



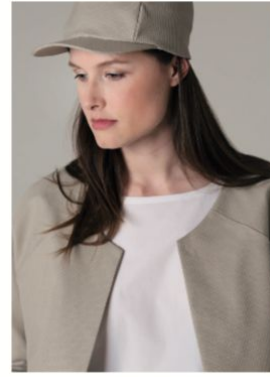
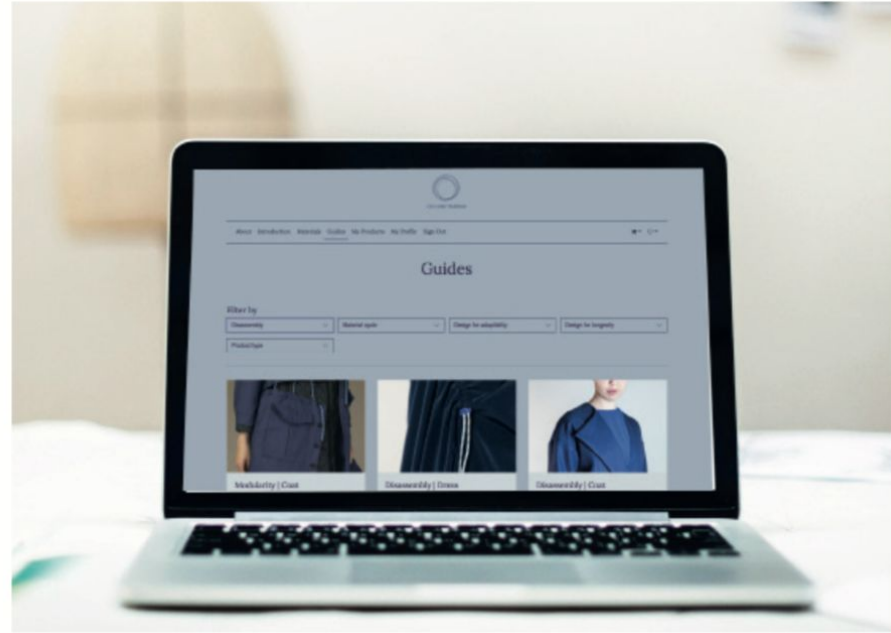
circular.fashion

circular.fashion system

Unlocking the huge potential of the
circular economy



A software platform enabling
circular design and
closed loop recycling





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Textile Reverse Supply Chain Challenges

Production
Globally 100 bn
pieces per year

Collection
Globally ~ 25%
Europe ~ 30%
Germany ~ 75%



87% INCINERATED OR LANDFILLED

worldwide



Circular fibre initiative analysis (2017)

