

REPORT II 2019



2020 CIRCULAR FASHION
SYSTEM COMMITMENT

STATUS REPORT

IMPRINT

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About Global Fashion Agenda

Global Fashion Agenda is the foremost leadership forum for industry collaboration on sustainability in fashion. As a thought leadership and advocacy organisation focusing on industry collaboration and public-private cooperation, Global Fashion Agenda is on a mission to make sustainability fashionable. The organisation guides and supports industry leaders in changing the way we produce, market and consume fashion, *for a world beyond next season*.

In partnership with its Strategic Partners, currently counting the industry leaders ASOS, BESTSELLER, H&M Group, Kering, Li & Fung, Nike, PVH Corp., Sustainable Apparel Coalition and Target, Global Fashion Agenda spearheads the fashion industry's journey toward a more sustainable future. A non-profit organisation, Global Fashion Agenda has organised and hosted Copenhagen Fashion Summit, the world's leading business event on sustainability in fashion, since 2009. The organisation also annually publishes *Pulse of the Fashion Industry*, in collaboration with Boston Consulting Group and Sustainable Apparel Coalition, and the annual *CEO Agenda*.

For more information please visit

globalfashionagenda.com

For questions please see FAQ or contact

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COMMITTING TO CHANGE

YEAR TWO
COMMITTING TO CHANGE

YEAR TWO COMMITTING TO



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ABOUT THIS REPORT

Global Fashion Agenda publishes an annual Status Report to keep track of signatories' progress in implementing and reaching their targets for the 2020 Circular Fashion System Commitment (henceforth 2020 Commitment). The data for this report is derived from a mandatory Status Report survey as well as additional voluntary group and one-on-one discussions. Out of 90 signatories, 65 responded to the survey. Ten signatories did not submit the survey within the submission deadline:

- | | |
|--------------|-------------------------------|
| - Aiayu | - Outsider Fashion |
| - Dagny | - paper |
| - Fonnesbech | - Paris |
| - Kozm | - Salvation Army Redesign CPH |
| - Lissome | - Skunfunk |

Out of 90 signatories, these 15 companies did not meet the minimum requirements for year two of the 2020 Commitment:

- | | |
|-------------------------------|------------------------|
| - Arvind Limited | - Shannon South |
| - Dedicated / Tshirt Store AB | - Star Sock |
| - MA RA MI | - The Fifth Collection |
| - Mokaciocolatah | - Tom Cridland |
| - NYLSTAR | - Virtu |
| - reflect | - Weyler's Legacy |
| - Sab Soleil | - Wtree Inc. |
| - Salt Gypsy Pty LTd | |

Since the 2020 Commitment was developed by Global Fashion Agenda to encourage fashion brands and retailers to take action on circularity, it is meant to be inclusive to companies of all sizes, market segments and starting points to participate. For this reason, it is important to note that signatories' targets, progress and individual efforts differ and are not a point of comparison.

This Status Report covers year two of the 2020 Commitment and shines a light on signatories' initial actions to reach set targets. It seeks to provide an overview of the overall progress for each action point, putting special focus on experiences and key learnings to inspire the whole industry with real actions toward a more circular fashion system.

"The 2020 Commitment has most definitely influenced our business practices. Circularity is now the primary ethos for us as a company and we follow the mission to educate and impact future generations with responsible actions – from design to delivery, reuse to recovery, idea to innovation. To embrace circularity is to value people and the planet every step of the way," says Shamini Dhana, Founder and CEO of Dhana Inc.

Visit Global Fashion Agenda's [website](#) for background information on the 2020 Commitment and read the *Year One Status Report* [here](#).

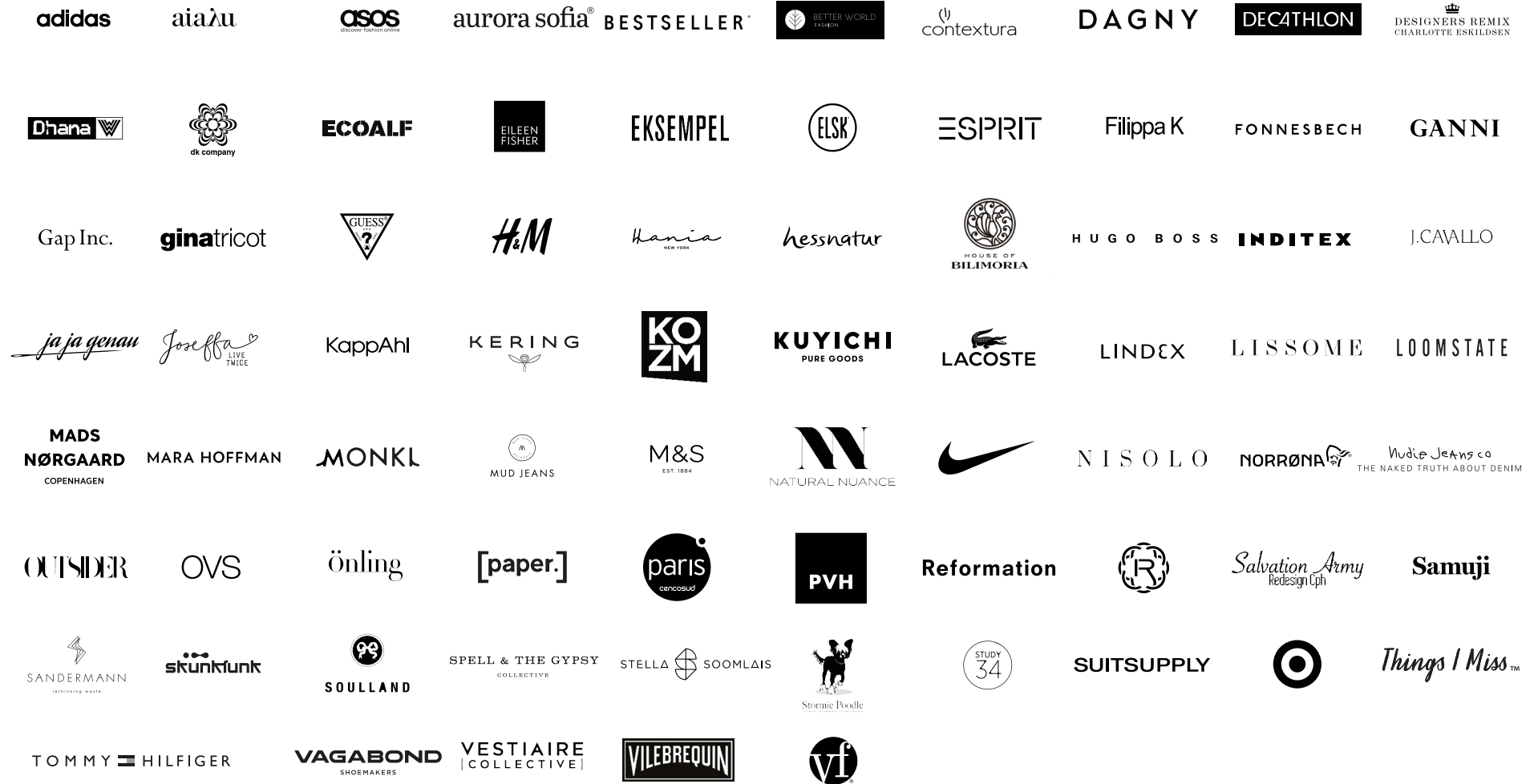
"To embrace circularity is to value people and the planet every step of the way."

- Shamini Dhana, Founder and CEO, Dhana Inc.



2020 Commitment signatories

as of July 2019



Signatories' targets

As of July 2019, signatories have set 213 targets distributed across the four action points:

- 1) [Implementing design strategies for cyclability \(41% of total targets\)](#)
- 2) [Increasing the volume of used garments and/or footwear collected \(24% of total targets\)](#)
- 3) [Increasing the volume of used garments and/or footwear resold \(13% of total targets\)](#)
- 4) [Increasing the share of garments and/or footwear made from recycled post-consumer textile fibres \(22% of total targets\)](#)

These action points served as a guide, aiding signatories in setting specific and company-individual targets to turn aspirations into concrete objectives.

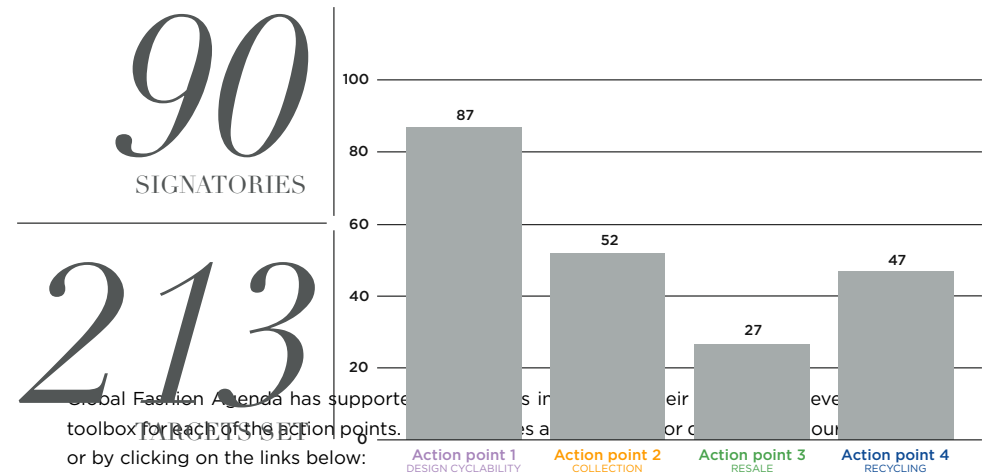


“Working collectively with other industry players towards the 2020 Commitment has been immensely helpful and inspiring. One of the big circular initiatives we’re currently working on is a take-back scheme to be introduced in the fall of 2020 in all GANNI stores. Together we can do so much more and create impact,” says Nicolaj Reffstrup, Founder of GANNI.

