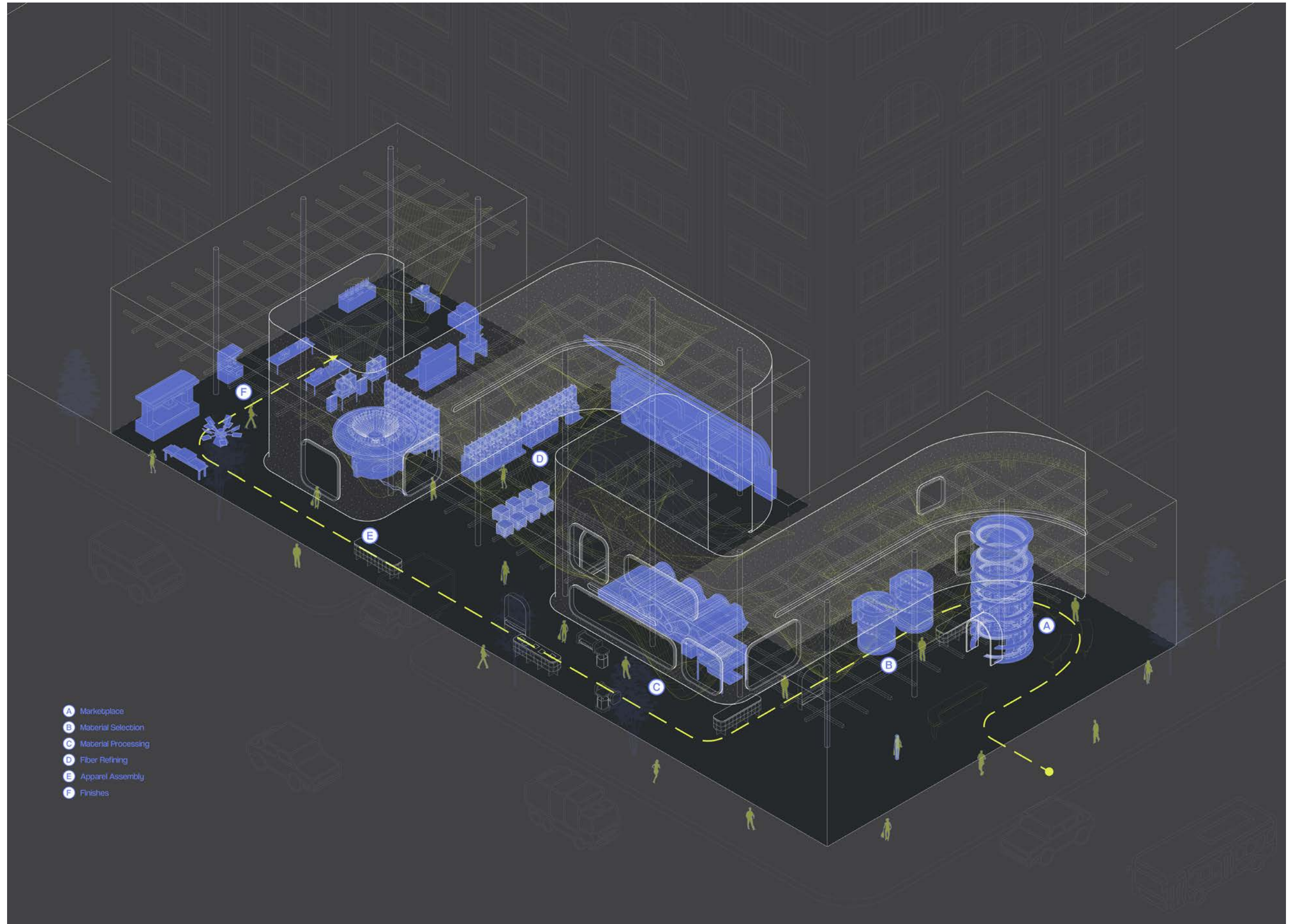


re[®]claim

the circular alternative







Supreme

3

4

5

9

10

11

12

13

14

17

18

19

20

LV

Off-White™

9

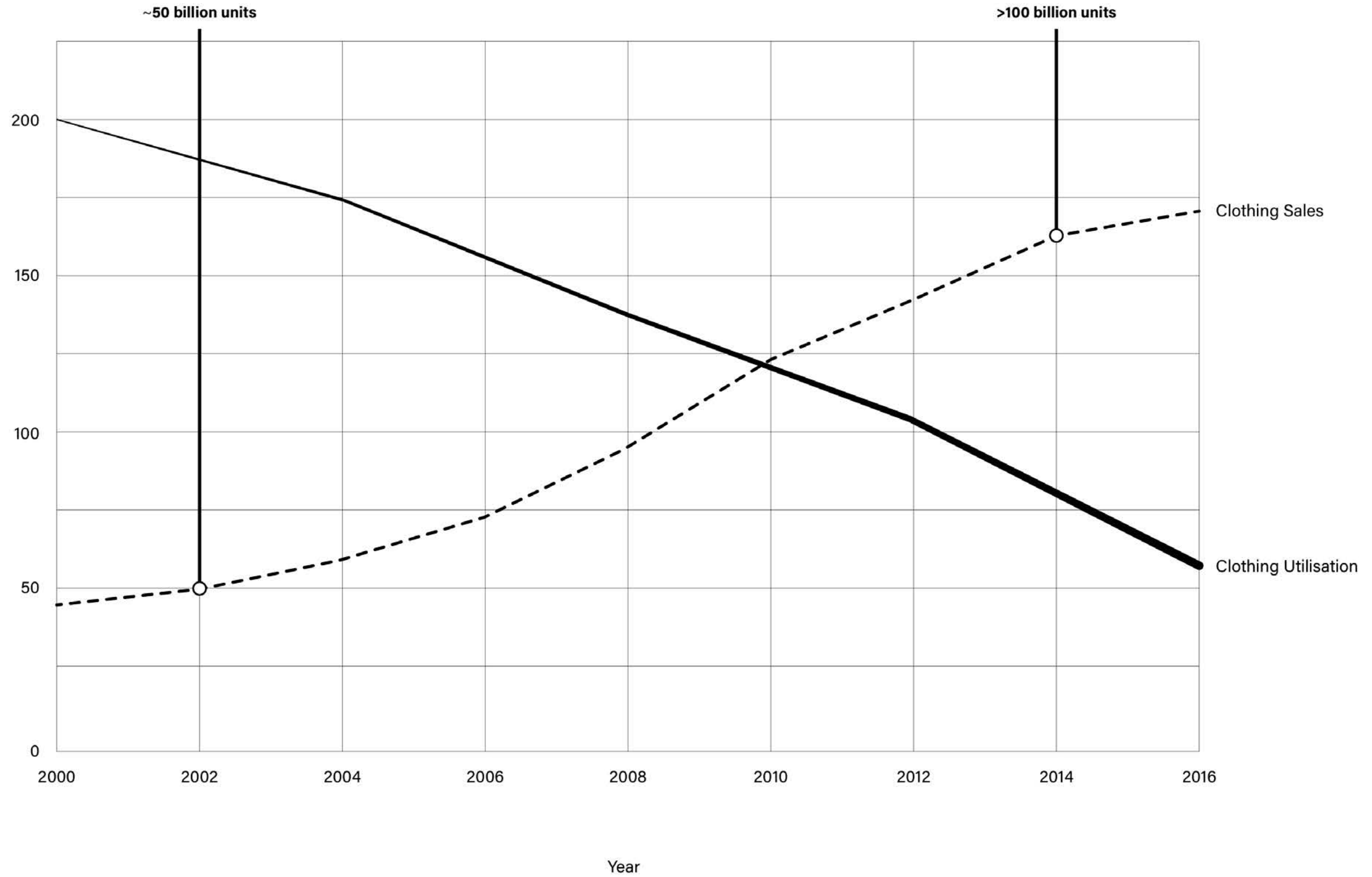
Nike

GRAILED

13

14

Growth of Clothing Sales vs. Decline in Utilisation



Quality
Aspirational Brands



Quality/Price
Accessible Luxury

GUCCI



Price/Quality
Premium