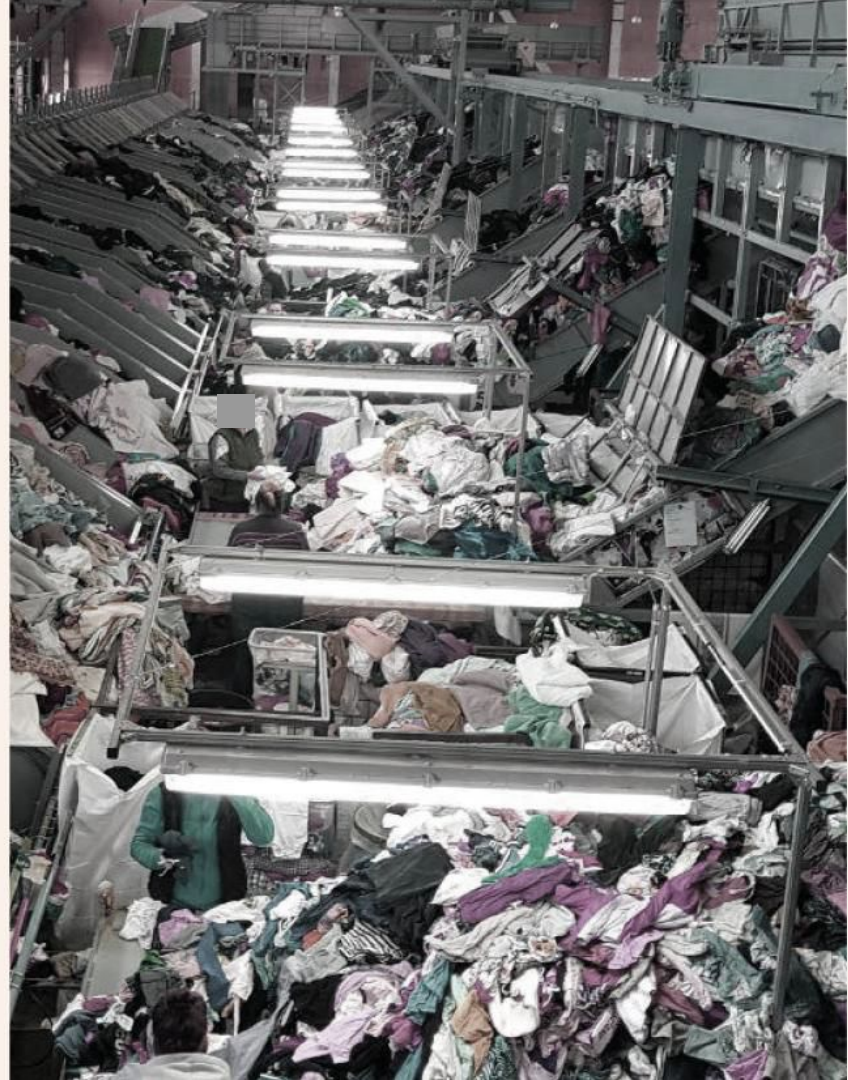
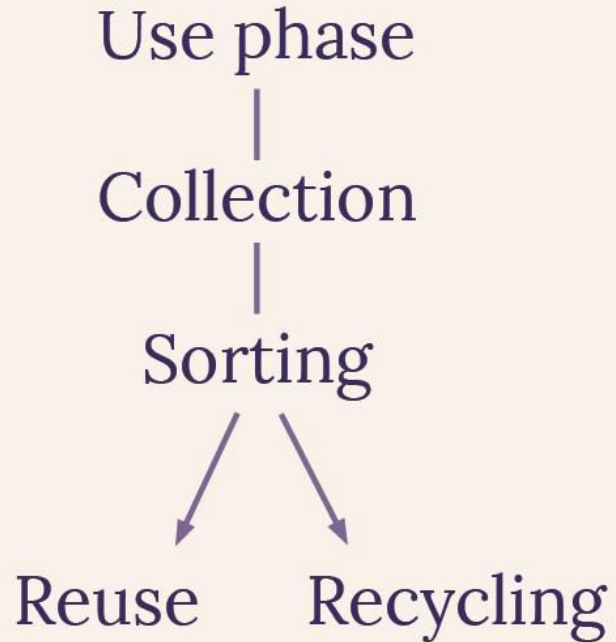


<1% FIBRE TO FIBRE RECYCLING

regenerated to new textiles



Reverse Supply Chain Infrastructure



Collection & Sorting Legacy

Maximize collection amount

Sort textiles for different
second hand markets

Second-hand cross-finances the
recycling and incineration fractions



Current Markets for Used Textiles

Second-hand shops

Export to other countries &
continents

Downcycling to other
products

Incineration



Challenges Sorters

- Quality of textiles decreasing
- Second hand markets saturated
- Share of second hand shrinking
- Recyclers cannot cover costs of collection and sorting
- Incineration costs





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Textile Reverse Supply Chain Solutions