The 2020 Commitment required signatories to set a target for at least one, but preferably more action points. For this reason, it is natural and expected that focus areas and levels of ambition vary. An overview of all signatories' targets can be viewed on our website or in the *Signatories' Target Matrix* (see appendix), revealing all targets that have been set, reached and added during the past year. In the second year, four signatories had to withdraw from the 2020 Commitment due to e.g. closing down of business. Nevertheless, the total amount of targets saw an increase due to signatories' setting new targets.

EXHIBIT 1

SIGNATORIES' TARGET OVERVIEW BY JULY 2019



- or by clicking on the links below:
- 1) [Circular design toolbox](#)
 - 2) [Garment collection toolbox](#)
 - 3) [Resale toolbox](#)
 - 4) [Textile recycling toolbox](#)

YEAR TWO: TAKING ACTION

In year two of the 2020 Commitment, Global Fashion Agenda focused on the main challenges signatories outlined in last year’s Status Report to support them in reaching set targets. The three main barriers to change mentioned most frequently were a lack of:

- Industry tools and standards for circular design
- Supportive and incentivising regulatory frameworks
- Sorting and recycling technology available for scale

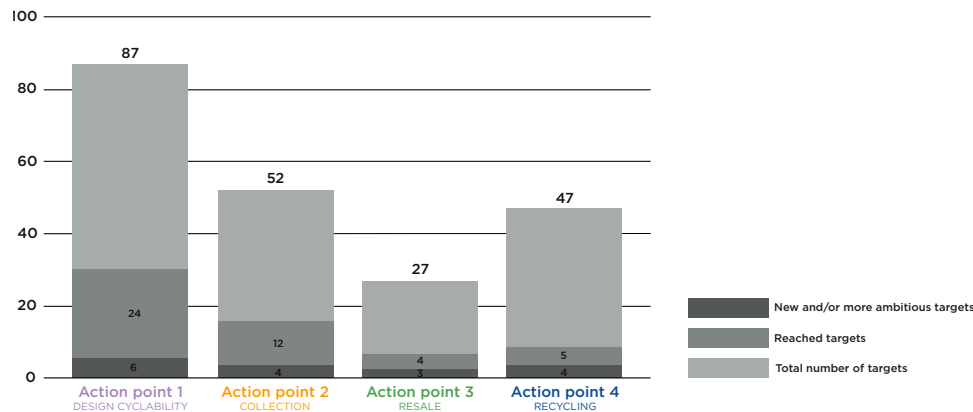
These challenges were addressed in the four main elements of the 2020 Commitment: 1) taking action, 2) knowledge sharing, 3) policy engagement and 4) industry alignment.

1) Taking action: Translating aspirations into concrete activities

During year two of the 2020 Commitment, signatories reached 45 of 213 targets and set 17 new and/or more ambitious targets across all four action points.

EXHIBIT 2

TARGET DEVELOPMENT DURING YEAR TWO OF THE 2020 COMMITMENT



Global Fashion Agenda focused on emboldening fashion brands and retailers to turn words into actions by supporting signatories in reaching their targets for 2020. “While it’s encouraging to see 12.5% of the global fashion market taking concrete action toward circular business models, we must urgently address major roadblocks collaboratively to pave the way for a systemic shift towards circularity,” says Morten Lehmann, Chief Sustainability Officer at Global Fashion Agenda.

Through the mandatory Status Report survey, we continue monitoring signatories’ progress and encourage them to set new and/or more ambitious targets. Therefore, our organisation provides signatories with individual guidance in setting targets.

”We must urgently address major roadblocks collaboratively to pave the way for a systemic shift towards circularity.”

- Morten Lehmann, Chief Sustainability Officer,
Global Fashion Agenda

2) Knowledge sharing: Facilitating pre-competitive guidance

As 25% of the signatories have set targets on circular design training for action point 1, Global Fashion Agenda took a facilitating role in aligning industry efforts and strengthening further knowledge sharing and collaboration. As a result of this effort, our Strategic Partners ASOS, Nike and Target addressed this topic during Copenhagen Fashion Summit 2019, where Centre for Sustainable Fashion and ASOS ran a circular design training master-class during Sustainable Apparel Coalition’s Future of Design event, Nike launched their [Circular Design Workbook](#) on the Summit main stage and Target gave an inspirational keynote during the 2020 Commitment Signatory Event on their experiences from rolling out circular design training in their organisation.

“Achieving circularity and a more sustainable world is a collective effort, strengthened by the expertise and commitment of many and always evolving. We recently launched the circular design guide which is essentially an invitation for dialogue with the creative groups around the world about how to drive action on circular design,” says John Hoke, Chief Design Officer at Nike.

During the second year of the 2020 Commitment, Global Fashion Agenda released four publicly available toolboxes developed for each action point. The toolboxes serve as actionable guidance for industry players and can be accessed on our website. As of July 2019, the toolboxes had been downloaded nearly 5,000 times.

We also introduced Circular Sundays on our communication platforms to share best practices, knowledge and news in alignment with the 2020 Commitment action points. Monthly updates keep signatories informed and communicate current circularity initiatives. Additionally, one webinar was organised that addressed policy engagement on a European circular textile strategy that included speakers from the European Commission’s Directorate-General for Environment, H&M Group, Federation of the European Sporting Goods Industry (FESI), Lenzing, EURATEX (European Apparel and Textile Confederation) and the Ellen MacArthur Foundation.

”This report can hopefully serve as inspiration for smart policy initiatives that can help support industry progress.”

– Jonas Eder-Hansen, Public Affairs Director,
Global Fashion Agenda

3) Policy engagement: Bridging the gap between industry and policy

The European Commission recently identified the fashion and textile sector’s large potential to become part of the circular economy, calling out textiles (apparel and fabrics) as a priority for future work.¹

Global Fashion Agenda has stepped up its collaboration with policy makers, mainly from within the European Union, bringing best practice examples that promote a circular fashion system to regulators, for instance learned through the 2020 Commitment. “Policymakers are increasingly looking towards the fashion and textile industries for good examples and innovative approaches to transitioning to a circular economy. This report provides a rich evidence

base for policymakers, bringing forward key learnings on concrete circular fashion actions. It can hopefully serve as inspiration for smart policy initiatives that can help support industry progress.”– Jonas Eder-Hansen, Public Affairs Director, Global Fashion Agenda

In order to enhance Global Fashion Agenda’s policy engagement, a formalised relationship has been initiated with the Sustainable Apparel Coalition and the Federation of the European Sporting Goods Industry through the establishment of the Circular Economy Policy Hub, with funding from the C&A Foundation. Officially launched at the end of May 2019, the aim of the policy hub is to align industry perspectives around circular economy and to bring a common voice to European regulators. Policy Hub members collaborated with EURATEX and the International Apparel Federation to release the *Manifesto to Deliver a Circular Economy in Textiles*. The manifesto served as the basis for policy-focused leadership roundtables that took place as part of this year’s Summit, which brought together brands, supply chain partners, regulators and civil society to discuss challenges and opportunities in transitioning to a circular fashion system.

On 9 July 2019, this year’s Status Report was released at an event in Brussels providing an opportunity to learn about the fashion industry’s circularity progress since 2017. The event gathered representatives from the European fashion and textile system to prepare strategic collaboration at scale to close the loop in the industry. The aim was to have a private and informal exchange of views among key actors in the system on the opportunities ahead and on potential partnerships for achieving a circular fashion and textile system.

4) Industry alignment: Strengthening stakeholder relationships

During year two of the 2020 Commitment Global Fashion Agenda addressed circularity in the *CEO Agenda 2019, Pulse of the Fashion Industry 2019* update and at Copenhagen Fashion Summit to ensure that circularity is high on the agenda. Alongside the Summit, we hosted the second Signatory Event, an informal networking opportunity, to allow signatories to share reflections and carry out discussions. Signatories were also invited to further engage and connect with their peers by compiling a database exclusively for signatories to aid stronger collaboration and exchange.

FACTS AND FIGURES

EXHIBIT 3

TIME ALLOCATION FOR IMPLEMENTING TARGETS*

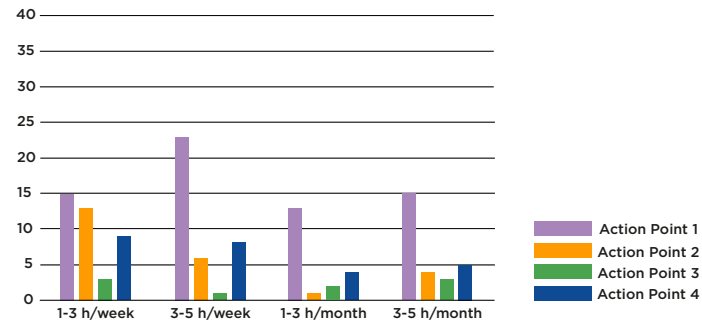
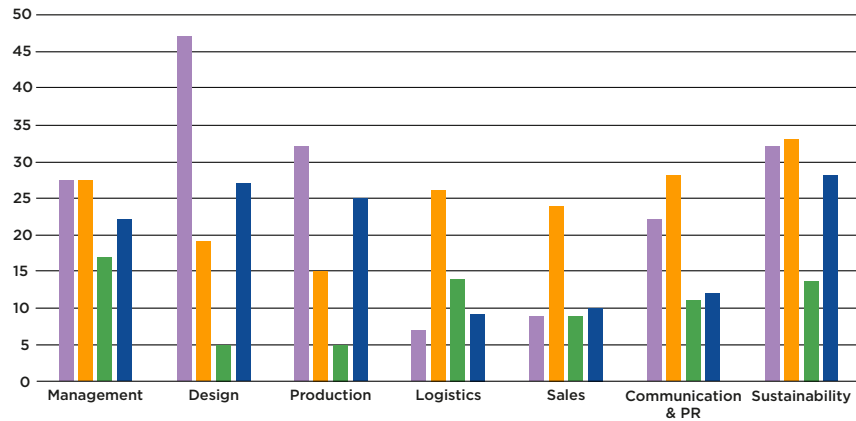


EXHIBIT 4

MAIN DEPARTMENTS INVOLVED IN IMPLEMENTATION OF TARGETS**



Responses to the mandatory Status Report survey provided the following overall data on the four action points in the 2020 Commitment. The exhibits showcase the number of signatories (y-axis) who selected a specific response (x-axis) if they set a target on the particular action point. For exhibit 4, multiple answers were possible.