ZARA



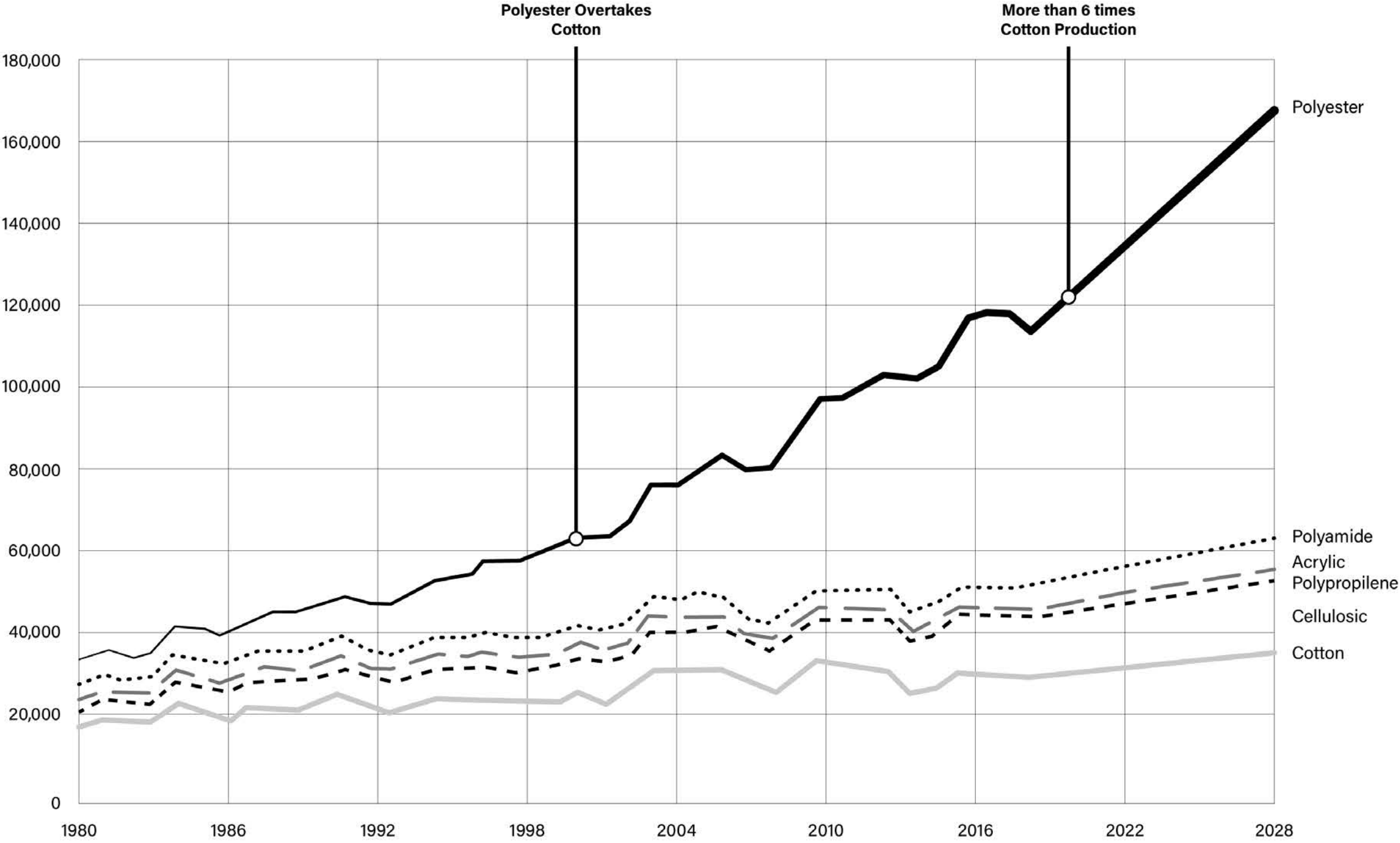
Price
Mass Market



Production Life Cycle Analysis of a Cotton T-Shirt



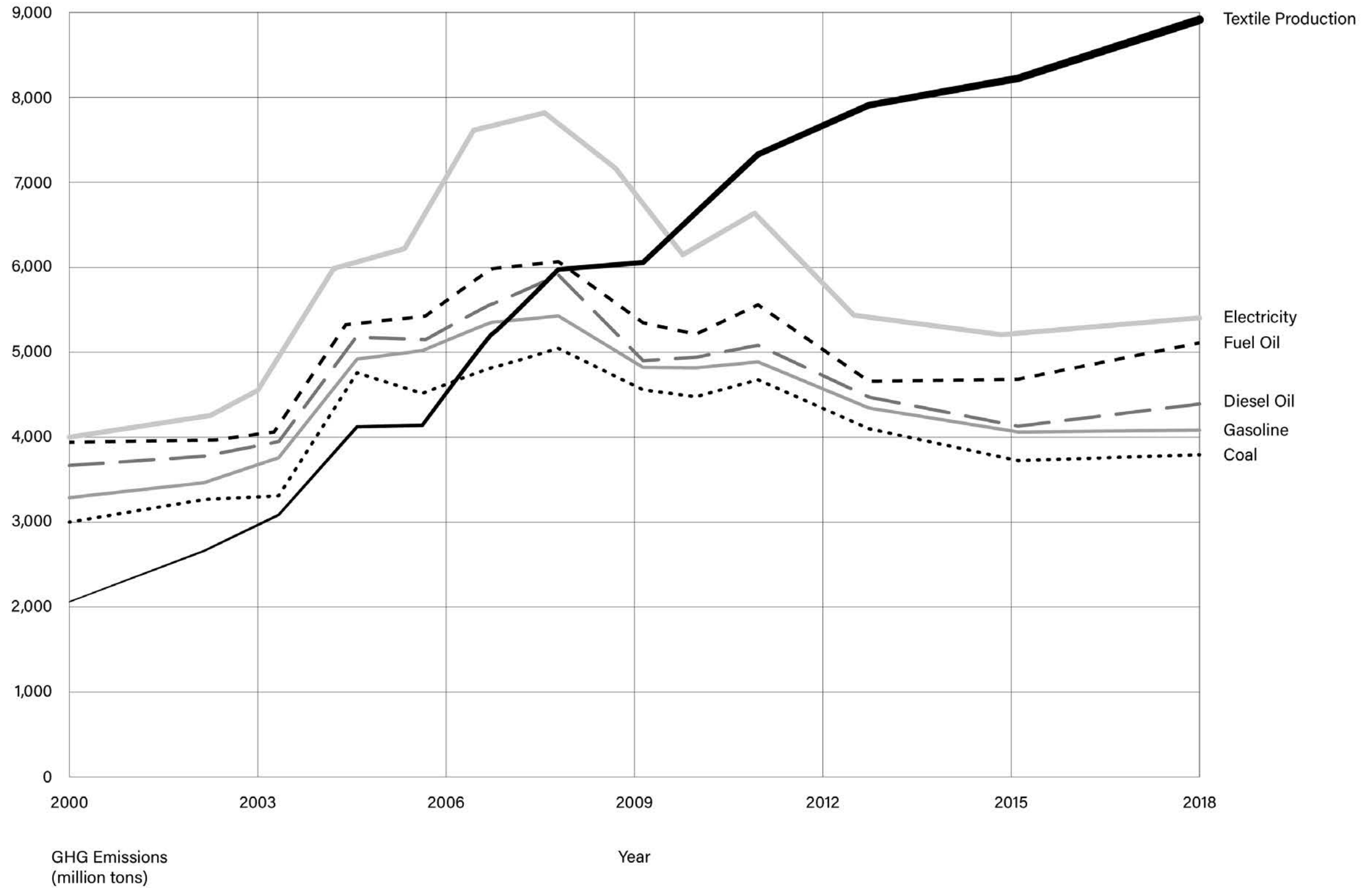
The Rise of Polyester



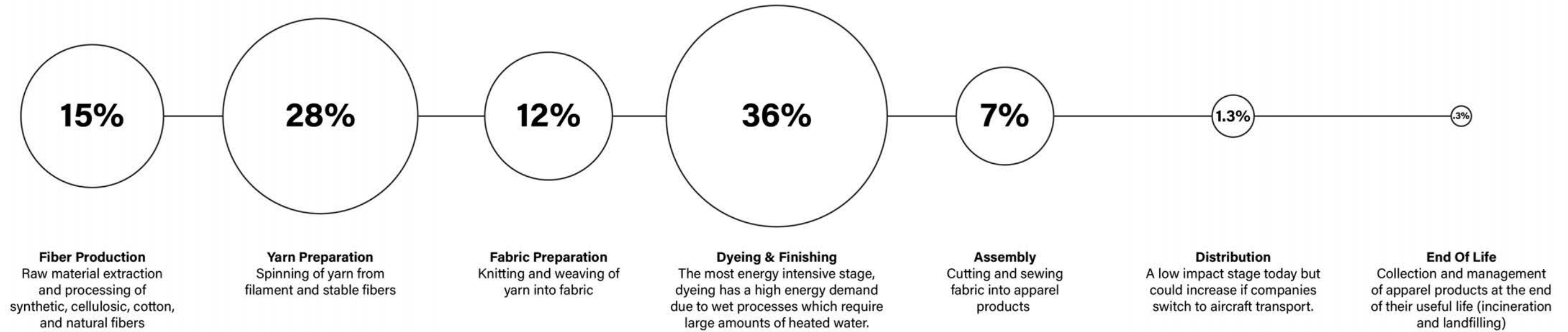
Fiber Production
(Thousand Metric Tons)

Year

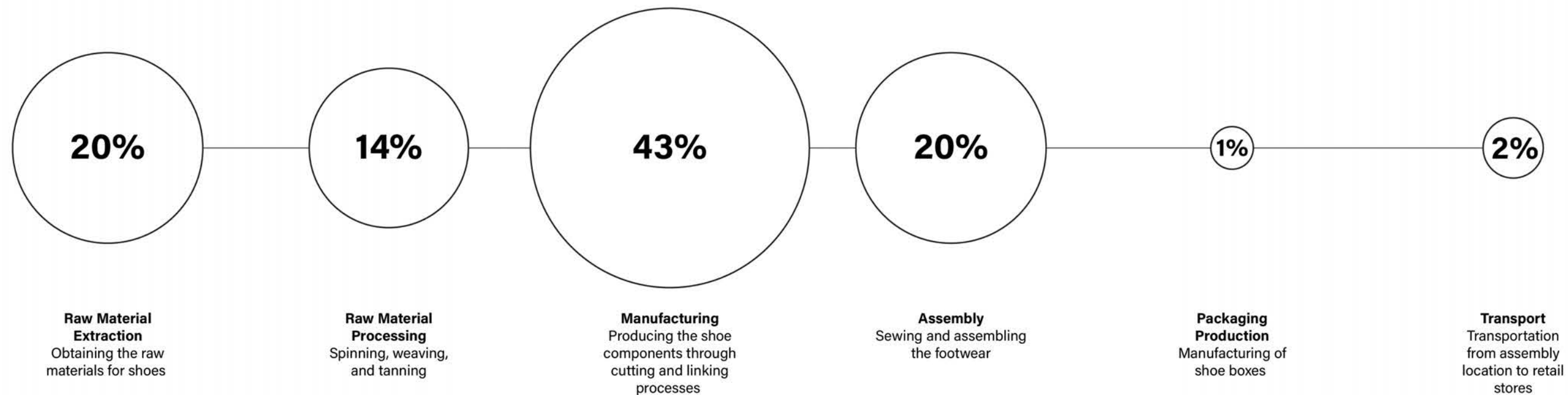
Textile Production GHG emissions from China (2000-2018)

