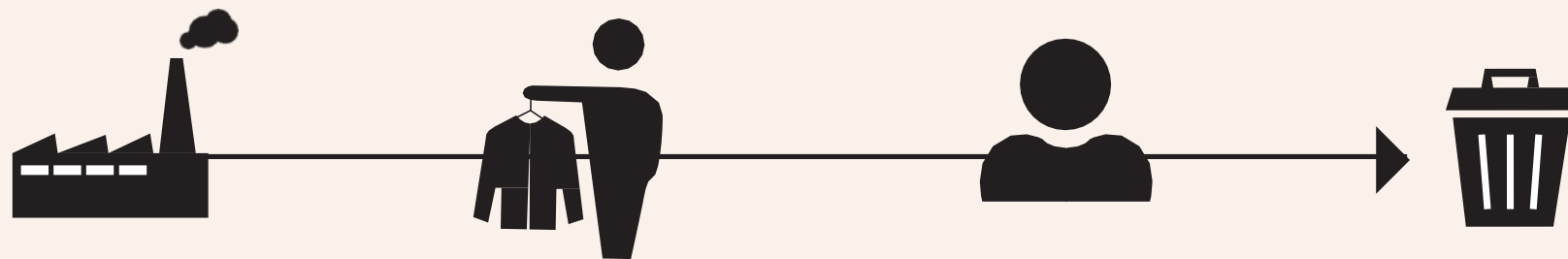




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© NASA Earth Observatory



© Tim Mitchell



© retroworks

73% INCINERATED OR LANDFILLED

worldwide



Circular fibre initiative analysis (2017)



12% MECHANICAL RECYCLING

downcycling



Circular fibre initiative analysis (2017)