*Question in mandatory Status Report survey:
How much time do you allocate to the implementation of the targets?

**Question in mandatory Status Report survey:
What departments are involved in the implementation of the target(s)?



STATUS ACTION POINT 1: IMPLEMENTING DESIGN STRATEGIES FOR CYCLABILITY

2020 TARGETS SET: 87 (41% of total targets)

2020 TARGETS REACHED: 24 (28% within action point 1)

NEW/MORE AMBITIOUS TARGETS SET: 6

The role of design in a circular fashion system

Design and material choices play an integral role in creating products that can continuously be circulated back into the fashion system, whether by prolonging their lifecycle or recycling them into new material. The decisions designers and creative directors make in the design and development stage affect not only a product's style but also its environmental and social impact, ultimately touching all stages of the value chain, including product use and end of use. Circular design, and especially designing for longevity or durability, also addresses waste prevention, which ranks first in the European Union's waste hierarchy.² For this reason action point 1 stresses the holistic importance of creative departments and the urgent need to inspire, educate and empower them, setting the cornerstone to transform fashion into a more responsible industry. During year two of the 2020 Commitment we have seen efforts in circular design expand from creative departments to other business functions, such as purchasing, procurement or retail operations, showcasing the companies' deep commitment, dedication and motivation that elevates circularity from design departments to a holistic strategy.

ASOS AND CENTRE FOR SUSTAINABLE FASHION JOIN FORCES ON CIRCULAR DESIGN TRAINING PROGRAMME

ASOS, in partnership with the Centre for Sustainable Fashion (CSF) at London College of Fashion, has created a bespoke course to engage its designers in pioneering circular design techniques and best practices. The aim is to design products that take their entire lifecycle into account.

In June 2018 the circular design training programme kicked off with a pilot project that ushered 15 members of the ASOS design team through half-day workshops, discussions and drop-in sessions. They explored concepts, case studies and practical circular design applications with researchers and CSF designers. ASOS Retail Academy now offers the programme on an ongoing basis. To date 93% of ASOS' design team (116 people) have attended the Circular Design 1 course and 49% (60 people) the *Circular Design 2* course, with numbers growing monthly.

Selected initiatives and research projects

C2C How-To Guides: Based on own experience Fashion for Good published various publicly accessible, practical and in-depth how-to guides to inspire apparel manufacturers, brands and retailers to begin their journey towards Cradle to Cradle Certified products. By demonstrating the opportunities available, the aim is to accelerate the vital shift to a Cradle-to-Cradle-inspired circular apparel industry.³

Centre for Sustainable Fashion: Building on a commitment to drive sustainable change, this research centre at the London College of Fashion has initiated change-making projects, including Fashioned From Nature and Fostering Sustainable Practices.⁴

Main progress: Signatories set their focus on training employees in circular design and integrating circularity in design briefs

Training in circular design

In the past year signatories trained more than 2,500 employees on circular design principles. Some signatories are in the initial phases and have started setting up strategies and concepts to conduct circular design training, while others have implemented guidelines and processes based on pilots and have kicked off their training programmes by initiating partnerships with third parties and/or developing internal educational material. Developing internal initiatives required dedicated staff to lead it in partnership with co-leads in other associated departments/functions.

In the past year signatories trained more than 2,500 employees on circular design principles.

At this point most signatories are in the course of defining suitable content based on internal skill sets and levels of knowledge since not only designers are targeted with the training but also other departments, such as procurement, product development, production or purchasing. Companies are conducting in-depth research on circularity, consolidating educational material and benchmarking existing training programmes and third-party solution providers.

EKSEMPEL MOVES TOWARDS MONO-MATERIALS

Eksempel's design brief and product development process has put a special emphasis on mono-materiality, design for disassembly and functional durability. Their design brief is a positive creative constraint for looking deeper into the design of each product. When it comes to mono-materiality, Eksempel realised that rethinking is required for every single item used in a product, e.g. tread, trim, interfacing and care labels.

The brand, working to gather more knowledge and information about designing for disassembly, focuses on mono-materiality and having little to no trimmings and to avoiding glues, films and mixed fibre materials. This facilitates separating, re-using and re-cycling a product's parts when discarded. Eksempel is also examining how to design using fewer components in each style as fewer cuts and seams result in quicker, easier disassembly.

Integrating circularity in design briefs and sourcing preferred materials

Several signatories are drawing attention to integrating circularity into their design briefs to manifest circularity in product development processes. Therefore, they are defining product-specific focus areas, such as durability, or utilising mono-fibres and recycled content. In the same breath companies are identifying products with heavy environmental or social impact to strategically develop preferred fibre catalogues and replace materials based on extensive research.

In the process of implementing their targets several signatories emphasised that circularity should not be viewed as a restriction but rather as a new opportunity to connect design with circular thinking. Moving from words to action, signatories experienced designing for circularity as more multifaceted and complex than anticipated, its implementation requiring creativity and the drive to find solutions. In that regard the survey responses highlighted the relevance of training all involved teams and educating the entire value chain to ensure that all partners and suppliers have the same level of knowledge, commitment and capabilities.

Roadblocks to circular design: Finding suitable educational content

Signatories demand more clarity on what circularity means and entails, specifically for design. As circularity is still a rather new topic, they lack industry-wide standards, definitions and best practices. At the same time they acknowledge that an individual approach to circular design is necessary as no single solution fits everyone's needs. Moreover, various departments have different skill sets and requirements, calling for adaptable, company-specific training modules. Based on this, signatories faced difficulties in finding the right partners and training content suitable to their company's size and needs. Large companies also face the challenge of finding an educational format that makes it possible to train a large number of employees with differing skill sets, especially as the implementation of targets is resource intensive. In terms of sourcing preferred fibres, signatories point out that obtaining the required quantities represents a twofold challenge, depending on their size.

Key learnings: Designing for circularity requires internal and external dedication

Signatories pointed out the importance of management buy-in and support to drive circular design within their companies. With management's backing, circularity can thrive based on a shift in a company's mindset where motivation, dedication and coherent internal communication are key drivers for change.

"Implementing circular design principles does not only imply the creation of educational material or programmes. Even more, it requires company-wide understanding of circularity and supportive internal conditions that enable relevant teams to think, act and work in circular ways," says Anna Maria Rugarli, Senior Director of Sustainability and Social Responsibility at VF EMEA.

"Implementing circular design principles requires company-wide understanding of circularity and supportive internal conditions that enable relevant teams to think, act and work in circular ways."

– Anna Maria Rugarli,
Senior Director of Sustainability and Social Responsibility, VF EMEA

STATUS ACTION POINT 2: INCREASING THE VOLUME OF USED GARMENTS AND FOOTWEAR COLLECTED

2020 TARGETS SET: 52 (24% of total targets)

2020 TARGETS REACHED: 12 (23% within action point 2)

NEW/MORE AMBITIOUS TARGETS SET: 4

The role of garment collection schemes in a circular fashion system

The collection of used garments and/or footwear plays an integral role in a circular fashion system as it ties together end-of-use of products with reverse logistics to ensure a constant flow of materials. Hence, closing the loop through collection schemes can serve not only to future secure the supply of raw materials but pave the way for new resale business models.⁵ By increasing the amount of used garments and/or footwear collected, fashion brands and retailers have the opportunity to decrease the amount of textiles that end up in landfills and further educate customers about the value of used textiles, engaging more closely with them.

Selected initiatives and research projects

Features and advantages for retailers: Retailer-facilitated collection schemes can effectively reduce waste, mitigate the clothing disposal problem and provide additional meaning to ethically conscious customers when inducing social impact through NGO partnerships. Crucial success factors include facilitating consumer convenience and proactive participation through ease of access, time-saving solutions for end consumers and effective marketing and promotion campaigns.⁶

Importance of collaboration: To co-create value in the reverse garment supply chain, a high degree of collaboration – particularly in the beginning – is essential because the level of collaboration required tends to outmanoeuvre the traditional mechanism of price negotiation.⁷

Main progress: Signatories draw attention to increasing collection volumes through collaboration and customer engagement

Expanding and/or establishing collection schemes

During year two of the 2020 Commitment signatories collected more than 2 million pieces and 20,000 tonnes of used garments and/or footwear. While in the initial steps of establishing a collection scheme, some signatories shed light on researching and establishing partnerships (with e.g. I:CO, PackMee, Make Fashion Circular) that go hand in hand with their company's requirements and setup. Signatories who are one step further in the process are currently piloting take-back schemes on a smaller scale to test this addition to their business model before rolling it out. Signatories set out to understand the essence of engaging and informing employees by sharing knowledge and pilot objectives in an effort to get all relevant team members on board. Both, signatories who are just starting out and signatories who are expanding existing collection schemes mention that training in-store staff is important to succeeding.

During year two of the 2020 Commitment signatories collected more than 2 million pieces and 20,000 tonnes of used garments and/or footwear.

Engaging customers to increase collection volumes

In light of increasing collection volumes, signatories strongly focus on activating their customers, especially through in-store communication and store staff. They also run marketing campaigns on multiple channels, supported by awareness raising on their social media platforms and websites.

"To run a successful garment collection scheme, a shift in consumer mindset is a necessity. We as brands, along with governments, have the important task to support shifting consumption patterns and educate consumers about the value of clothing," says Joy Roeterdink, Corporate Social Responsibility Manager at Suitsupply.



“We as brands, along with governments, have the important task to support shifting consumption patterns and educate consumers about the value of clothing.”

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Key learnings: Running collection schemes is primarily a logistical task

Signatories report that setting up and running a collection scheme requires cross-functional teams, collaboration and strong partnerships to operate smoothly. As with designing for circularity, buy-in from top management is stressed as a prerequisite that demands clarity in terms of format, related costs and workload for its infrastructure to align with the particular company. The survey responses showcase that collection schemes are primarily a logistical task, where high volume eases the process, setup and their legitimacy.