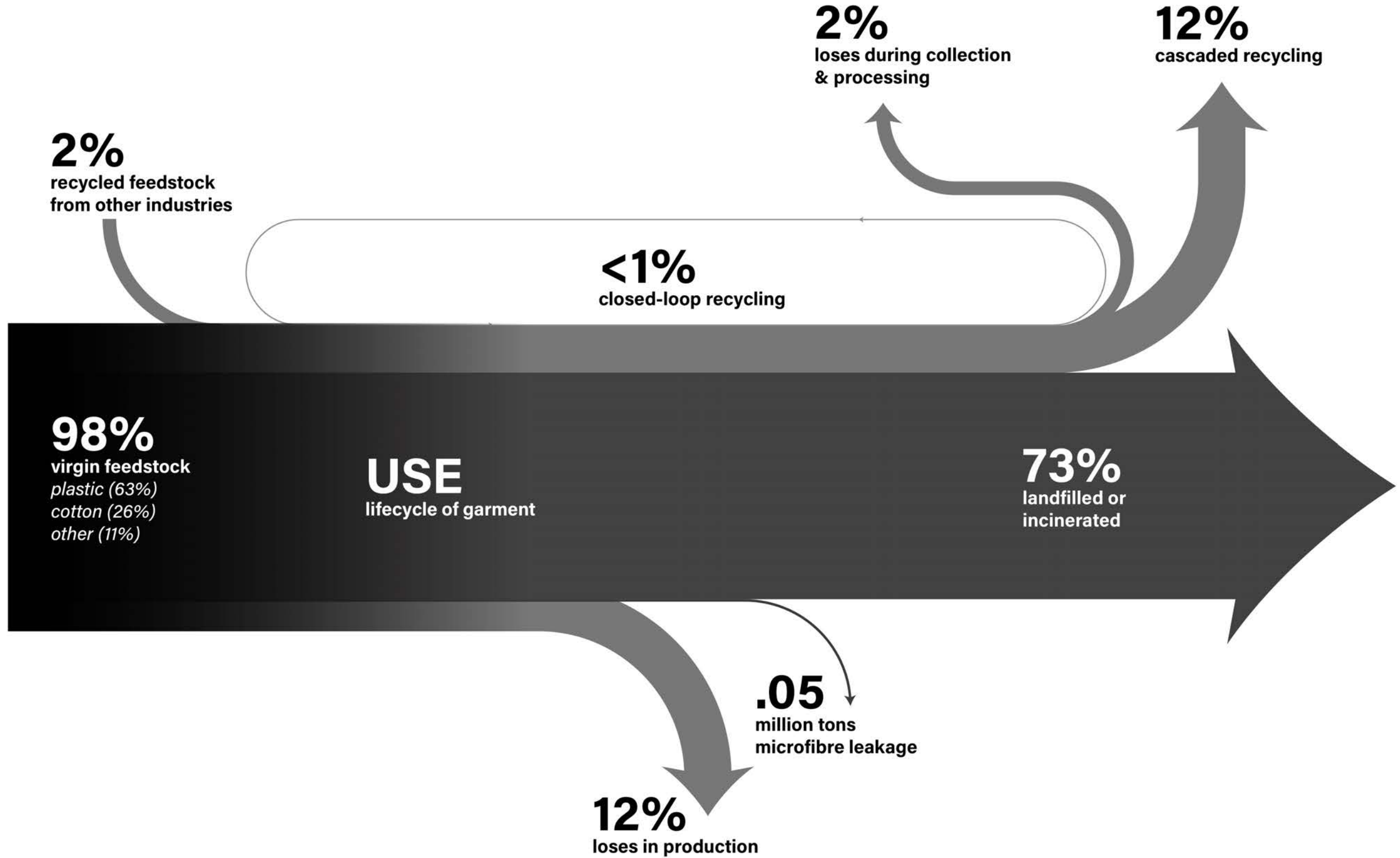


Apparel's Impact on Climate (GHG emissions for each life cycle stage)



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





2020

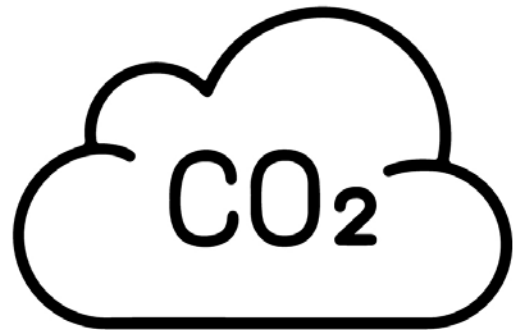
2050



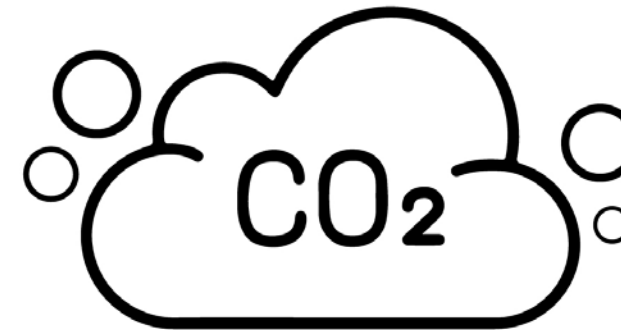
98
million tonnes



300
million tonnes



8%
of Global emissions



26%
of Global emissions

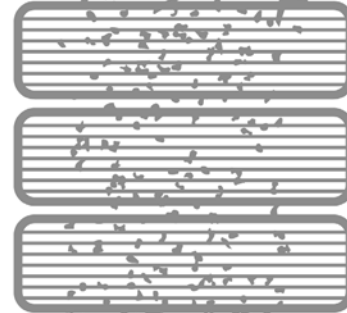
A Circular Alternative



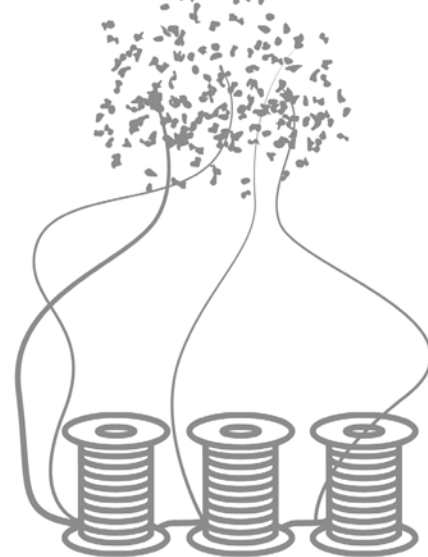
COLLECTION+ SORTING



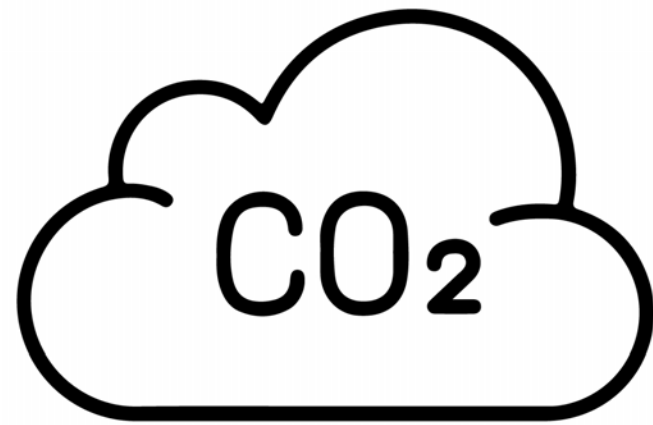
SHREDDING



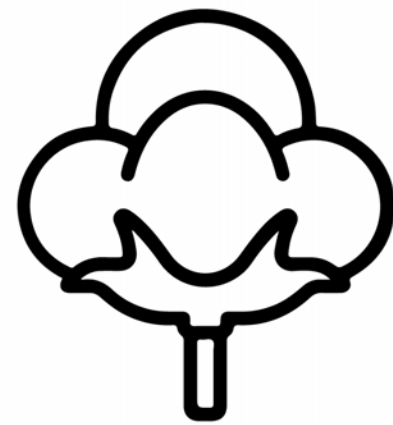
FIBER RECYCLING



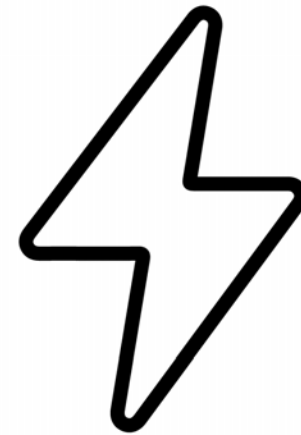
MATERIAL PRODUCTION



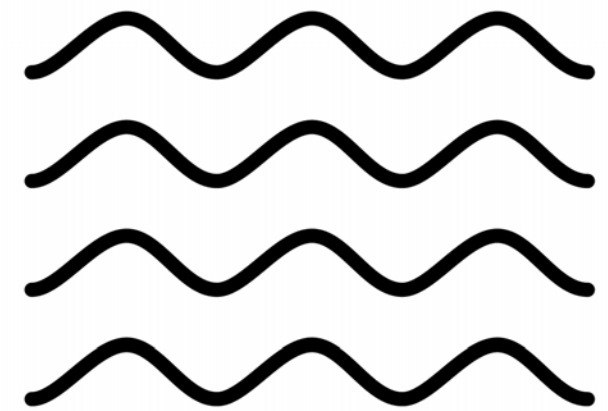
-80.5%
reduction in production (kg)