1. FASHION MUST BE DESIGNED FOR CIRCULARITY



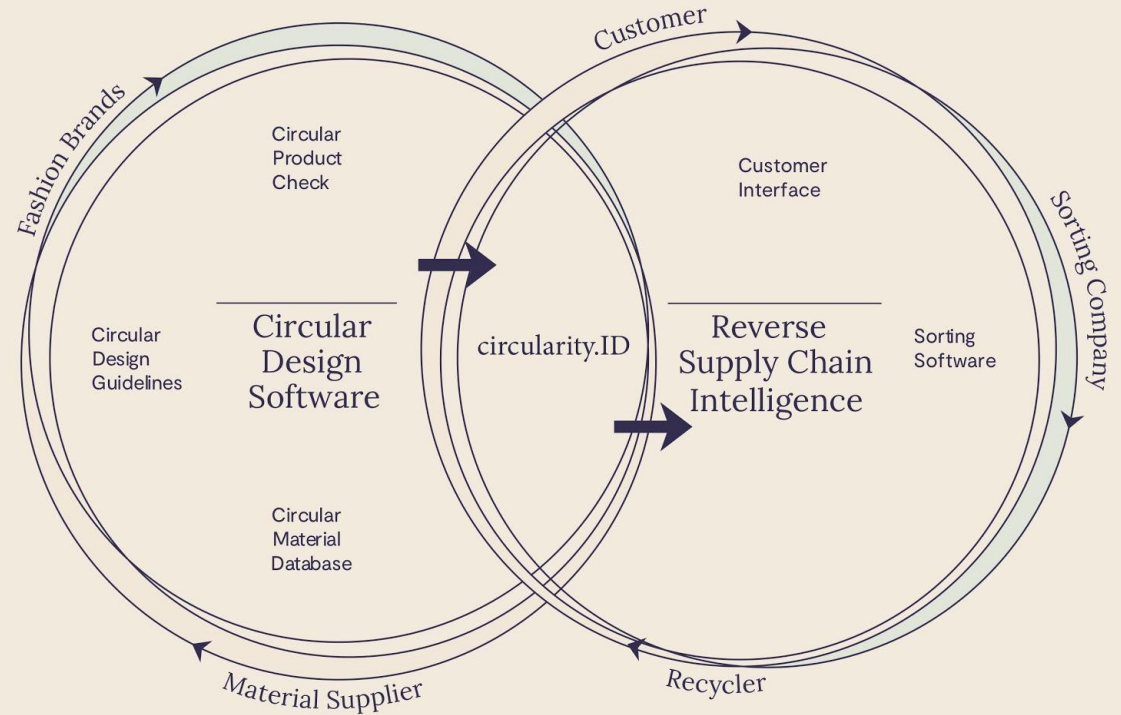
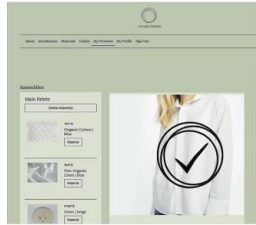
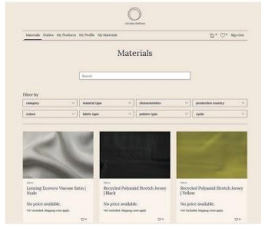
2. CUSTOMERS NEED TO RETURN INTO THE RIGHT CHANNELS