<1% CLOSED LOOP FIBRE TO FIBRE RECYCLING

regenerates fibres to virgin quality

<1%



Viscose fiber made from re:newcell pulp

TOO DIFFICULT



1. DESIGNERS



2. CUSTOMERS



3. SORTERS

1. FASHION MUST BE DESIGNED FOR CIRCULARITY



2. CUSTOMERS NEED TO RETURN IN THE RIGHT CHANNELS



3. SORTING SYSTEMS FOR CLOSED LOOP RECYCLING

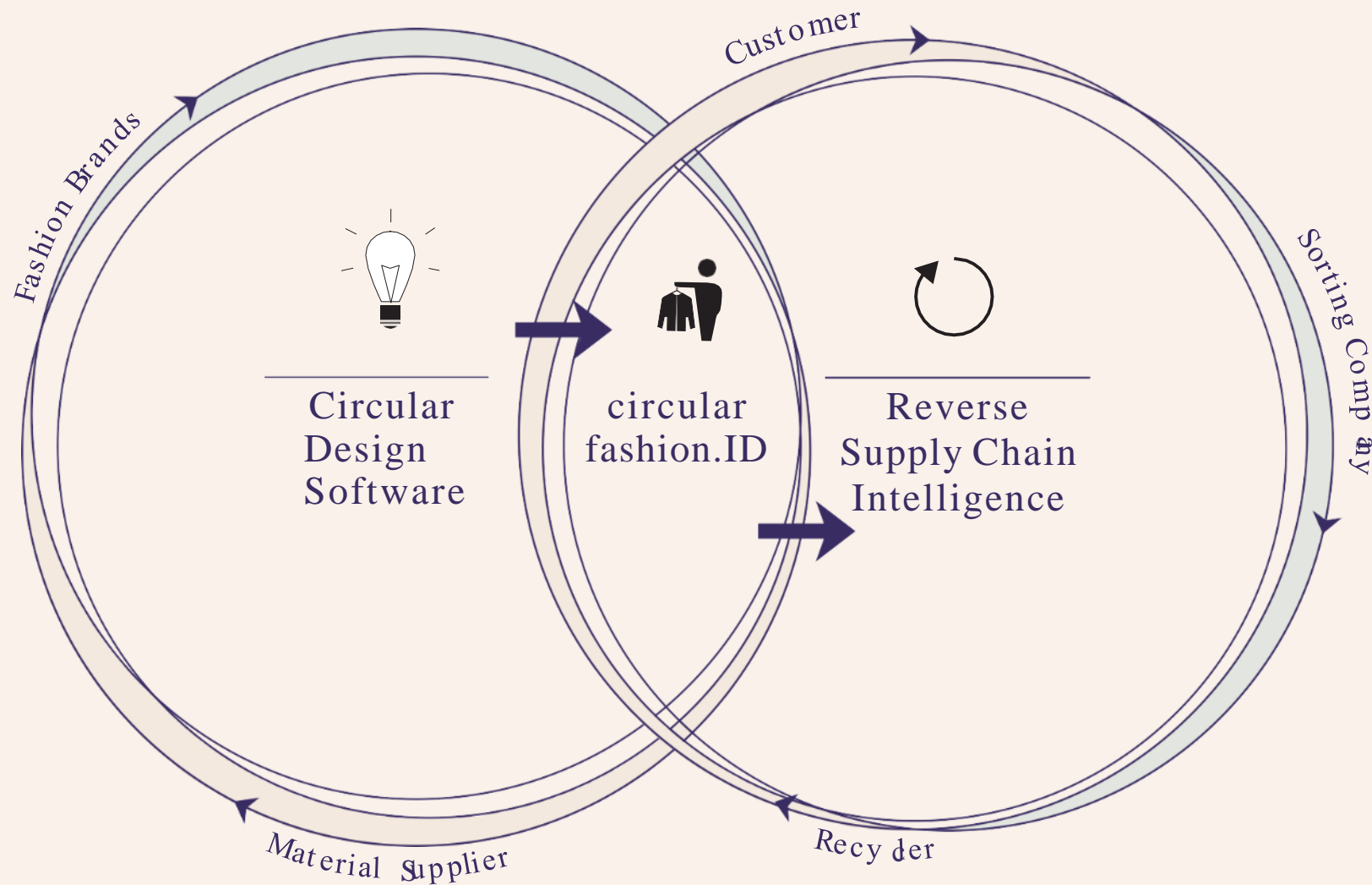




The background image is a landscape photograph. It features a bright sun low on the horizon, creating a strong lens flare and illuminating the sky with warm orange and yellow tones. Dark, heavy clouds are scattered across the upper half of the frame. Below the horizon, a dense forest of green trees covers rolling hills. A two-lane asphalt road with white dashed lines curves through the forest, leading from the bottom center towards the horizon. The overall mood is serene and hopeful.