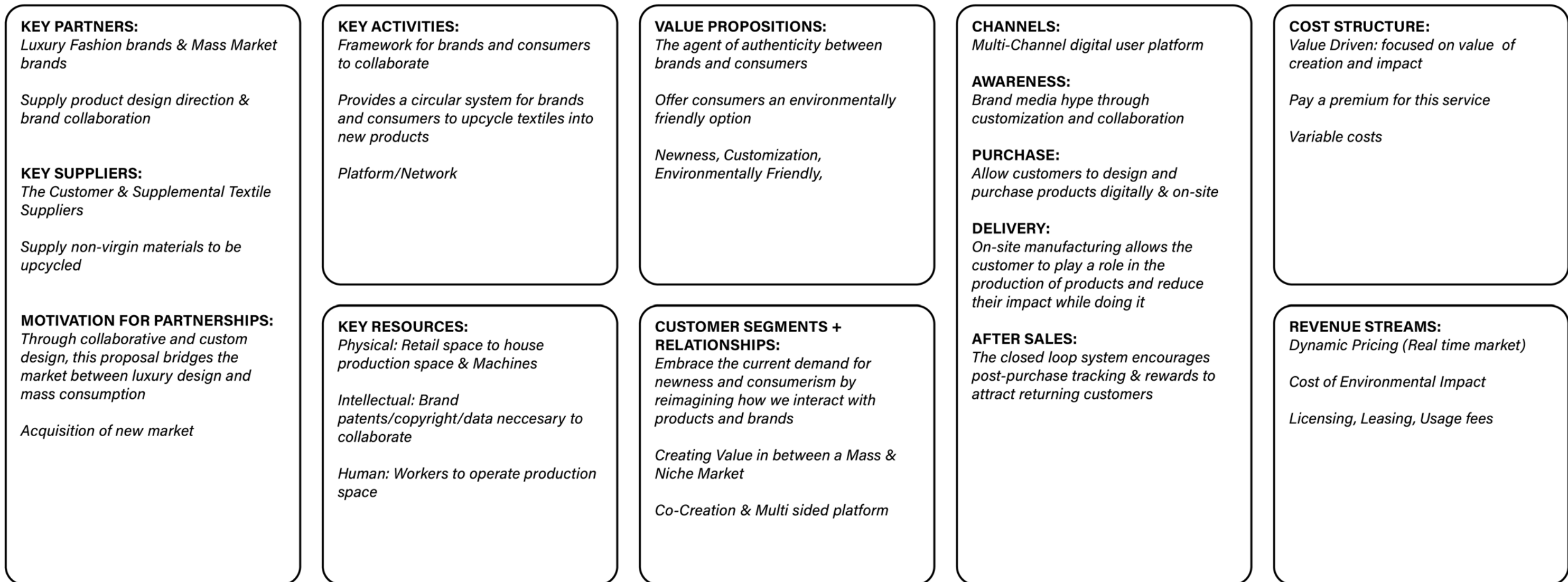
-95%
reduction in virgin cotton (kg)

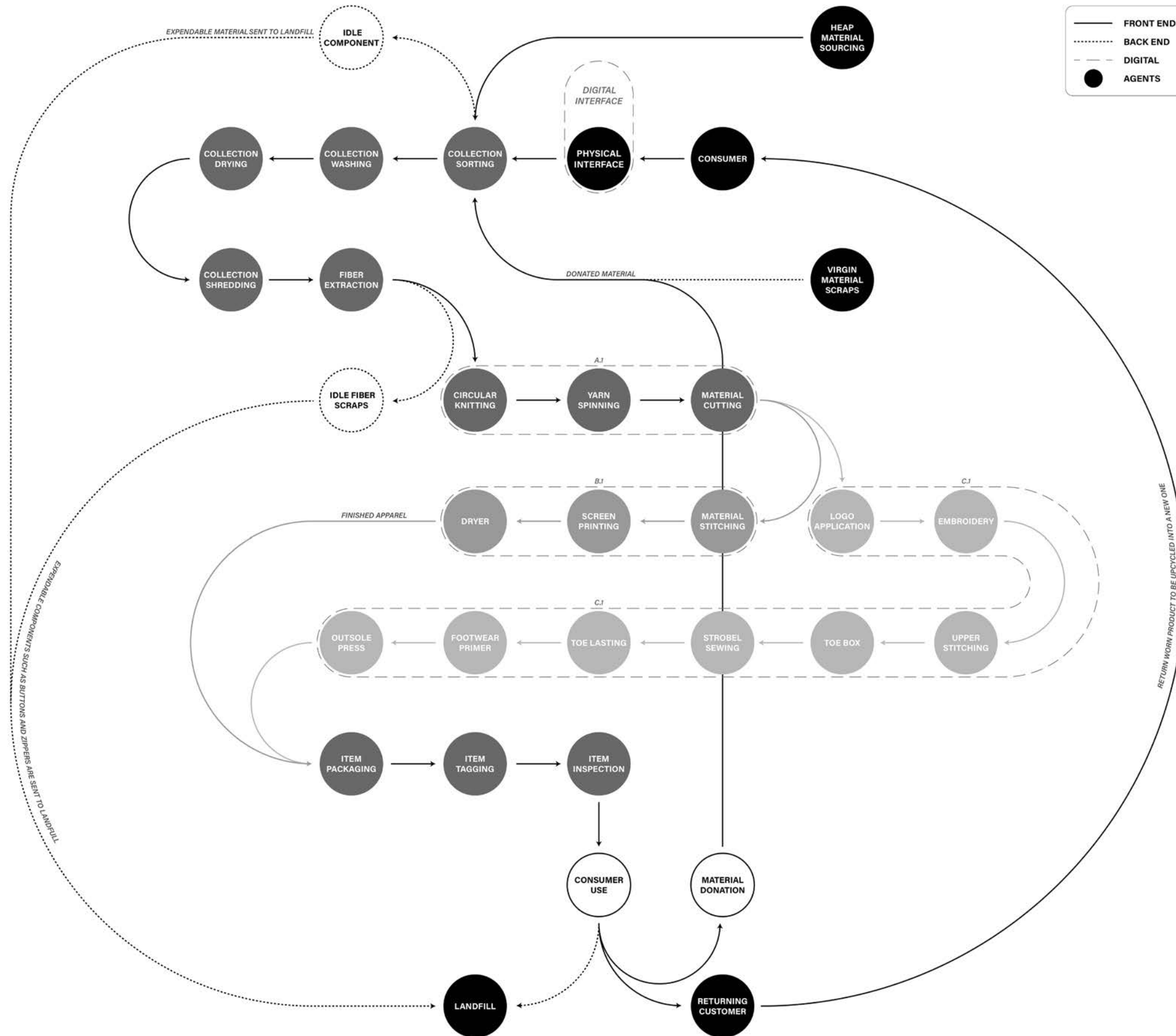


-54.6%
reduction in energy (kWh)



-95%
reduction in water usage (L)





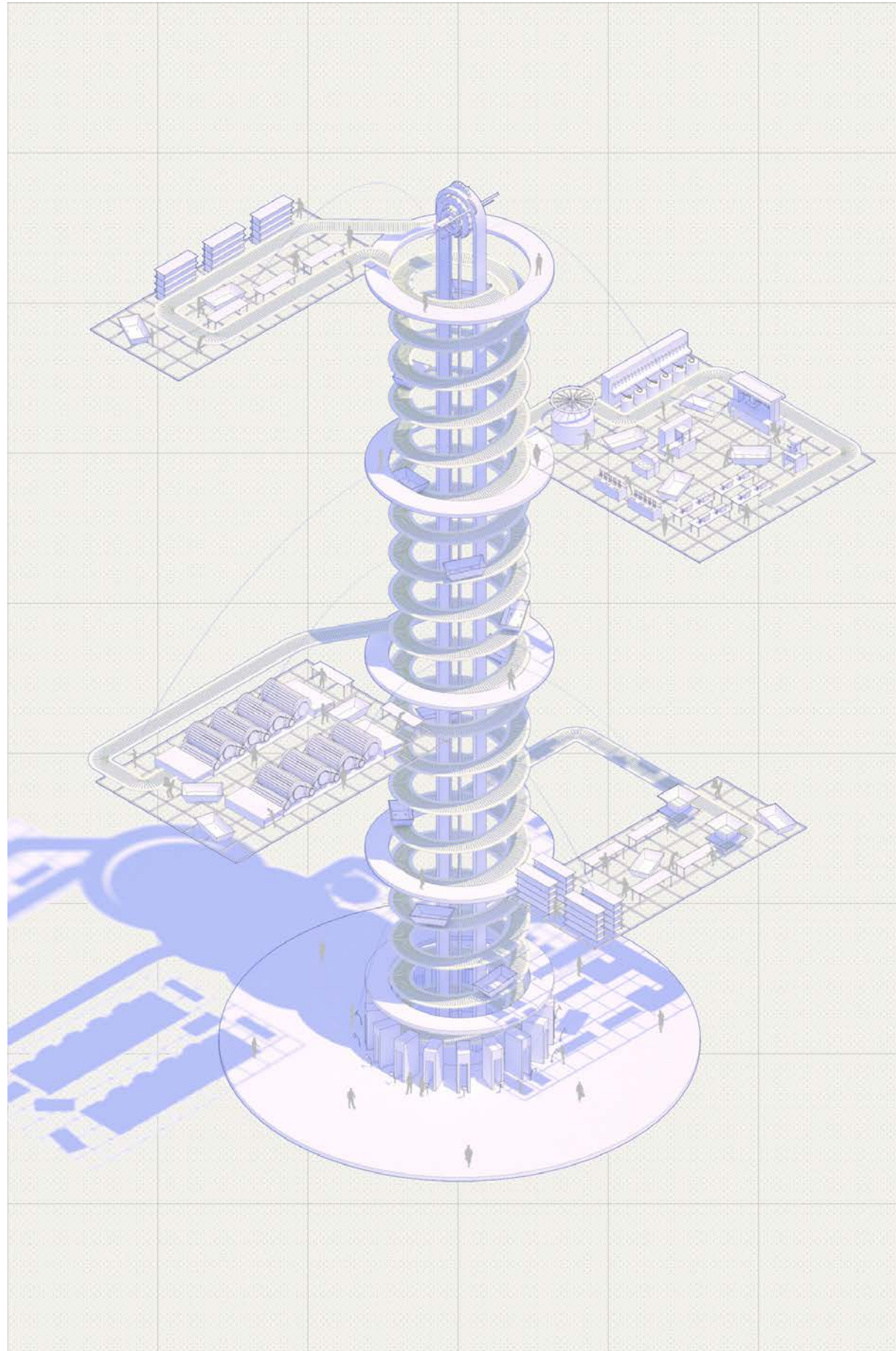
200,000 lb/year - CNY region (790,000 people)