3. REVERSE SUPPLY CHAIN NEEDS PRODUCT INFORMATION TO ALLOCATE TO SUITABLE ACTORS



The circular.fashion system



2

circularity.ID Consumer Interface



circularity.ID

Customer Interface

Collection Channels

Open Data Standard for Circularity



AMBERCYCLE



re:newcell

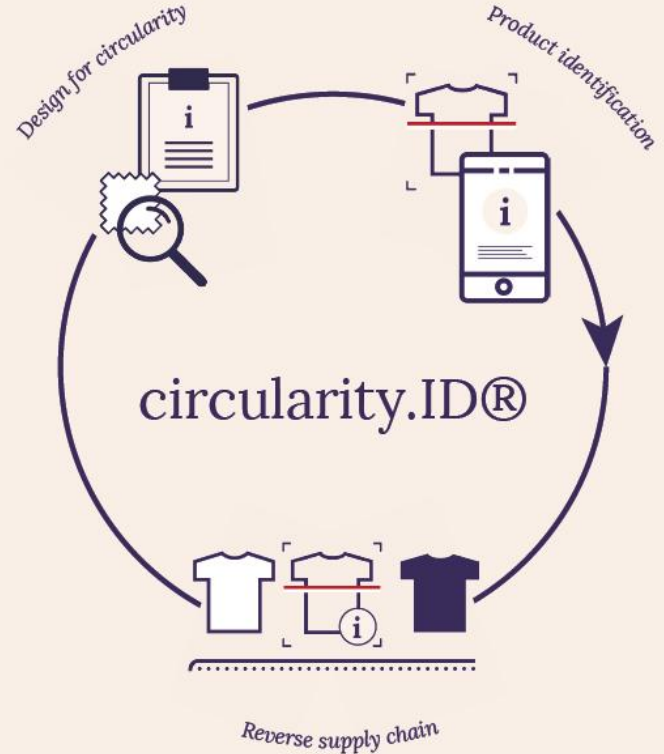
SOEX



recover®

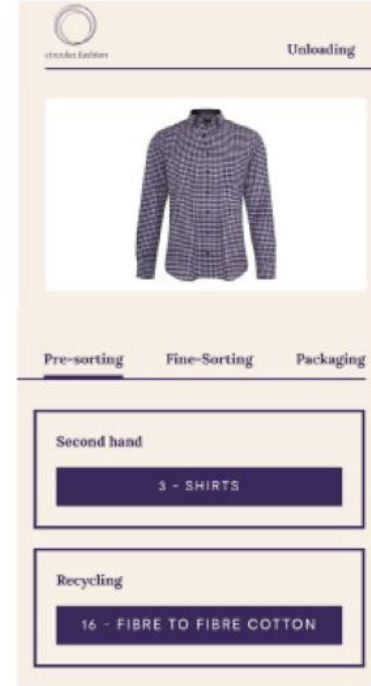
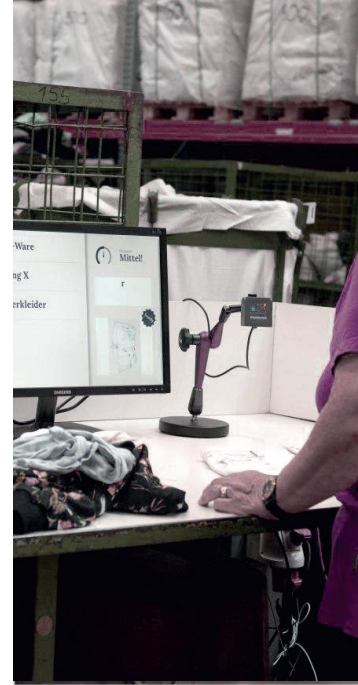


CANCLINI
CREATING TOGETHER SIDE BY SIDE



3

circularity.ID Intelligent Sorting Station



circularity.ID

Sorting Station

Sorting Software

Levers for Sorting

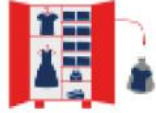
Improvement of sorting quality

Open up new valuable fractions

- New second hand channels
- Update / Repair / Upcycling
- Fibre to fibre recycling

Lean sorting processes





2nd hand marketplace

Recycling



Partnerships for Sorting Recommerce & Recycling



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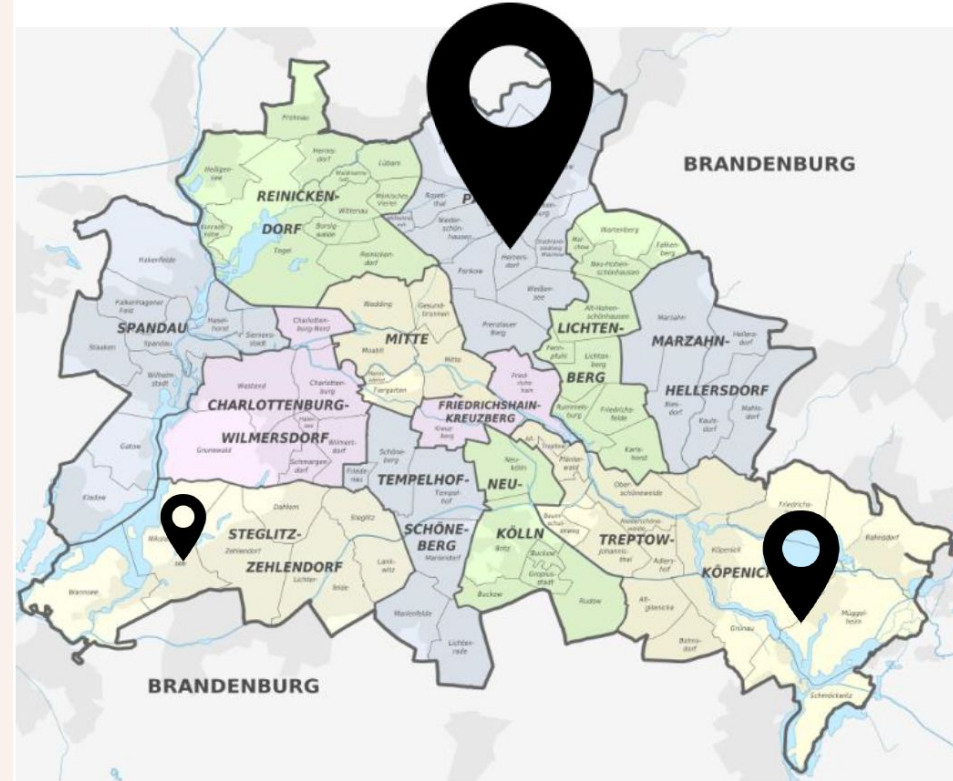


Re-Use Berlin

Inform users about local return options through circularity.ID / Digital Product Sites

Find suitable pieces for repair, upcycling and reuse in sorting centres

Give non-wearables to suitable recyclers





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Let's join forces!

Winner 2019

Global Change Award



Global Change Award

AN INNOVATION CHALLENGE
BY N&M FOUNDATION

I:CO AWARD 2015

inspired by Cradle to Cradle®

**FASHION
FOR**

PLUGANDPLAY



german federal award
ecodesign
young talent 2017



NEXT
ECONOMY
AWARD



LAUNCHNORDIC