**MAKE
SUSTAINABILITY EASY
AND PREFERRED
CHOICE**

The circular.fashion system



1. DESIGNERS

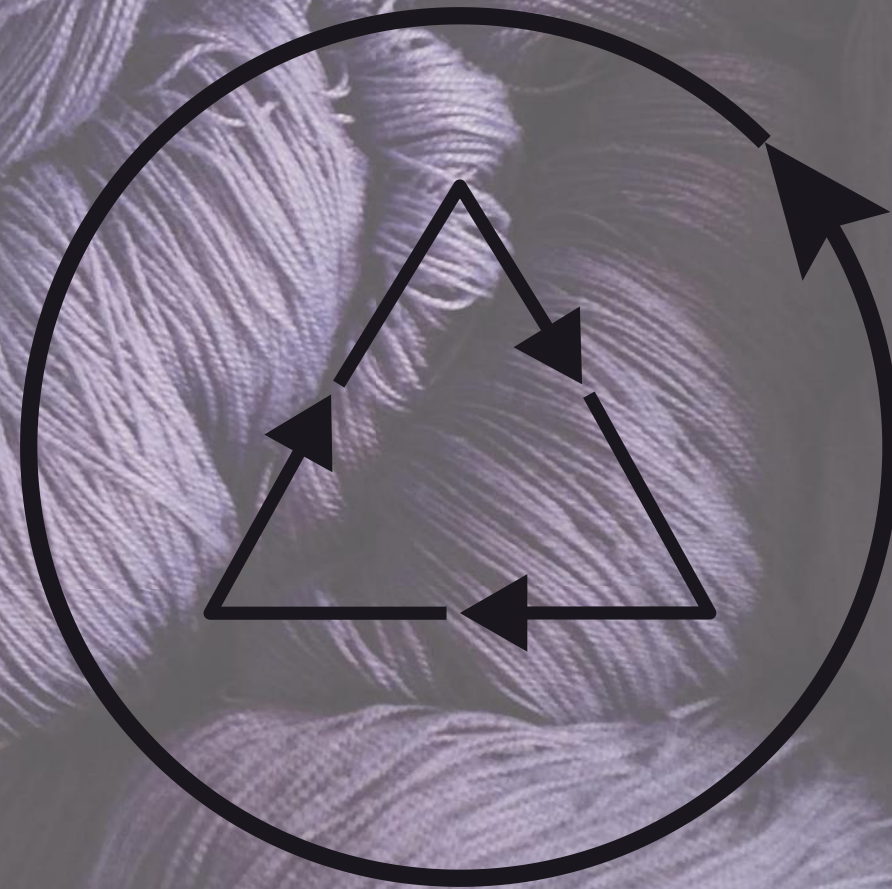


2. CUSTOMERS



3. SORTERS





Materials

Filter by

Fabric

production country

color

material composition

fabric type

pattern type

characteristics

Recycling Cellulose



Fabric

Silky Tencel



Fabric

Soft Lyocell | rose



Fabric

Organic Gabardine | grey

Guides

Filter by

Disassembly

Material cycle

Design for adaptability

Design for longevity

Product type



Modularity | Coat

The coat is the perfect mid-season coat, made in C2C certified cotton twill, having the strength and longevity of materials known from traditional workwear. For winter use it can be layered with the thermo vest. With a modern cut it can be used both in a short and long version, easily connected by nylon string.



Disassembly | Dress

In this dress, the strategy adaptability is used to create aesthetic transformation and challenges the wearer to interact with the garment, which can add emotional value and durability. A simple string system can transform the dress from a simple, linear shape, to a draped organic shape.



Disassembly | Coat

The coat is designed in a simple, minimalistic shape to be timeless and emotionally durable. The material is a strong durable wool blend, cradle2cradle certified.

Pants

Assemblies

Main Fabric

Delete Assembly



Yarn 
Organic Cotton |
blue


Material



Stoff 
Fine Organic
Linen | blue


Material



Knopf 
Linen | beige

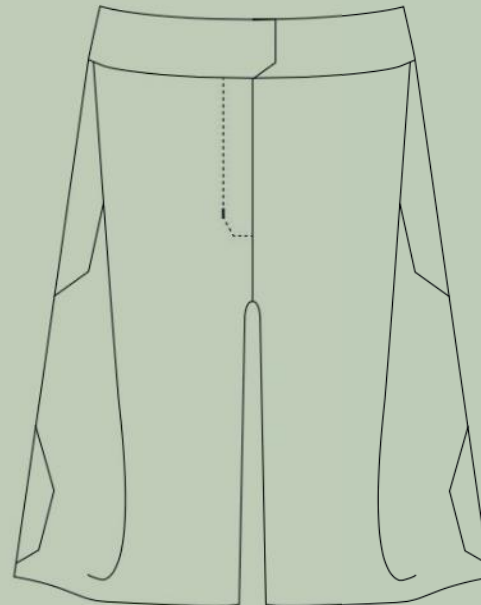
Material

Add part

Circularity Check 

Main Fabric

Add Assembly



Product infosite



circularfashion.ID/
p12g4759

I am
biodegradable!

[#DesignedforDisassembly](#)
[#DesignedforRepairability](#)
[#DesignforUpcyclability](#)



MYRKA
Studio

Shirt Benny

Summer 2017 Berlin Beach Collection
Size M

What's special about Benny?
It's a white ribbed knit t-shirt
featuring a u-neckline. That
means it's a little stiffer than
your normal jersey tees.
AMY is slightly fitted and
likes to be paired with some
jeans but basically it goes

Material &Care Sustainable Production Circulation Guide

Base layer



Organic Silk
recyclable
60% recycled



Tencel Yarn
recyclable

Lining



Organic Silk
biodegradable

Material &Care Sustainable Production Circulation Guide

Your lost interest?