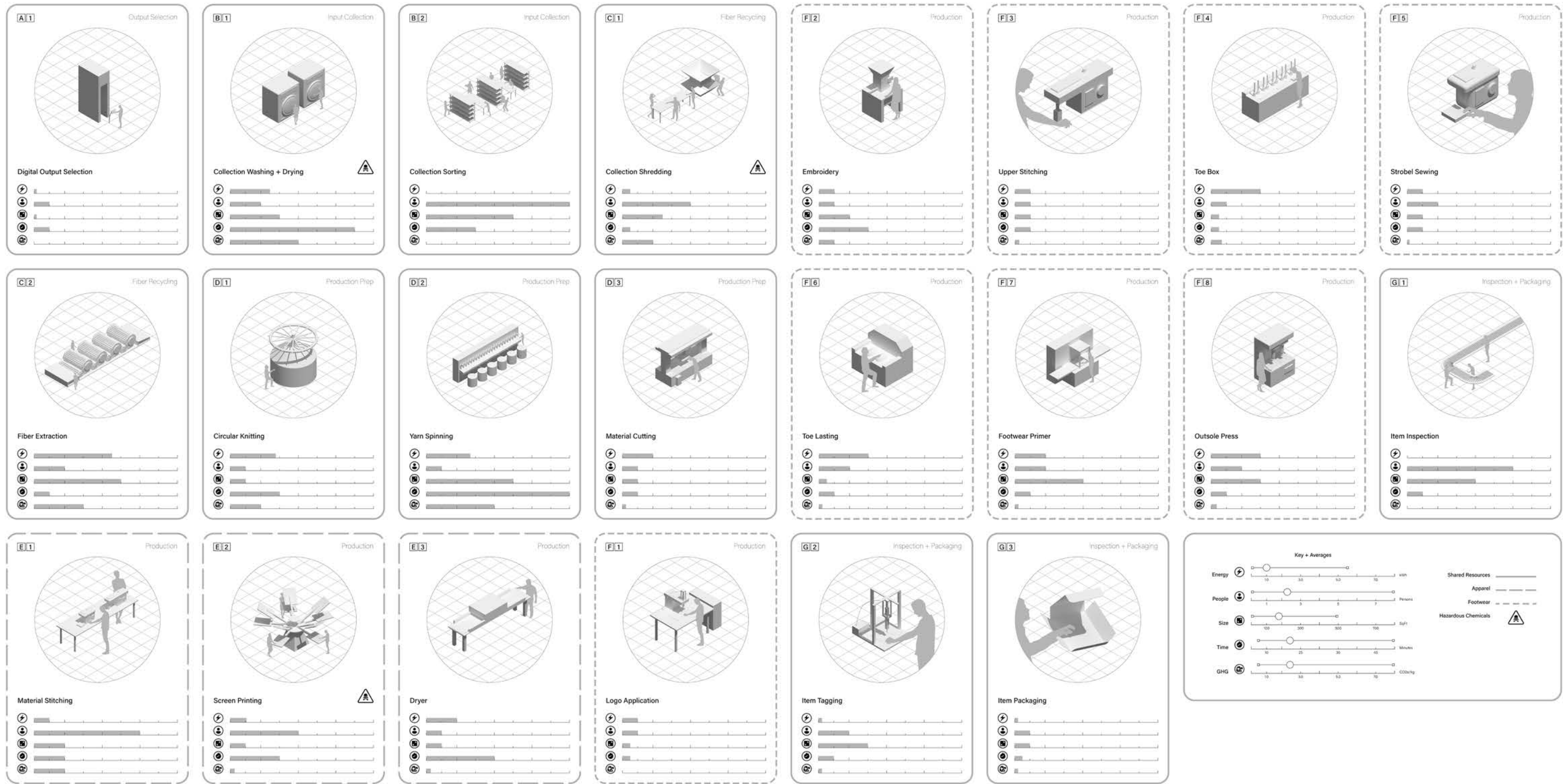
3,571 lb/week - CNY region (790,000 people)