Roadblocks to garment collection: External barriers hinder acceleration of collection schemes

Internally, a heavy workload and the coordination of activities linked to different departments and external parties are mentioned as key challenges. After taking a closer look at external factors, signatories emphasise insufficient legislation and a lack of supportive regulatory frameworks that soothe logistical processes.

NUDIE JEANS' CIRCULAR COMMUNICATION CAPTURES CUSTOMERS

Collecting and repairing its old jeans is a key focus of Nudie Jeans' circular efforts, with the brand taking on an educative role to communicate the value of used textiles to its customers. In-store signs clearly communicate that the brand repairs its jeans for free and that customers receive a 20% discount on a new pair of jeans when they to drop off an old one. Collected jeans are used as patches by the repair service, made into smaller accessories or are sold as re-use, showcasing the importance of the collection scheme to all of the brand's circular activities. In-store signs have increased customer participation, just as sales staff is continuously encouraged to talk about the collection programme during in-store customer encounters. Engaging customers in the circular and sustainable agenda goes beyond in-store initiatives. Nudie Jeans also aims to educate and inform customers via social media, newsletters and journal posts.

“We need clear regulatory frameworks to ease the collection process of textiles but also policymakers who are keen to tackle related uncertainties,” says Fredrika Klarén, Head of Sustainability at KappAhl.

In that regard tracking used textiles after their collection and ensuring a certain quality standard for material inputs are aggravating the steps after the collection. On another note, signatories underline that a shift in consumer mind-set to return used garments and/or footwear needs stronger manifestation. As a result, they stress the relevance of consumer education, awareness raising and on-going communication efforts.

STATUS ACTION POINT 3: INCREASING THE VOLUME OF USED GARMENTS AND FOOTWEAR RESOLD

2020 TARGETS SET: 27 (13% of total targets)

2020 TARGETS REACHED: 4 (15% within action point 3)

NEW/MORE AMBITIOUS TARGETS SET: 3

The role of resale in a circular fashion system

Closing the loop by reselling products offers fashion brands and retailers a great opportunity to capture value from already existing products while opening the door to additional customer groups and revenue streams. Additionally, the second-hand apparel market is expected to double in the next five years, with the resale sector mainly driving the growth.⁸ At the same time, reusing products ranks second in the European Union's waste hierarchy, right after waste prevention; thus, it is considered one of the most environmentally beneficial ways to reuse clothes.⁹

Selected initiatives and research projects

Repair and resale on the move: In 2019 resale went more mainstream and its growth is expected to continue. Originally driven by early adopters, sceptics are starting to come around and first-time thrifters are turning to platforms. Innovations and technologies enable the facilitation of the process, unlocking supply chains and creating new value. Not surprisingly, the younger generation is leading the charge, with millennials and Gen Z adopting second-hand two and a half times faster than other age groups. Today's consumers more often also purchase with the intent to resell.¹⁰ Platforms for the resale of used garments, footwear and/or accessories, such as The RealReal, ThredUp or Vestiaire Collective, focus on different geographical markets, price points and product categories.

Potential of collaborative fashion consumption: Consumer drivers for collaborative clothing consumption are both hedonic (e.g. fun, provide satisfaction or environmentally friendly consumption) and functional (e.g. smarter purchasing and pricing). Salient barriers to mainstreaming the concept include: Hygiene and health concerns, consumption habits, lack of ownership, information and trust.¹¹

Main progress: Expanding resale channels and finding suitable collaboration partners at the forefront of activities

Expanding existing resale channels

Signatories with resale channels already in place see a positive business case and are expanding their platform to a broader customer base. As a result, some of them are working to find new distribution points internally and to expand existing channels to a wider set of stores or to integrate the resale of used products in their online channels. To increase the volume of used products resold, signatories are also boosting their communication efforts with more prominent in-store, visual merchandising activities and holistic marketing campaigns.

Establishing partnerships and developing new resale channels

Signatories at the beginning of their circularity journey are focusing on establishing partnerships with third-party organisations or existing second-hand platforms. These companies are currently primarily in the R&D stage, which involves initial conversations or draft agreements

with potential partners to build future collaborations and networks. Some companies have already found suitable partners to kick-start their resale programmes and jointly set up the necessary infrastructure.

"Through our partnership with the Renewal Workshop, we were able to further commit to sustainable practices and understand how to extend the longevity of our garments. We were also able to tap into a new revenue stream and business opportunity," says Dana Davis, VP of Sustainability at Mara Hoffman.

Another point of departure is followed mainly by SME's who are developing, launching and integrating their own resale channels in existing sales platforms.

H&M GROUP'S &OTHER STORIES SEES RESALE AS A BUSINESS OPPORTUNITY

In 2019 the H&M Group initiated its first pilot project to prolong the life of pre-used fashion garments. The Swedish re-commerce company Sellpy and &Other Stories launched a collaborative platform, allowing &Other Stories' customers to shop online for pre-used items in an environment that is aimed to be more inspirational than current digital re-commerce settings. The pilot showed that &Other Stories' customers were interested in complementing their shopping bag with pre-loved items from the same brand. The alignment between customer interest and an attractive offering keeps prices at a satisfactory level and elicited great customer feedback on the experience. A possible future expansion could be to make the shop available as a permanent.



GUESS ENTERS THE WORLD OF RESALE

GUESS Jeans USA has created GUESS Vintage, a pilot programme to re-release curated, high quality, one-of-a kind GUESS pieces sourced from around the world into the market. Partnerships and collaborations have been a key part of this process, and by working with experienced experts in the resale market, GUESS acquired knowledge on global logistics and operations for resourcing vintage products for resale. Not only does the GUESS Vintage programme enhance the customer experience, each pair of GUESS Vintage jeans purchased represents 500 gallons of water saved.

MUD JEANS VINTAGE COLLECTION GIVES USED PRODUCTS NEW LIFE

MUD Jeans designs and produces durable jeans that are sold and leased to customers on its own website and by independent retailers. Once worn out customers can return their old jeans and receive a discount on a new pair. This reverse supply chain provides a stable flow of used MUD Jeans to be resold through a vintage programme. After testing a pilot programme from 2017 to 2018 to sell and lease Vintage MUD Jeans on its website that proved not to be economically sustainable, the brand will initiate a different trial that sells the Vintage Collection in collaboration with selected independent retailers to test the viability of the new model.

Key learnings: Collaboration offers mutual gains for companies and third-party service providers

Many signatories point out how time-consuming it is to build collaborative structures that require trust, dedication and a clear conveyance of their company's values, goals and structures. In light of these factors, signatories stress the importance of identifying suitable partners that align with their business model and level of ambition. Many draw attention to working closely with reliable, strong and established partners to leverage their resale channels and to mutually gain from one another's strengths while tapping into existing customer bases. In this context, signatories sense that their customers are more aware of their own environmental impact and are showing stronger interest in resale opportunities. They also mention customer engagement, incentives and convenience as an integral aspect of boosting their resale platforms. On a different note, companies mention that the successful resale of products strongly depends on the product category and on the sales channel. Product categories such as accessories are a main driver online whereas ready-to-wear seems to be more convenient to purchase in-store.

Roadblocks to reselling used garments and footwear: Unpredictable flow of materials

Various signatories highlighted the unpredictable flow of products in terms of volume, quality and timing as a major challenge that complicates planning and related logistical workflows, such as shipping, sorting and cleaning, which can easily become costly. Especially SMEs emphasise that these steps can vary depending on the partners selected, adding time constraints to the list of challenges if operated on smaller scale and with various local partners. Larger brands, on the other hand, face barriers in setting up efficient infrastructures in various geographical areas due to differing regulatory frameworks and policies.

STATUS ACTION POINT 4: INCREASING THE SHARE OF GARMENTS AND FOOTWEAR MADE FROM RECYCLED POST-CONSUMER TEXTILE FIBRES

2020 TARGETS SET: 47 (13% of total targets)

2020 TARGETS REACHED: 5 (11% within action point 4)

NEW/MORE AMBITIOUS TARGETS SET: 3

The role of recycling in a circular fashion system

Action point 4 encourages fashion brands and retailers to increase the share of garments and footwear made from post-consumer textile fibres, enabling products to be looped back into the fashion system in a continuous flow as secondary raw materials, tackling the increased scarcity of virgin raw materials. Nevertheless, current recycling practices tend to down-cycle textiles and with historically low prices for non-reusable textiles, the need for new fibre-to-fibre recycling solutions is becoming more urgent than before. Hence, to facilitate higher quality fibre-to-fibre recycling – simultaneously increasing economic viability and sustainability – investments in new recycling technologies and automated sorting solutions are needed.¹²

Selected initiatives and research projects

Resyntex: Resyntex is a partner-based research project focused on the development of innovative recycling processes through industrial symbiosis.¹³

Global Recycling Foundation: In February 2019, the Global Recycling Foundation called on the industry to champion recycling and support the Global Recycling Day. Brands already leading the way on recycled fashion, for example Patagonia, Fjällräven, adidas and BOTTLE-TOP, were also highlighted.¹⁴

Main progress: Companies are in the R&D stage

Most signatories are still in the early phases of integrating post-consumer textile fibres in their production processes. Hence, they allocate time to in-depth research, testing and product development.

After the initial research phases, companies are working to find suitable partners, suppliers, and technologies to enable the sourcing of recycled content and to gain a deeper insight into the various options and alternatives available. Whereas the majority of signatories aim to work with a partner or already have entered into a partnership that enables them to directly source post-consumer textile fibres, a few companies are working closely with their suppliers on the development of new fabrics.

Key learnings: Demand is outgrowing current available sourcing options

Most signatories that set targets for action point 4 indicate that a close relationship with suppliers and partners is a prerequisite for success and that constant dialogue and education are required on both sides, which is time-consuming and resource-intensive. However, they also acknowledge that they have gained a stronger network of partners for innovative technologies. Another key learning that the majority of companies mention, is the relevance of continuous testing and quality control of recycled fibres.