Update me

19,90€



Return for Reuse

+65,00€

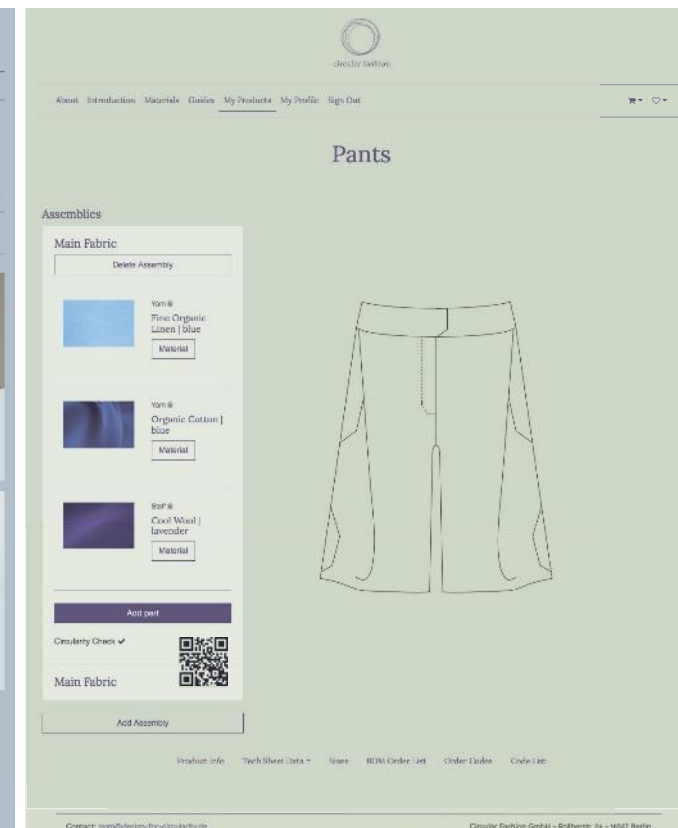
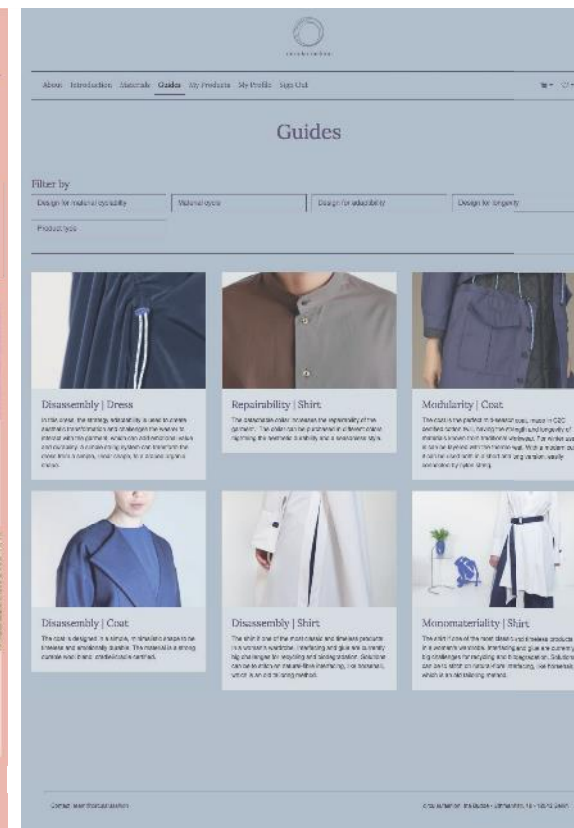
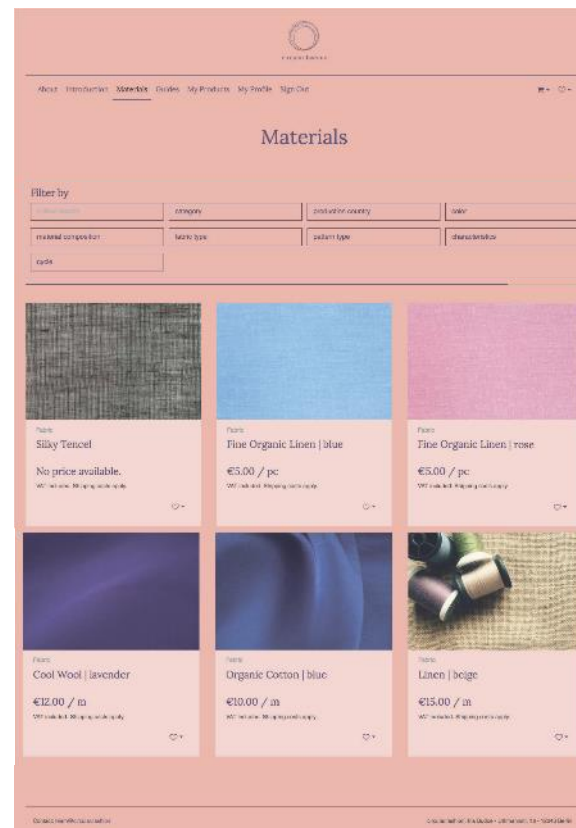
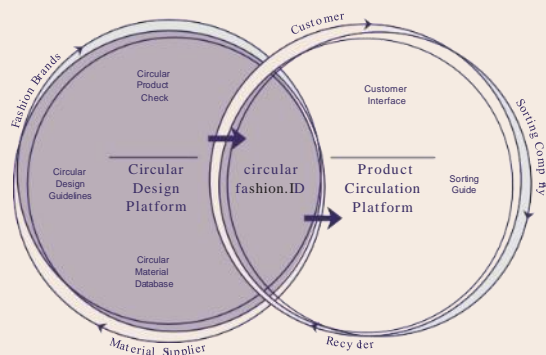