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

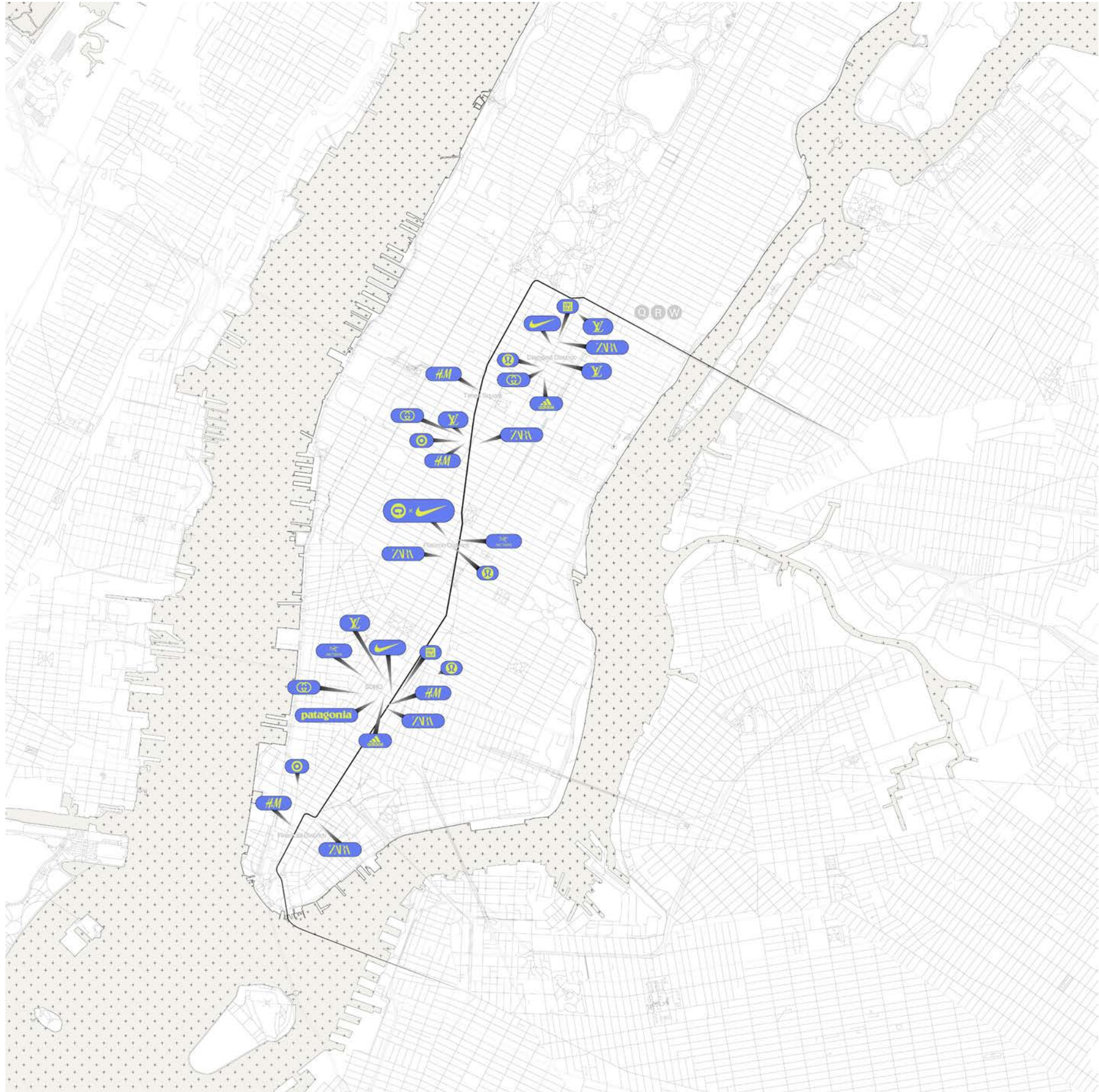




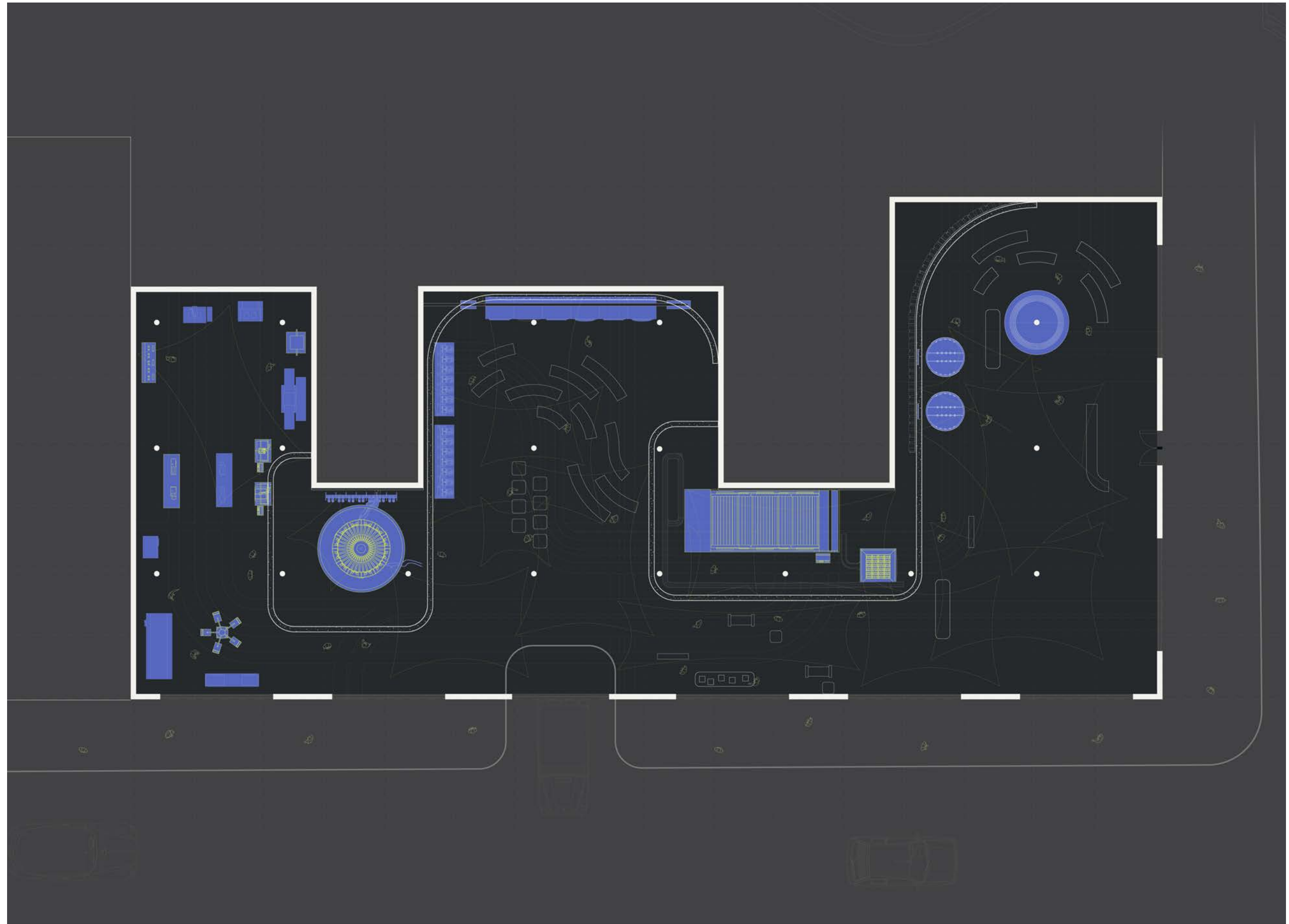
Machine Sourcing for Fibers Assorted

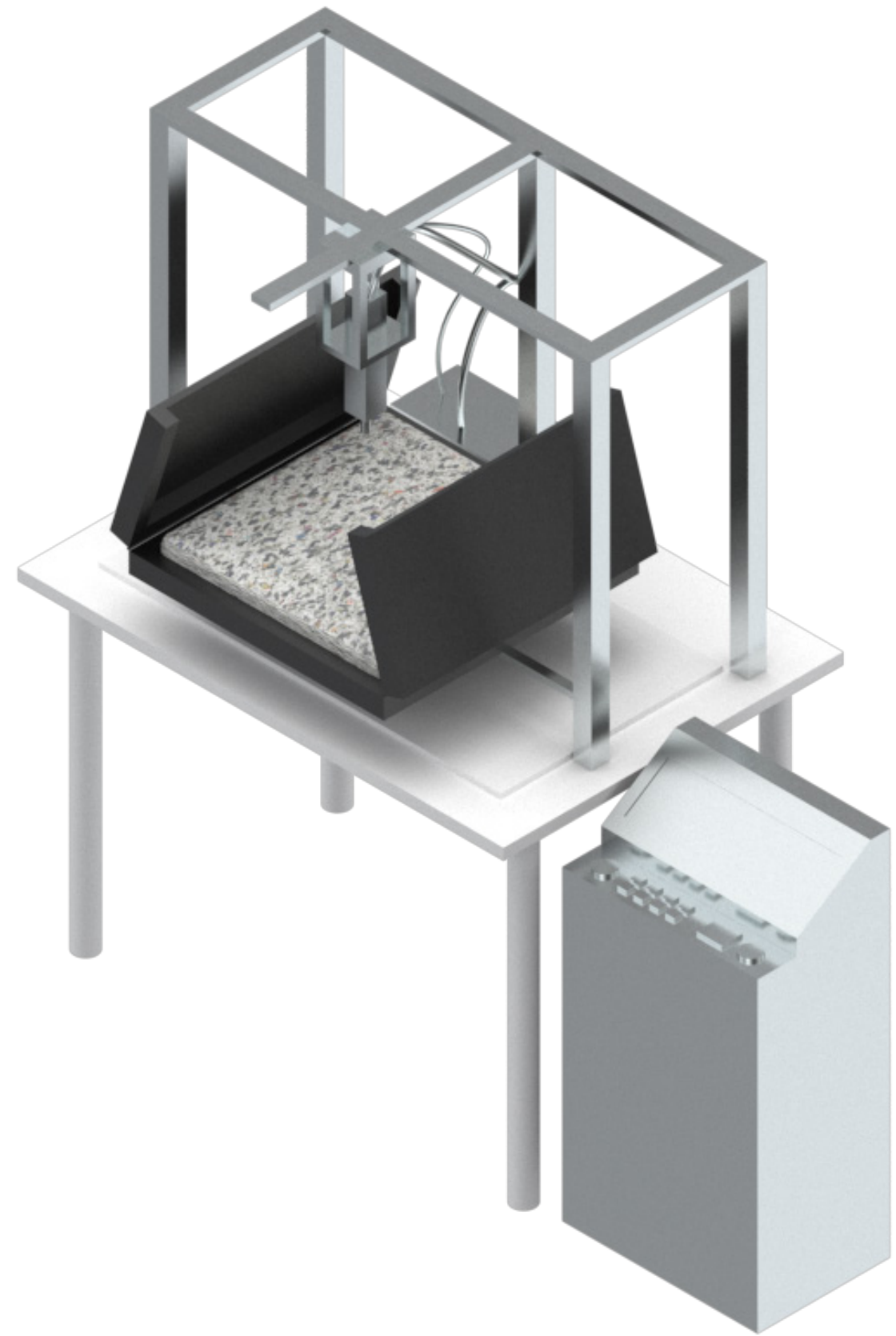
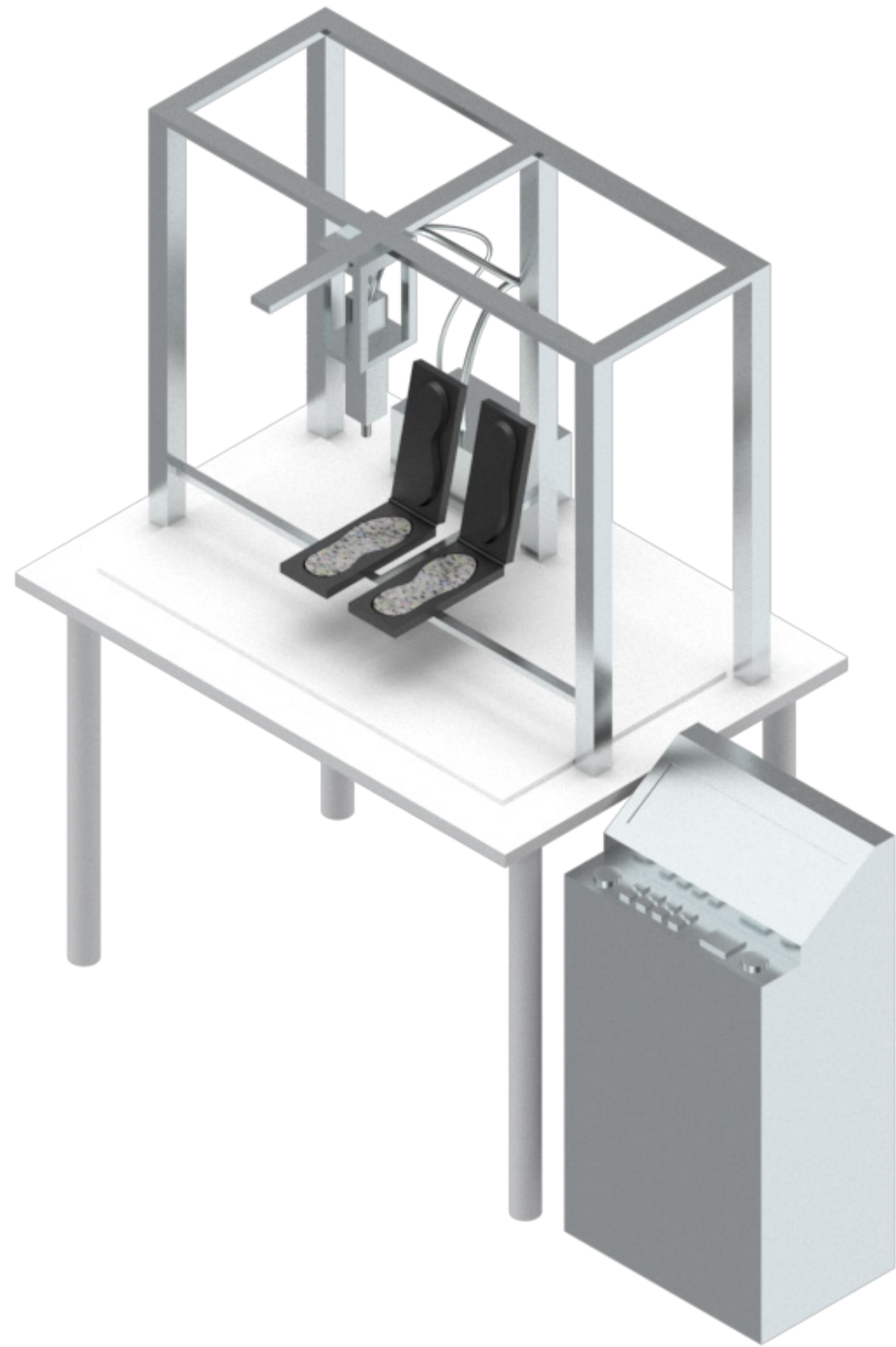