“We’ve found most recycled fibres to be less consistent; there’s no way around testing each material and product for long-term durability to ensure that the end product meets our customers’ high expectations,” says Brad Boren, Director of Innovation & Sustainability at Norrøna Sport.

LOOMSTATE'S QUEST TO DEVELOP POST-CONSUMER TEXTILE FIBRES

Loomstate has developed and piloted an internal take-back and collection scheme for used garments, laying the foundation for two projects addressing the reuse and recyclability of its post-consumer products. The first one reimagines and redesigns new products from used, durable post-consumer fabrics, while the second is a collaboration with Tyton Biosciences, to recycle post-consumer products and reincorporate them into new yarns and fabrics. This partnership allows the brand to work closely with the textile recycling process to test disruptive, clean proprietary technology and participate in recovery solutions for post-consumer fibre re-use.

Loomstate's main takeaway thus far was recognising the importance of internal and external partnerships in accomplishing its circularity goals. Loomstate has recycled about 7,000 mono-fibres and blended garments to date in 2019. The recycled cellulose and polyester end-product is returned to the fashion supply chain for re-use in Loomstate's and other brands' collections.

Roadblocks to post-consumer textile-to-textile recycling: Lack of ready-to-scale solutions

The majority of signatories indicated action point 4 as the most challenging one because roadblocks appear in multiple directions. One factor is the difficulty of monitoring pre- and post-consumer textile fibres separately and of keeping track of the chemical composition of input and output materials to ensure a product's safety. SMEs in particular are challenged in terms of finding materials that meet their quality standards and of meeting minimum quantities at the same time. Larger companies, on the other side, face barriers in terms of scale because recycled post-consumer textile fibres are currently not widely available. Besides, there is a general consensus of a lack of common and accessible knowledge and standards around that topic as well as specialised suppliers.

“The use of post-consumer textile fibres is not necessarily a key purchasing criterion for our customers. Therefore, when we use recycled fibres in our JACK&JONES jeans it is extremely important to offer commercial products with good design and quality which consumers want to purchase because of the overall value proposition. After quite some years of testing we have now managed to design and offer jeans at scale to the market that deliver on all these parameters,” says Dorte Rye Olsen, Sustainability Manager at BESTSELLER.



YEAR TWO: INDUSTRY PROGRESS

Over the past year Global Fashion Agenda observed a growing interest and awareness in circularity amongst brands, consumers, regulators, investors and industry initiatives. Accordingly, the industry's commitment to a circular fashion system has been strengthened and more collaborative efforts in various areas, such as the reduction of pre- and post-consumer waste and greater customer engagement, have been made.

The Ellen MacArthur Foundation's Circular Fibres Initiative also entered its second phase: Make Fashion Circular,¹⁵ further driving collaboration on circularity between fashion industry leaders and other key stakeholders. Initial activities included the #WearNext campaign to tackle clothing waste in collaboration with the City of New York.

Likewise, to boost the reuse and management of waste in the European Union, the European Commission approved a new Waste Package that includes promising targets and regulations on recycling, packaging and landfilling.¹⁶ The textile industry is thereby at the forefront of the political agenda, being identified as one of the eight sectors with great circular economy potential identified by the Commission. In response, Federation of the European Sporting Goods Industry, Global Fashion Agenda and Sustainable Apparel Coalition launched the Policy Hub for Circular Economy and published a high-level manifesto jointly with EURATEX and International Apparel Federation in an effort to unite industry leaders behind policies for the fashion and textile industries in a circular economy. Furthermore, the aim is also to ensure that new members of the European Parliament are aware of the ongoing work being conducted by the fashion and textile industry.

On a more global scale, the UN Climate Change Secretariat and fashion stakeholders joined forces to create the [Fashion Industry Charter for Climate Action](#) in December 2018. The Charter's vision is to achieve net-zero emissions by 2050 and goes beyond previous industry-wide commitments to include working with the financing community and policymakers to catalyse scalable solutions and explore circular business models.¹⁷

To promote the latter, Fashion for Good and Accenture provided much needed insights on the financial viability of rental, subscription-rental and re-commerce business models in their report [The Future of Circular Fashion: Assessing the Viability of Circular Business models](#). Quantified insights provide guidance for implementing innovative circular business models and help identify critical levers for future viability enhancement.

THE ROAD AHEAD – TOWARDS 2020

Despite the encouraging progress, the fashion industry is still far from being sustainable and circular as the [Pulse of the Fashion Industry 2019](#) update highlights. The pace of the industry's sustainability performance has slowed, and sustainability solutions are not being implemented fast enough to counterbalance the negative environmental and social impacts of the rapidly growing fashion industry. Consequently, a strong ecosystem of collaboration is urgently needed to tackle the roadblocks ahead. Governments and policymakers must play a strong role in creating a supportive regulatory framework.¹⁸

To illustrate, simply setting circular economy goals and targets alone will not achieve sufficient emission reductions to meet guidelines set by the Paris Agreement.¹⁹ Instead, a broader approach is required that includes, e.g. a major reduction in fossil-fuel dependency, just as circular speeds are required and global trends and sustainability considerations such as micro-plastics must be dealt with. Hence, circular actions cannot be seen in isolation because every aspect of the ecosystem is interdependent. In this context, it is important to mention that the 2020 Commitment solely focuses on post-consumer textiles to address the important link between the design and end-of-use phase, tying the fashion value chain together. This means that it does not encompass the circular economy in its entirety for the fashion industry (see [FAQ](#)).

There is, by all means, strong evidence that supports textile reuse and recycling to reduce the environmental impact of the fashion industry compared to incineration and landfilling, just as reuse is more beneficial than recycling. At the same time possible rebound effects, such as low replacement rates, induced customer transport and changing market dynamics, must be taken into consideration. For example, rising competition in the garment collection market is causing tighter economic margins for collectors and professional sorters while collection costs are simultaneously showing a tendency to increase.²⁰ As a result the lower revenue per collected kilogram of used textiles, combined with diminished demand for used European garments by non-EU markets, dangerously translates into wholesalers being pushed to explore new markets, e.g. the lower grade textiles collected nowadays are more often recycled instead of being reused.

An urgent need thus exists for a better multi-stakeholder commitment at various levels, i.e. better collaboration is required between industry players and across sectors. Particularly as actors who are often not included are those who are facing the issues.

In the third and final year of the 2020 Commitment, which ends on 30 June 2020, Global Fashion Agenda will continue to support signatories in reaching their targets, with a particular focus on addressing key challenges and developing the four main elements addressed in the 2020 Commitment:

1) Taking action: Translating targets into actions

The signatories will work on implementing their commitment and we expect to see their targets translate into concrete actions. Our organisation will continue to monitor and report on their progress, learnings and challenges in next year's Status Report.

2) Knowledge sharing: Engaging with experts

Global Fashion Agenda will continue to support signatories through knowledge sharing activities and by creating a platform for sharing solutions. Focus will be on organising webinars and piloting online meetings that bring signatories together with experts in the field to address barriers to change.

3) Policy engagement: Presenting tangible actions

In the next year, we will intensify our engagement with EU policymakers to communicate tangible actions and levers that can create a supportive framework for the targets signatories have set forward.

4) Industry alignment: Raising the industry agenda

Global Fashion Agenda will continue to engage with initiatives and organisations to align industry-wide efforts and solutions, in addition to further exploring circularity in the [CEO Agenda, Pulse of the Fashion Industry](#), at Copenhagen Fashion Summit and at Global Fashion Agenda's capsule events to ensure that circularity remains high on the industry's agenda.

FILIPPA K AND MISTRA FUTURE FASHION INITIATE PROJECT ON DESIGN SPEEDS FOR GARMENTS

In a two-year project led by researchers at University of the Arts London, Filippa K explored fast and slow cycles for fabrics and garments. Initially, they jointly identified existing consumer behaviours to create garments that help customers make responsible purchasing decisions based on their needs. This resulted in Filippa K sourcing materials outside its existing supply chain to meet new demands. For garments with a fast cycle, the brand used biodegradable materials and natural dyes, speeding up fast fashion to the extreme. Garments with a slow cycle were made of 100% recycled material and designed for cyclability independent their durability. Made with a timeless design, the slow garments derived their durability from the lifespan of the polyester.



FAQ

Why did Global Fashion Agenda establish the 2020 Commitment?

At Copenhagen Fashion Summit 2017, Global Fashion Agenda called on the fashion industry to take action on circularity by signing a commitment as a concrete way to turn words into action. In recent years, industry initiatives and stakeholder groups have shown an increasing interest in circularity, with the Ellen MacArthur Foundation, the Sustainable Apparel Coalition and Fashion Positive, as well as a few pioneering companies driving the topic forward. To support this effort, Global Fashion Agenda is using its platform to drive action and to increase the number of fashion brands and retailers taking action on circularity in order to accelerate the industry's transition to a circular fashion system.

What is the scope of the 2020 Commitment?

The 2020 Commitment covers four action points: 1) implementing design strategies for cyclability, 2) increasing the volume of used garments and footwear collected, 3) increasing the volume of used garments and footwear resold and 4) increasing the share of garments and footwear made from recycled post-consumer textile fibres.

What is not included in the scope of the 2020 Commitment?

At this stage, the 2020 Commitment only focuses on post-consumer textiles and does not include other materials, such as fishnets or PET bottles. Clothing samples, overstock and pre-consumer waste are also excluded. Global Fashion Agenda recognises that it is also essential to address and utilise other types of waste to create a circular flow of materials but has chosen to focus solely on post-consumer textile waste to address the important link between the design and end-of-use phase, tying the fashion value chain together.

How does the 2020 Commitment align with other industry initiatives?

The four action points central to the 2020 Commitment are aligned with the Sustainable Apparel Coalition's Higg Index Brand Module. Together with Sustainable Apparel Coalition, MISTRA Future Fashion, Fashion for Good and Fashion Positive, Global Fashion Agenda is an affiliate partner of the Make Fashion Circular initiative, initiated by the Ellen MacArthur Foundation, which aims to accelerate the transition towards a circular economy for textiles. The 2020 Commitment is fully aligned with Make Fashion Circular's vision for a new textiles economy, which includes a broader system change approach and represents a highly practical way to get started on the journey towards a circular fashion economy in fashion.