Return for Recycling

Boost your Karma!



Circular Design Software



Circular Material Database

Circular Design Guidelines

Circular Product Check



DESIGN FOR MODULARITY



RECYCLABLE AND BIODEGRADABLE PARTS ARE
DESIGNED FOR DISASSEMBLY

© Alberte Laursen Rothenborg

DESIGN FOR MONOMATERIAL BIOCYCLE



TRANSFORMABLE INTO TEXTILES
ZIPPERS AND BUTTONS - BIODEGRADABLE



DESIGN FOR MONOMATERIAL TECHCYCLE



ALL PARTS CAREFULLY SELECTED FOR
POLYESTER RECYCLING

HOW OFTEN WORN BEFORE THROWN AWAY?



RENTING 2ND HAND REPAIR

MULTIPLE
REVENUE STREAMS







MULTI-FUNCTIONAL DESIGN



MODULAR LAYERED PATTERNS TRANSFORM
A COAT TO A DRESS TO A VEST

ADJUSTABLE SIZES



LAYERED PATTERNS CREATE MULTIPLE SIZES

DESIGN FOR AESTHETIC DURABILITY



© Alberte Laursen Rothenborg

Customer

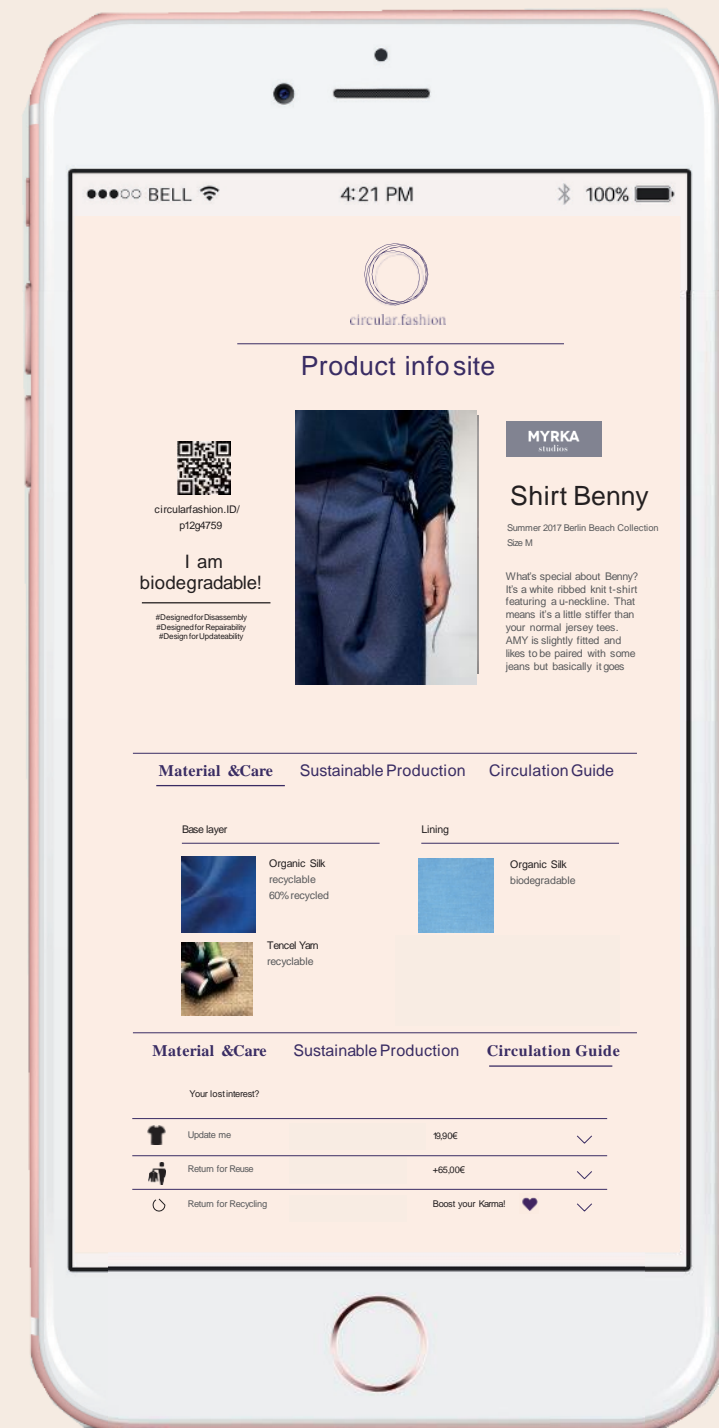
HOW TO RETURN
FOR REUSE OR
RECYCLING?



MYRKA
studios



circularfashion.id/
iMkOb7yhH/

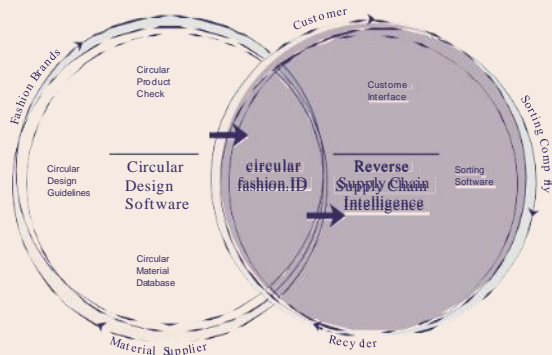


Manual Sorting

HOW TO IDENTIFY
THE MATERIAL
COMPOSITION
AND RECYCLABLE
PRODUCTS?



Sorting Software

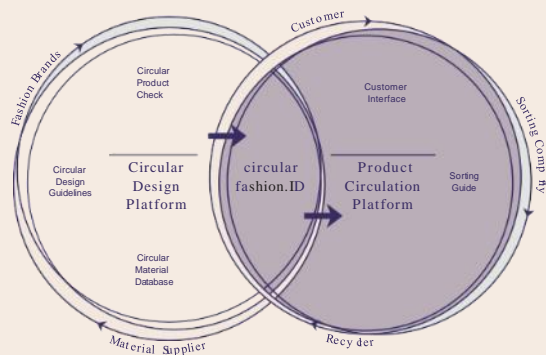


circularity.ID

Automatic Sorting

Material specific

Closed Loop Recycling



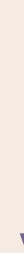
CELLULOSIC
TEXTILES



POLYESTER
TEXTILES



WOOL
TEXTILES



BIODEGRADABLE
TEXTILES



ONE COHERENT SYSTEM NEEDED

transparency traceability



1. CIRCULAR MATERIALS
AND DESIGN



2. CIRCULAR RETAIL AND
TAKE BACK SYSTEMS



3. MATERIAL SORTING FOR
CLOSED LOOP RECYCLING



circular.fashion

where
clothing
becomes
endless
value

The circular.fashion system

