

CIRCULAR STRATEGIES



Product as a Service

Offers that focus on leasing access to a solution instead of selling ownership of a product. Services can reduce cost volatility and create stickier customer relationships.

Pictured: Philips sells lighting as a service. By retaining ownership of the lights and equipment, customers have no upfront costs of installation.

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takes approxi-
20-30 min.



Embedding intelligence

Building technology into materials or products to gather user data and generate valuable insights to improve the customer experience.

Pictured: Bundles uses Internet of Things technology to provide customers with a pay-per-wash service on washing machines. The monthly tariff is adjusted retrospectively based on actual usage data.

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Product Life Extension

Extending the lifecycle of products to ensure they remain economically useful by maintaining or even improving them through remanufacturing, repairing or upgrading.

Pictured: Caterpillar has focused on returning components at end of life to same-as-new condition, reducing costs, waste, emissions and need for raw inputs.

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Smart material choices

Considering a product's end of life treatment in the choice of materials and inputs, i.e. durable, biodegradable, recycled or recyclable materials.

Pictured: Customers of Splosh subscribe to receive pouches of concentrated cleaning products which either safely dissolve as part of the product or can be sent back for refill.

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Closed loop / Take back

Providing a service to collect old or used products and recovering the value in the materials by recycling or reusing them to make new products.

Pictured: Desso created a take-back programme for its flooring made of recyclable yarn that can be separated from the backing and used over and over again.

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Modularity

A design that divides a product into smaller parts that can then be independently created, used and replaced.

Pictured: Fairphone's modular design and spare parts make it easy for anyone to repair, allowing its phones to last as long as possible.

INDIVIDUAL REFLECTION

What insights are you going away with?

What questions do you still need to answer?

What have you learned from someone from another discipline?

Who would you like to talk to inform your work on circular fashion?

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CIRCULAR INTERVENTION

Context

What is your garment and what are your user's needs?

Insights and Intervention

What are the main problems that you have highlighted?

What is your intervention?

Intervention Considerations

How does your idea meet your user's needs?

How is it circular?

What would be needed for this intervention to become viable? What potential barriers might you face?

How would you reach your users?

HAVE YOU CONSIDERED...

Production?

Raw material extraction:
Synthetics, farming, harvesting
Textile production:
Spinning, weaving, bleaching, dyeing
Design process:
Textile & garment design, sampling
Garment manufacturing:
Cut, make, trim, finishing, labelling packaging

Access?

Retail:
Point of sale, merchandising,
packaging, marketing
Acquisition:
Online, in store

Transportation:
Production to logistic centre and/or retailer



Who Needs

Name:
Age:
Gender:
How is it worn?
Emotional relationship
with garment:

Transportation?

Transportation:
Retailer to user's home
Returns:
Unsuitable items returned to retailer or logistics centre

After-use?

Reuse:
Gifted, donated, repair, resold
Discard:
Landfill, incineration, exported
Recycling:
Upcycled, downcycled

Use?

Wear and Tear:
Stains, worn, damages, frequency of wear
Wash:
Laundry, iron, drying
Care:
Storage, repairs

Transportation:
User's home to?