Who can sign the 2020 Commitment?

The 2020 Commitment, which stopped accepting new signatories in May 2018, was developed by Global Fashion Agenda to encourage fashion brands and retailers to take action on circularity. It is meant to be inclusive by calling on fashion brands and retailers of all sizes, market segments and starting points to participate. Furthermore, it encompasses companies that have not yet taken action on circularity as well as those who already have programmes in place. The 2020 Commitment has been signed by 90 companies, representing 12.5% of the global fashion market. The signatories represent large industry players like ASOS, H&M, Inditex, Kering, Nike and Target as well as SMEs, representing 63% of the number of companies, including GANNI, Nudie Jeans and Reformation.

What are the minimum requirements for signatories?

The minimum requirement as a signatory of the 2020 Commitment is to set at least one target for 2020 within one or more of the four action points. Signatories are also required to communicate the commitment publicly on their website and to report on their progress annually through a mandatory survey.

Why do signatories set their own targets?

Signatories of the 2020 Commitment take many different approaches to circularity, their starting points vary depending on, e.g. company size, market segment and geographic location. For circularity to become an integral part of a company's strategy, it needs to be aligned with its other initiatives and overall vision.

Why can't brands join the 2020 Commitment at a later stage?

The 2020 Commitment closed for new signatories in May 2018 to allow for a common starting point. Bearing in mind that the targets have to be met by 2020, an ongoing enrolment would have resulted in an unequal base line and timeframe for formulating and reaching set targets.

Who has not met the minimum requirements?

As of June 2019, the 2020 Commitment minimum requirements had not been met by 15 of the 90 signatories. These companies are: Arvind, Dedicated / Tshirt Store AB, MA RA MI, Mokaciocolatah, NYLSTAR, reflect, Sab Soleil, Salt Gypsy Pty Ltd, Shannon South, Star Sock, The Fifth Collection, Tom Cridland, Virtu, Weyler's Legacy and Wtree Inc.

When is the deadline for reaching targets?

The deadline for reaching the 2020 Commitment targets is 30 June 2020. Companies that have reached their targets before 2020 are encouraged to set new and/or more ambitious targets on the same or other action points.

What are the consequences if targets are not met by 2020?

Companies that do not reach their 2020 Commitment targets by 30 June 2020 will be listed on the Global Fashion Agenda website and in the Status Report as not having met their targets on time.

How will Global Fashion Agenda report on the progress of the commitment?

Global Fashion Agenda will track the progress of the 2020 Commitment in an annual mandatory survey and compile the findings in an annual Status Report leading up to 2020. On an industry level, the Pulse of the Fashion Industry report, published collaboratively by Global Fashion Agenda, Boston Consulting Group and the Sustainable Apparel Coalition follows the sustainability journey of the industry using the Pulse Score.

Will Global Fashion Agenda create another commitment?

Global Fashion Agenda views itself as an incubator, mobilising the industry on specific topics that need more focus. In the future, Global Fashion Agenda might want to look into other topics, now that many initiatives around circularity exist. Anyhow, this will be covered by the revision of the current strategy and we will be able to share more information after the summer vacation in July.

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APPENDIX

About the 2020 Circular Fashion System Commitment

At Copenhagen Fashion Summit 2017, Global Fashion Agenda called on the fashion industry to take action on circularity by signing a commitment as a concrete way to turn words into action. The aim was to increase the number of fashion brands and retailers taking action on circularity in order to accelerate the industry's transition to a circular fashion system.

To set a direction for this transition, Global Fashion Agenda outlined four immediate action points:

1. Implementing design strategies for cyclability
2. Increasing the volume of used garments and footwear collected
3. Increasing the volume of used garments and footwear resold
4. Increasing the share of garments and footwear made from recycled post-consumer textile fibres

The companies have committed to take action on one or more of the above action points and to annually report on the progress they are making in implementing their targets to Global Fashion Agenda. Their commitment illustrates the will to create change, highlighting the urgency and strategic importance of transforming current linear business practices.




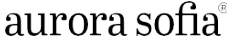

To make the 2020 Commitment inclusive for fashion brands and retailers of all sizes, market segments and starting points, signatories have set their company-individual targets for 2020. The four action points served as a guide, aiding signatories in setting specific targets, turning aspirations into concrete objectives. As expected, this resulted in a variety of focus areas and levels of ambition.







By July 2019, the 2020 Commitment had been signed by 90 companies, representing 12.5% of the global fashion market.




Out of 90 signatories, the following 15 companies did not meet the minimum requirements for year two of the 2020 Commitment and are therefore not listed in this matrix.

- | | |
|-------------------------------|------------------------|
| - Arvind Limited | - Shannon South |
| - Dedicated / Tshirt Store AB | - Star Sock |
| - MA RA MI | - The Fifth Collection |
| - Mokaciocolatah | - Tom Cridland |
| - NYLSTAR | - Virtu |
| - reflect | - Weyler's Legacy |
| - Sab Soleil | - Wtree Inc. |
| - Salt Gypsy Pty LTD | |





On the following pages, you can find an overview of all targets set by signatories of the 2020 Commitment. New and/or more ambitious targets being set during the past year are marked with a star (*).



SIGNATORY	ACTION POINT 1 CIRCULAR DESIGN	ACTION POINT 2 GARMENT COLLECTION	ACTION POINT 3 RESALE	ACTION POINT 4 TEXTILE RECYCLING
	<p>*By 2020, adidas will incorporate key principles on circular economy and guidance on circular design in all sustainable product creation trainings</p>	<p>By 2020, a digitally supported reclaim initiative will be rolled out in key adidas markets</p>		
				<p>By 2020, we will have increased the products made of recycled post-consumer textile fibres by 200%</p>
	<p>By 2020, we will train all of our design teams on circular design techniques and best-practice</p> <p>By 2020, we will train all of our relevant product teams on circular principles and best-practice for packaging</p>	<p>By 2020, we will launch a garment collection scheme and recycling programme for apparel for customers located in the UK and Germany, our two biggest markets - we will support this programme by engaging customers, through social media, on garment care, repair and recycle</p>		<p>Each year from 2018 - 2020 we will publish external targets for increasing post-consumer recycled textile materials in our products whilst eradicating those that cannot be cycled. We will report on our progress and continue this initiative past 2020.</p>
	<p>Reached: By 2020, circular design principles will be applied to every design brief</p>			<p>Reached: By 2020, selected bags will be made of 50% recycled post-consumer textile fibres</p>
	<p>By 2020, all of our designers and buyers will have gone through a training module on circular fashion design</p>	<p>By 2020, we will offer and promote a used garment collection channel to consumers in selected markets* together with relevant partners</p>		<p>Reached: By 2020*, we will have conducted a pilot with two jeans styles containing recycled post-consumer cotton** to be included in our 'never out of stock range' within JACK & JONES</p>

	<p>Reached: By 2020, circular design principles will be a part of every design brief to ensure that the products can be looped back into the fashion system</p>	<p>Reached: By 2020, all of our products will have a leasing and buyback option to increase the number of products returned after consumer use by 50%</p>	<p>Reached: By 2020, we will increase the resale of used garments by incorporating used jackets into new collection jackets</p>	<p>Reached: By 2020, all of our products will be made of 98 % recycled post-consumer textile fibres</p>
	<p>By 2020, circular design principles are included in every contextura design brief</p>	<p>By 2020, a garment collection scheme will be implemented in all of our stores/offered to all our online customers</p>	<p>By 2020, we will increase the resale of used garments by 10% through forwarding the collected garments from our garment collection scheme to second-hand stores</p>	<p>By 2020, we will increase the use of recycled post-consumer textile fibres within our collection by 10%</p>
	<p>By 2020, we will implement circular design principles in at least 50% of our collection, with a focus on recyclability and recycled materials</p>			<p>By 2020, we will increase the use of recycled post-consumer textile fibres to 25% of our collection through continuously strengthening and investing in selected partnerships</p>
	<p>By 2020, all of our engineers and designers will be trained on circular design principles to improve recyclability, reparability and longevity</p>			
	<p>By 2020, a minimum of 50% of our collection ranges will be made with mono-fibres so that the products can be looped back into the fashion system</p>	<p>Reached: By 2020, we will implement a garment collection scheme for all of our stores and our online shop</p>	<p>By 2020, we will increase the resale of used garments by establishing a platform for Preloved Designers Remix and Preloved Little Remix products (Preloved are used garments)</p>	
	<p>By 2020, 20% of our garments will be designed for disassembly</p>	<p>By 2020, we will implement a garment collection scheme in all our stores *By 2020, Dhana will increase our garment and footwear collection to 20.000 pounds a year</p>	<p>By 2020, 20% of our collection range will consist of used garments</p>	<p>By 2020, 20% of our collections will use (only) recycled post-consumer textile fibres</p>