Interventions

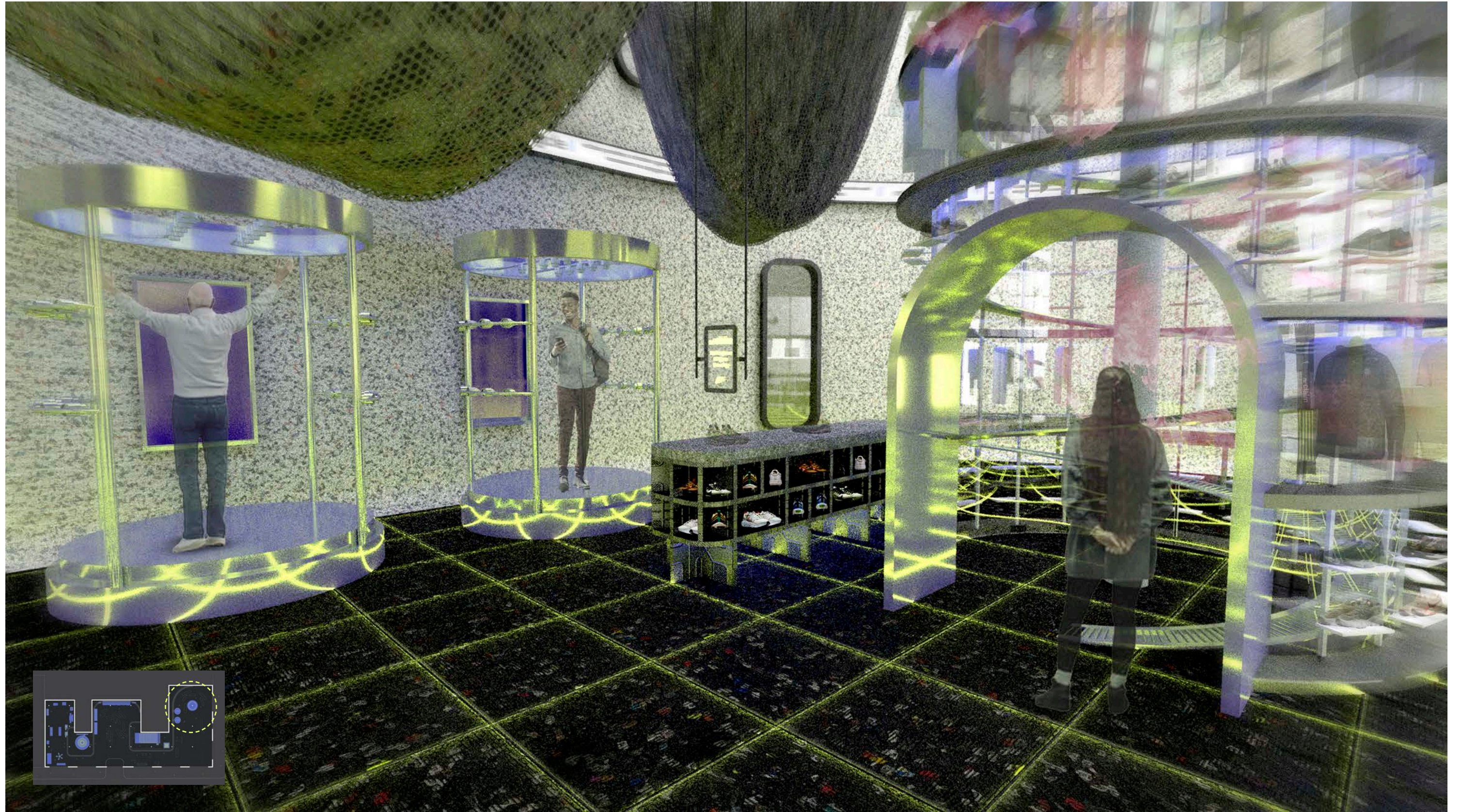




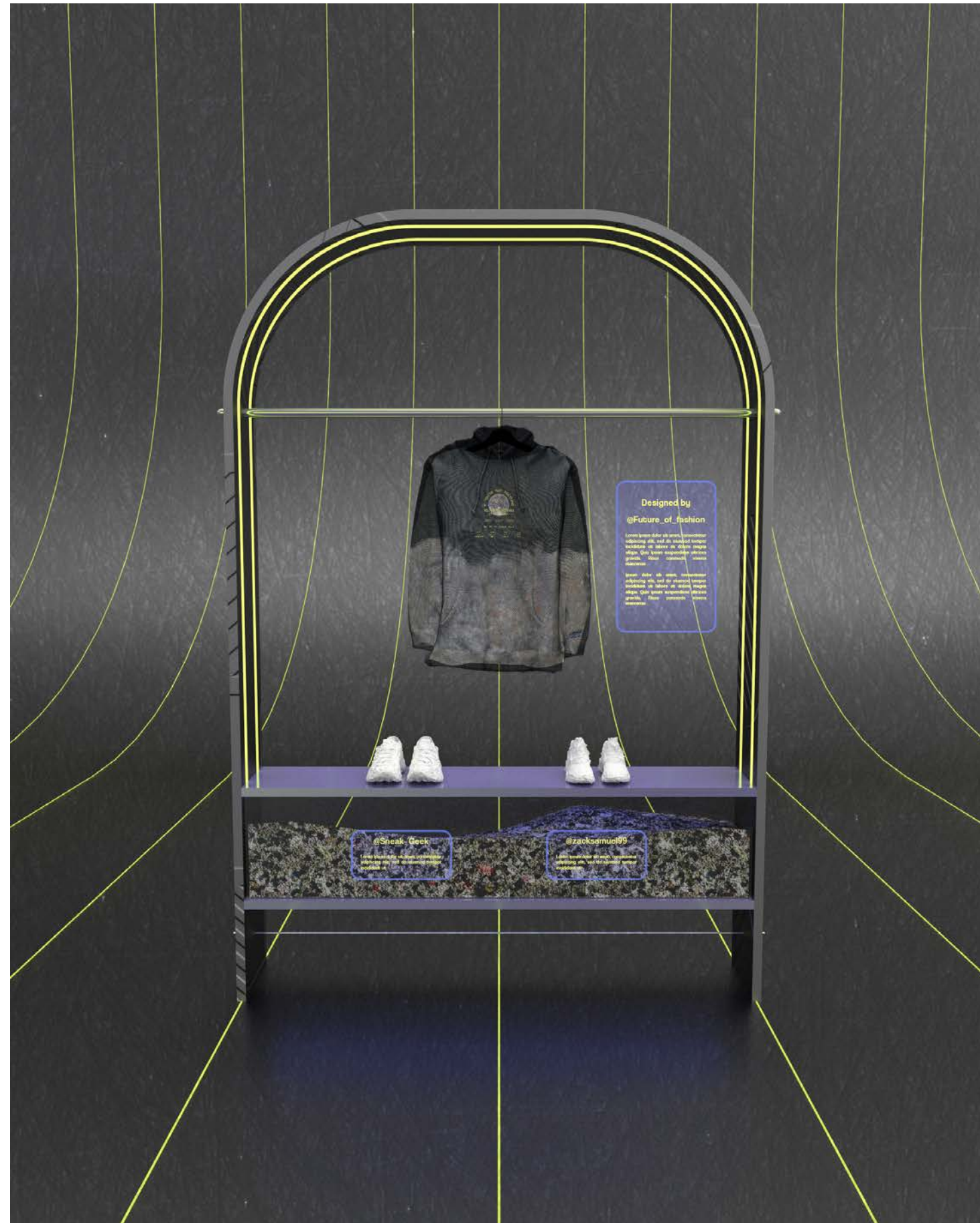


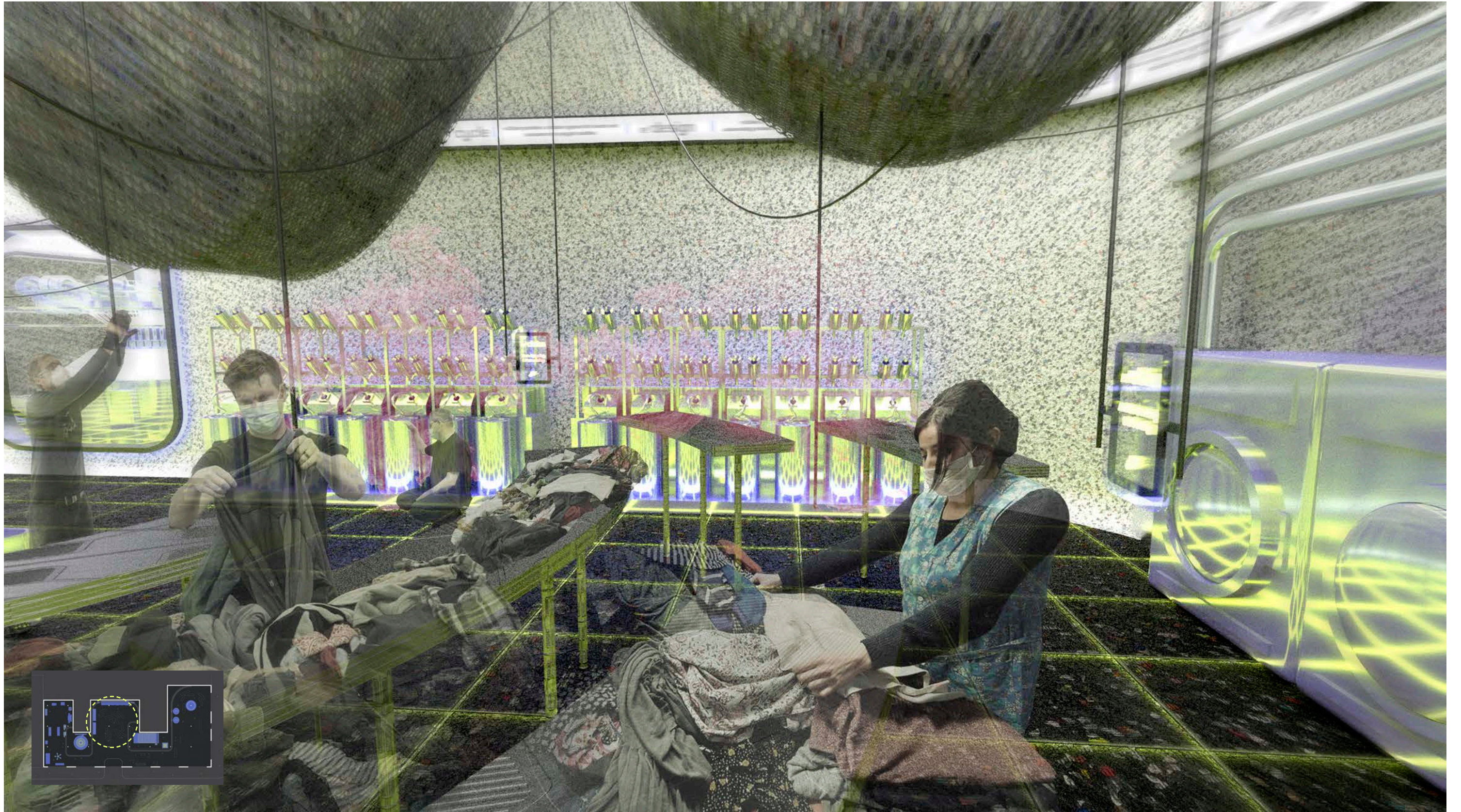


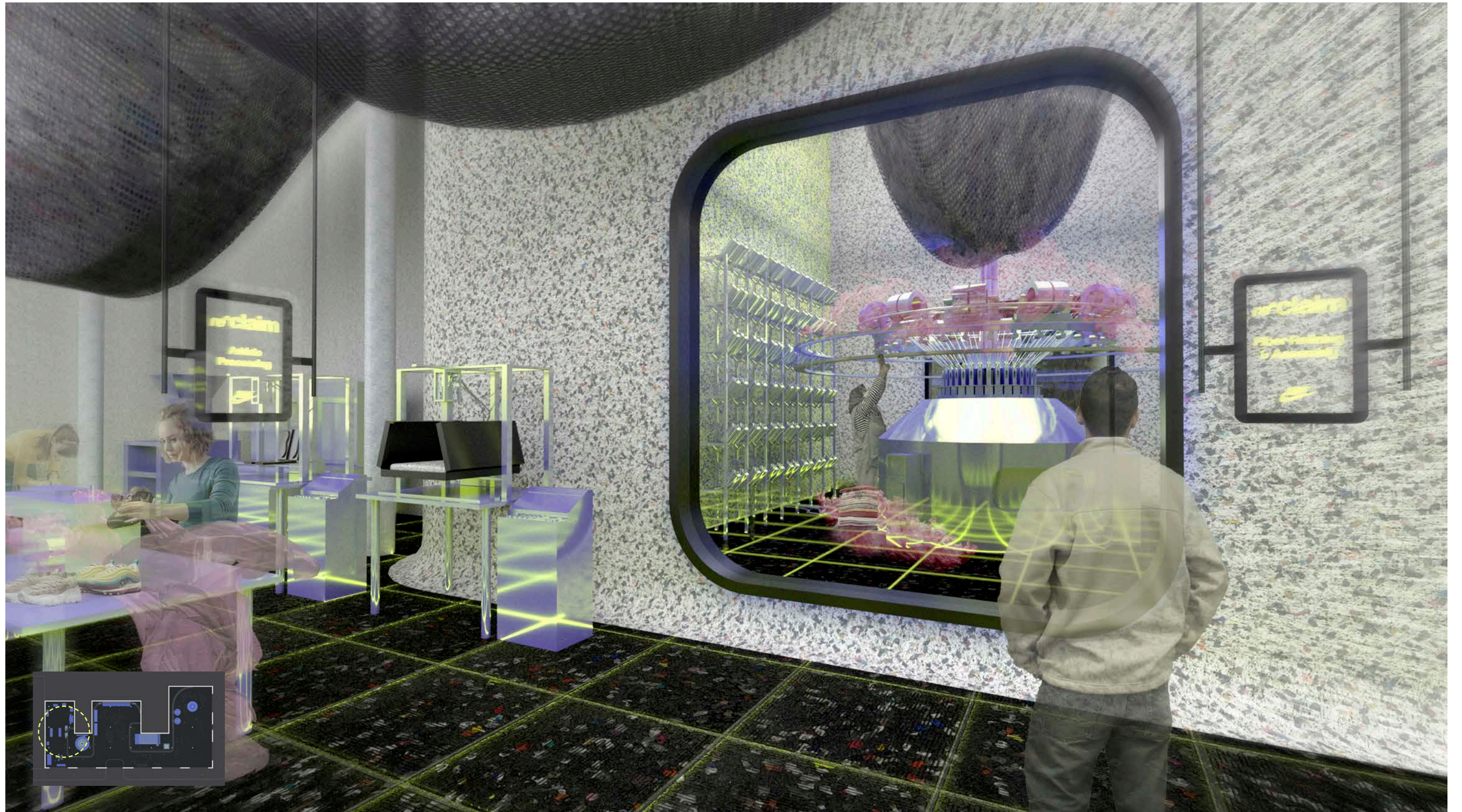


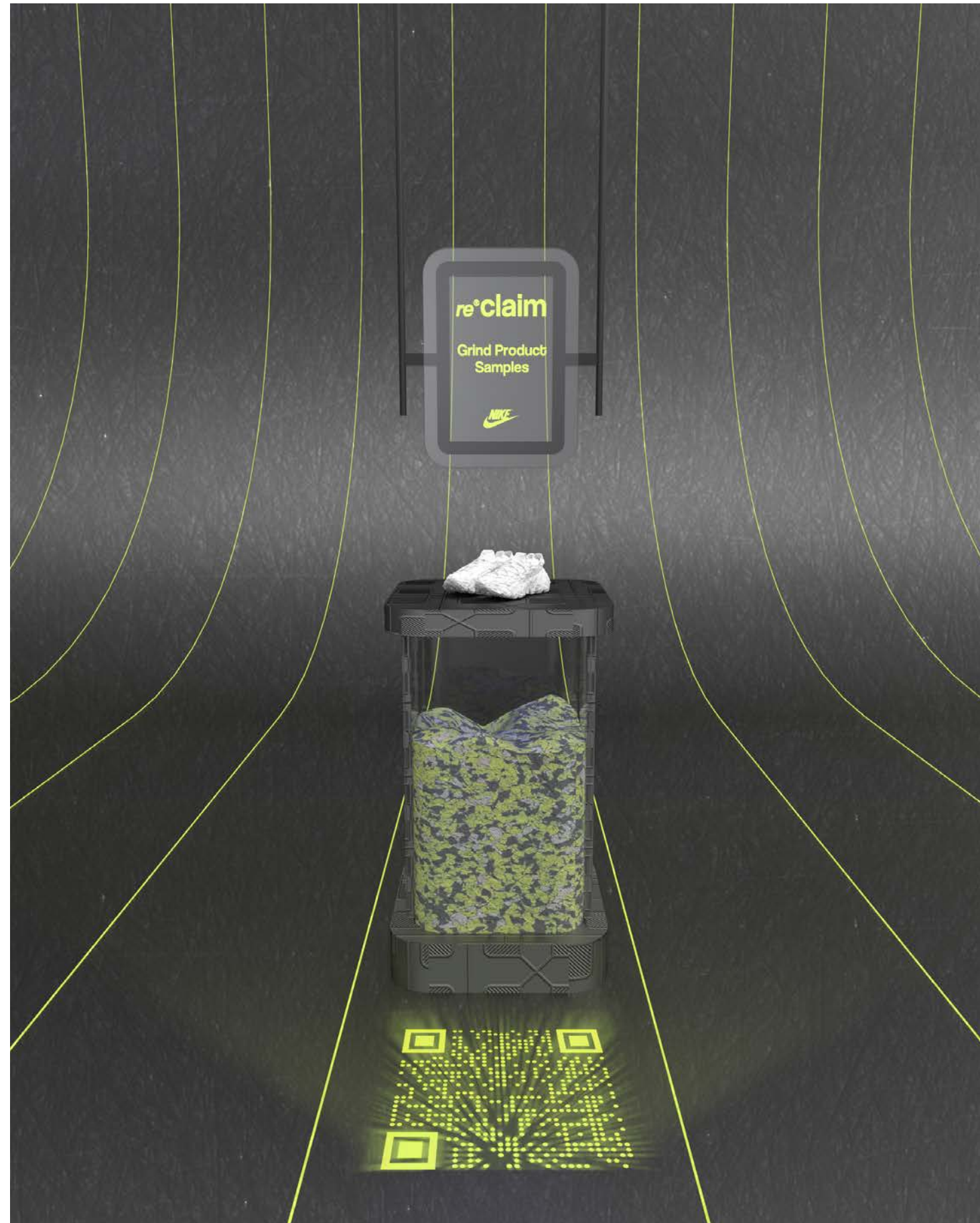


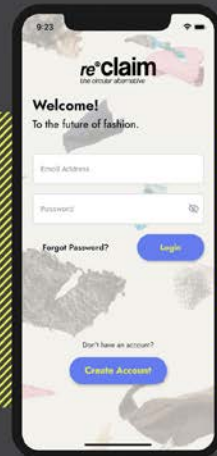




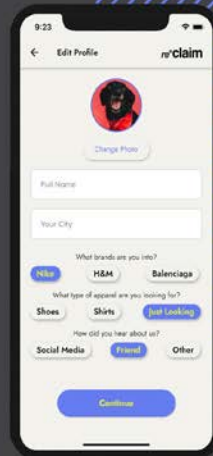




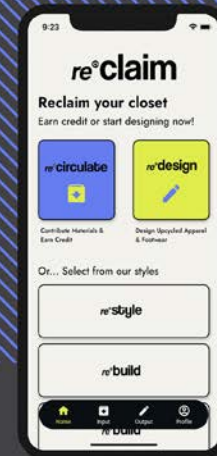




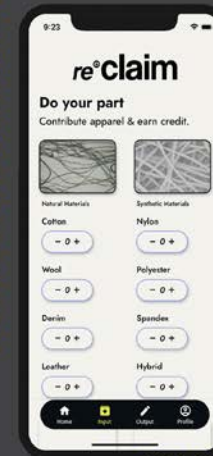
A Welcome Page



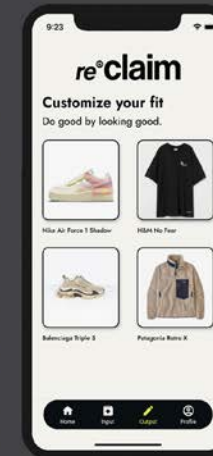
B Account Creation



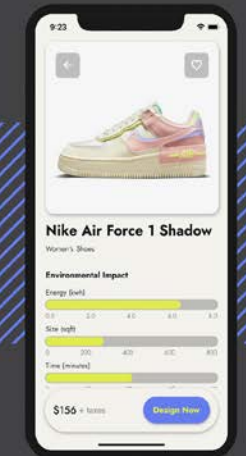
C Homepage



D Input (Donations + Credit)



E Output (Shop)



F Design (Process Walkthrough)



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the circular alternative