 <p>dk company</p>	<p>*By 2020, we will train all our designers, internal buyers and merchandisers on circular design principles and more sustainable materials</p> <p>*By 2020, 25% of our products will be made of mono-fibres to ensure that they can be recycled back into the fashion system</p>			<p>By 2020, we will have investigated the best solutions for post-consumers textile fibres and will increase the volume of garments made from recycled post-consumer textile fibres by 1%</p>
<p>ECOALF</p>	<p>By 2020, circular design will be part of internal training for our design, sourcing and production teams, to ensure that all products will be designed with the circular design principles</p> <p>By 2020, clever care instructions will be created to be shared with Ecoalf customers to extend the life cycle of our products</p>			
	<p>By 2020, we will implement Circular Design Principles to create a closed-loop product offering</p> <p>By 2020, we will increase the number of garments that have been re-manufactured through our circular program, EILEEN FISHER RENEW, by 50%</p>	<p>Reached: By 2020, through our circular program, EILEEN FISHER RENEW, we will increase garment collection by 20%</p>	<p>By 2020, we will increase the resale of used garments by 25% through our circular program, EILEEN FISHER RENEW</p>	<p>By 2020, we will increase the volume of EILEEN FISHER Renewed garments recycled into textile fibres</p>
<p>EKSEMPEL</p>	<p>By 2020, circular design principles will be incorporated in 80% of our products</p> <p>By 2020, 60% of our products will be made of mono-fibres</p> <p>By 2020, 60% of our products will be designed for disassembly</p>			<p>By 2020, at least 20% of our collection will be made of 50% recycled post-consumer textile fibres</p>
	<p>Reached: By 2020, we will apply circular design principles to at least 70% of our collection</p>	<p>By 2020, we will offer all of our customers the option to recycle their used garments through our garment collection scheme</p>	<p>By 2020, used garments collected through our garment collection scheme will be resold at our website where a 70% of this turnover will be given to NGO's working on environmental protection</p>	<p>By 2020, at least 20 % of our collection will be made of recycled post-consumer textile fibres</p>


<p>ESPRIT</p>	<p>Reached: By 2020, everyone in our product teams will have gone through training in circular design</p> <p>Reached: By 2020, we will establish a strategic plan to scale the cyclability of our product lines</p>	<p>By 2020, Esprit will in collaboration with Packmee collect 50.000 kg via an e-tail garment collection program, with donation of 50% of the turnover to charity</p>	<p>Reached: By 2020, Esprit will increase the amount of garments resold by 40,000 kg</p>	<p>By 2020, Esprit will produce at least 150,000 pieces of garments including at least 20% recycled post-consumer textile fibres</p>
<p>Filippa K</p>	<p>Reached: By 2020, 25% of our collection range will be made of mono-fibres</p> <p>By 2020, 60% of our collection range will be designed for reparability</p> <p>By 2020, Filippa K Care Concept will be shared with all our customers to help them care and extend the life for their products</p> <p>By 2020, circular design principles based on industry guidance will be part of every Filippa K design brief</p> <p>By 2020, all of our designers will have gone through training on circular design principles</p>	<p>Reached: By 2020, we will increase the amount of used garment collected by 10%</p>	<p>By 2020, Filippa K Second Hand will be expanded and offered to all our online customers</p>	<p>By 2020, 5% of our collection will be made from recycled post-consumer textile fibres</p>
<p>FONNESBECH</p>	<p>By 2020, our circular design principles will be applied to all of our products</p>			<p>By 2020, recycled post-consumer textile fibres will be applied to 20 % of our collection</p>
<p>GANNI</p>	<p>By 2020, circularity will be part of every design brief</p>	<p>By 2020, we will roll out a garment collection scheme in 7 European stores and subsequently with store openings internationally</p>	<p>By 2020, we will implement a resale concept for used garments, which will be available through Ganni's own sale channels</p>	<p>By 2020, recycled post-consumer textile fibres will be an integrated part of our collection; for product groups where raw material is available and in proper quality, at least 50% of our products must be made from recycled fibres</p>
<p>Gap Inc.</p>	<p>By 2020, we will train our cross-functional product teams at our brands (Gap, Old Navy, Banana Republic, Athleta) on circular design techniques and best-practice</p>	<p>By 2020, we will help to increase the volume of used garments collected globally through participation in pre-competitive, industry-led collection pilots</p>		<p>By 2020, we will have identified the most promising recycling technologies for post-consumer materials across multiple product categories and will start scaling them up in our supply chain</p>




		<p>By 2020, we will increase the amount of collected used garment with 50%, reaching 45 tons</p>		
	<p>Reached: By 2020 we will engage all product development and design teams on sustainability, including circular design principles</p>	<p>By 2020, we will have implemented an ongoing, customer-facing product take-back program in our retail stores in the United States and will have expanded the program's presence globally to a minimum of 3 markets</p>	<p>*By 2020, we will launch a resale platform for used GUESS products</p>	
	<p>By 2020, we will have developed and rolled-out dedicated training on sustainable materials and sustainable material use to all our applicable colleagues; we further work to build circularity into the design process for all our commercial as well as non-commercial products (such as store interior)</p> <p>Additionally, our goal is for at least 80% of our store interior concepts to be circular* by 2025 (*as defined by a Circular Assessment Tool which we have developed together with the Ellen MacArthur Foundation)</p>	<p>By 2020 and in subsequent years, we will increase the volume of collected textiles from the H&M brand's garment collection scheme to at least 25,000 tonnes annually</p>	<p>Reached: By 2020, 40-60%* of all garments collected in H&M stores will be re-sold and re-used through our partnership with I:CO</p>	<p>By 2020, the H&M Foundation will have provided an estimated 5.8 million € to support the Hong Kong Research Institute of Textiles and Apparel (HKRITA)'s research on chemical textile-to-textile recycling; the money derives from any surplus generated through the H&M brand's garment collecting programme; this comes in addition to the H&M Group's continued commitment to promote and invest in additional circular innovation such as existing partnerships with Worn Again, Re:Newcell and Sellpy</p>
	<p>Reached: By 2020, all new collections must first incorporate existing stocks by making use of at least 80% of them</p> <p>Reached: By 2020, we will train all of our designers on sustainable and circular design principles</p> <p>Reached: By 2020, 90% of our collection will be designed for reparability</p> <p>Reached: By 2020, 70% of our collection will be designed for disassembly</p> <p>*By 2020, 85% of our collection will be designed for disassembly</p>	<p>Reached: By 2020, we will implement an online garment collection scheme, through which all of our products can be returned to be remade, or repurposed</p>	<p>By 2020, we will offer our customers the opportunity to purchase pre-worn HANIA by Anya Cole clothes through our website</p>	



	<p>Reached: By 2020, at least 60% of our collections will be made from mono fibres</p> <p>Reached: By 2020, full details on care, reparability and reuse will be available to consumers via our website and garment tags for all products to extend their life</p>			
	<p>Reached: By 2020, circular design principles will be included in all design briefs</p>			
	<p>By 2020, circular design principles will be applied to all of our products</p>	<p>By 2020, we will implement an online garment collection scheme</p>	<p>By 2020, we will offer our customers the possibility to purchase pre-worn House of Bilimoria garments through our webpage</p> <p>By 2020, we will offer a collection made from at least 20% upcycled used garments through our online resale channel</p>	<p>By 2020, 25% of our collections will be made of at least 20% recycled post-consumer textile fibres</p>
<p>HUGO BOSS</p>	<p>By 2020, we will apply circular design principles based on industry guidance in every HUGO BOSS design brief starting with the Spring/Summer 2020 collection</p> <p>By 2020, we will run regular training sessions on circularity, recyclability and the use of sustainable materials, for everyone involved in the design, development and sourcing process</p> <p>By 2020, HUGO BOSS will establish a comprehensive digital library, available to all employees, providing information on:</p> <ul style="list-style-type: none"> › Materials and fibres that enable recyclability and circularity. › Dyeing, treatment and finishing processes that enable recyclability and circularity <p>By 2020, HUGO BOSS customers will have access to more detailed information that will help them care for their products correctly and in doing so prolong the garments' lifespan</p>			






<p>INDITEX</p>	<p>By 2020, we will ensure that 100% of our designers are trained on circular design principles</p>	<p>By 2020, 2000 of our stores will have an active garment collection scheme in partnership with select, local, non-profit organisations who can redistribute and recycle the garments</p>	<p>By 2020, we will have established partnerships with 40 local non-profit organisations and recyclers for the re-sale of used garments</p>	<p>By 2020, we will invest 3.5 million USD in textile recycling technologies, with the goal of upscaling post-consumer mechanical fibre recycling</p>
<p>J. CAVALLO</p>	<p>Reached: By 2020 we will implement circular design principles in at least 50% of our collection, with a focus on recyclability and recycled materials</p> <p>Reached: By 2020 circular design principles based on industry standards will be part of every J. Cavallo design brief</p> <p>*By 2020, we will educate all our outsourced partners and suppliers on circular design principles</p>	<p>*By 2020, we will expand our garment collection scheme to increase the collection of clothes by 50% by continuously raising customer awareness on this topic</p>	<p>*By 2020, we will establish our own resale and redesign department to fully comprehend and elevate marketing activities to increase the resale of used/redesigned garments by 50%</p>	<p>Reached: By 2020, we will increase the use of recycled post-consumer textiles fibres to 25% of our collection by continuously strengthening and investing in selected partnerships</p> <p>*By 2020, we will increase our recycled post-consumer textile use in our collections by 50%</p>
<p><i>ja ja genau</i></p>	<p>Reached: By 2020, Ja Ja Genau will design and produce all of its exclusive shoes and accessories based on circular design principles</p>			
<p><i>Joseffa</i> LIVE TWICE</p>		<p>Reached: By 2020, we will implement a shirt collection scheme through partnering with retailers, textile sorting and recycling plants, with the intention of sourcing at least 50% of the garments needed for production through this scheme</p>	<p>By 2020, we will develop our upcycling programme and double the volume of used garments resold</p> <p>By 2020, we will increase the number of sales points for used garments by 150%</p>	
<p>KappAhl</p>	<p>By 2020, circular design principles will be applied to all KappAhl products</p> <p>By 2020, all designers and purchasers will be educated on sustainable and circular design principles</p>	<p>By 2020, we will collect textiles from consumers in all KappAhl and Newbie Stores with the goal to reach 250 tonnes annually</p>		






	<p>By 2020, 100% of the production and design teams will be trained to the “Kering Standards for raw materials and manufacturing processes”, which include criteria on circularity</p>			<p>By 2020, we will have identified the most promising pre and post-consumer raw material recycling technologies for luxury and will start scaling them up in the supply chain</p>
	<p>By 2020, circular design principles based on industry guidance will be part of every design brief</p>	<p>By 2020, a garment collection scheme will be available for all our online customers</p>		
	<p>By 2020, the principles of designing for cyclability will be at the core of our designs, a policy will be made for our material usage and design process</p>	<p>By 2020, Kuyichi will increase take back actions in stores - permanently and temporary in at least 10% of our stores</p> <p>By 2020, Kuyichi will have launched a take back system for upcoming kids’ jeans in stores or online</p>		<p>By 2020, at least 75 % of our denim styles will contain recycled fibres. At least 25% of these fibres are recycled from collected Kuyichi or otherwise collected post-consumer recycled fabrics</p>
	<p>By 2020, all the LACOSTE design and relevant product teams will be trained on circular fashion and eco-conception</p>			
	<p>Reached: By 2020, all designers, buyers and production teams will be trained in circular design and the training will be part of the introduction package for new staff as a basic requirement</p> <p>By 2020, functional durability and ease of repair will be part of the design strategy for selected product groups and will add up to 10% of our collection</p>	<p>By 2020, we commit to offer textile collection in all of our own Lindex stores and to have established a partnership with charity, textile recycler or second-hand market place in our sales markets</p>		
			<p>By 2020, our ‘Used Garments’ section will be 10% of our total product offering</p>	






<p>LOOMSTATE</p>	<p>By 2020, 75% of our product range will be made from either mono- fibres, designed for disassembly or reparability</p> <p>By 2020, all our design team members (incl. designers, product development and technical design) will be trained in industry recognized circular design principles and strategies</p>	<p>By 2020, Loomstate will implement a garment collection scheme to collect 10% of our private label uniform products; the collected garments will be disassembled, repurposed or completely recycled into new products</p>		<p>By 2020, we will design and introduce a new product category made from recycled post-consumer textile fibres to be sold in our core assortment</p>
<p>MADS NØRGAARD COPENHAGEN</p>		<p>By 2020, we will have implemented a garment collection scheme with the aim to collect a minimum of 1000 pieces of used garments annually</p>		<p>*By 2020, we will implement the use of recycled post-consumer textile fibres in at least 20% of our yearly collections</p>
<p>MARA HOFFMAN</p>		<p>Reached: By 2020, a garment collection scheme will be available to all of our web customers in order to collect used and/or damaged items for resale or recycling via third party partners</p>	<p>*By 2020, we will host periodic resale events where our customers can purchase used garments in partnership with The Renewal Workshop</p>	
<p>M&S EST. 1884</p>	<p>Between 2020 and 2025, we'll implement new Circular Economy Standards to ensure that M&S Clothing & Home products are made to last and can be reused or recycled in the most effective way; these new Circular Economy Standards will be documented in a detailed review to be published in 2019</p>	<p>Between 2017 and 2025, we'll help customers around the world give clothes a second life, by facilitating the collection of at least three million garments a year for reuse and recycling</p>		
<p>MONKI</p>		<p>Reached: By 2020, MONKI will increase the volume of collected garments through our garment collection scheme by 10% per year, to reach 100 tons</p>		
<p> MUD JEANS</p>	<p>Reached: By 2020, 50% of our rivets, buttons and zippers will be designed for recyclability</p> <p>*By 2020, all our products will be designed for cyclability</p>	<p>By 2020, we will increase the amount of collected used jeans to reach 2 tonnes</p>	<p>By 2020, we will increase the amount of resold used garments to reach 0,25 tonnes</p>	<p>By 2020, all of our jeans will be made of at least 20% recycled post-consumer textile fibres</p> <p>By 2020, we will develop a jeans fabric that is made of 100% recycled post-consumer textile fibres</p>

	<p>By 2020 all products will be designed to be separated for recycling</p> <p>Reached: By 2020, products are designed so that material types can be separated for recycling</p> <p>By 2020 all of our products will be designed for functional durability and easy of repair</p>			
	<p>By 2020, 80% of Nike's products will be scored for sustainability during the product creation process, which will include elements of circularity</p> <p>By 2020, Nike will implement sustainability training, including circular design, for all product creation roles in Footwear and Apparel, targeting 100% participation</p>	<p>By 2020, building upon Nike's nearly 30-year history collecting post-consumer footwear, Nike will launch new pilots to test methods of collection and gather insights on consumer engagement</p>		
<p>N I S O L O</p>		<p>By 2020, we will implement a footwear collection scheme in collaboration with Soles4Souls both online and in our retail stores</p> <p>By 2020, we will collect 5,000 pairs of used shoes through our footwear collection scheme in order to distribute them for repurpose</p>		
				<p>By 2020, 100% of our polyester garments will be made of recycled post-consumer textile fibres</p> <p>By 2020, 75% of other synthetic fibres will be replaced by recycled post-consumer textile fibres</p>

 <p>Nudie Jeans Co THE NAKED TRUTH ABOUT DENIM</p>		<p>Reached: By 2020, we will increase the number of collected used Nudie Jeans by 15% globally</p> <p>*By 2020, we will increase the number of collected used Nudie Jeans by 20% globally</p>	<p>Reached: By 2020, we will increase the total number of Nudie second hand jeans sold by 30% globally</p>	<p>By 2020, at least one style in our collection will be made of post-consumer Nudie Jeans collected from our garment collection scheme</p>
	<p>Reached: By 2020, circular design principles will be a part of 80% of our design briefs to ensure durability, recyclability and/or reparability of our garments</p> <p>By 2020, 40% of our clothing will be designed for disassembly and produced with mono-fibres</p>			<p>By 2020, we will design and produce 15-20% of our collections with recycled post-consumer textile fibres</p>
				<p>By 2020, 50% of our products will contain recycled post-consumer textile fibres</p>
	<p>Reached: By 2020, all of our product managers will be trained and evaluated on circular design principles</p> <p>By 2020, all of our product briefs will include circular design principles</p> <p>Reached: By 2020, all of our textile apparel products will be rated with a circularity score measured by PLM system (Product Lifecycle Management system) and/or specific Design Tool</p>	<p>By 2020, all of our stores in the EU will offer a garment collection scheme and we will collect at least 1000 tons of used garments annually</p>	<p>By 2020 we will have established a partnership with a third-party textile recycler and/or charity institution for garments collected by all brands owned by OVS Spa</p>	<p>By 2020, we will have produced 3 million items with recycled post-consumer textile fibres</p> <p>Reached: By 2020, we will participate in at least 2 post-consumer waste recycling initiatives related to the fibres which account for more than 80% of our sourced materials, currently cotton and polyester</p>
	<p>By 2020, Circular Design Principles will be applied to 80% of our collection</p>			
	<p>By 2020, we will have applied circular design principles to six new collections composed by at least 60 different styles</p>	<p>By 2020, we will have collected 600 tons of used garments at our sales points</p>		<p>2020, we will use 100% of recycled post-consumer textile fibres in six new collections composed by 90 styles</p>

		<p>Reached: By 2020, PVH will launch a partnership with Give Back Box to collect garments across one or more brands</p>		<p>By 2020, PVH will introduce the use of recycled post-consumer textile fibres in at least one product</p> <p>By 2020, PVH will support the scaling of fibre recycling technology through Fashion for Good and commit to piloting across one core product area</p>
<p>Reformation</p>		<p>By 2020, we will have increased the customer participation in our garment collection scheme RefRecycling to help collect and recycle 50,000 pounds of clothes</p>	<p>By 2020, we will increase our resale and up-cycling of used garments to 150,000 items</p>	<p>By 2020, 10% of our fabric spend will be on fabrics made with recycled post-consumer textile fibres</p>
		<p>By 2020, we will increase the amount of used garments collected through our in-store collection scheme by 50% to reach 1,6 tons</p>	<p>By 2020, we will increase the resale of used garments by 20%</p>	
<p>Samuji</p>		<p>By 2020, we want to increase the volume of used Samuji garments collected by 70%</p>	<p>By 2020, we want to increase the volume of used Samuji garments resold by 50% by organising Samuji circular events</p>	
	<p>By 2020, 50% of our collection will be designed for cyclability</p>			
	<p>By 2020, we will reduce fibre mixes and trims within our company, resulting in 30% of our collection being easily recyclable</p>			<p>By 2020, 10% of our range will be made of recycled post-consumer textile fibres</p>
<p>SOULLAND</p>	<p>By 2020, all employees will complete circular principles training, which will apply not only to product design, but to all company processes</p>	<p>By 2020, a garment collection scheme will be offered to all our end users</p>		<p>By 2020, recycled post-consumer textile fibres will be incorporated into our production and will be 10% part of our collection</p>
	<p>By 2020, Spell and The Gypsy Collective will train all design, sourcing and production teams on circular design principles</p>			<p>By 2020, Spell and The Gypsy Collective will increase the volume of garments that include recycled post-consumer textiles fibres by 10%</p>

	<p>By 2020, circular design principles will be applied to 100% of our leather bags in order to remanufacture them after their first life</p>	<p>By 2020, we will implement a garment collection scheme for used leather bags in our retail stores and online</p>		
				<p>By 2020, 95% of our collection will be made from 95% recycled post-consumer textile fibres</p>
	<p>By 2020, 100% of STUDY 34 garments will contain a 'repair kit' containing information and instructions as well as the tools required to repair garments to extend their life</p>			
<p>SUITSUPPLY</p>		<p>By 2020, 100% of our stores will be enrolled in our recycling take back scheme (excluding franchise and shop-in-shops)</p> <p>By 2020, our goal is to have collected 25,000 kg of post-consumer garments/textiles and leather products</p> <p>By 2020, 100% of our store employees will be trained on creating awareness and encouraging our customers to use our recycling take back scheme</p>		<p>*By 2020, all labelling used in Suitsupply products, will be made with recycled post-consumer polyester yarns</p>
	<p>By 2020, all TGT OB apparel will be designed for functional durability to last the lifecycle of the product</p>			<p>By 2020, we will invest 1 Million USD in textile recycling technologies, with the goal of accelerating the transition to a circular apparel industry</p>
	<p>By 2020, circular design principles will be implemented to ensure the longevity and recyclability of our products</p>	<p>By 2020, we will implement a garment collection scheme so that our customers will be able to recycle all of our products</p>	<p>By 2020, our customers in our major markets will be able to buy and rent second-hand BYT garments</p>	

	<p>By 2020, circular design principles will be part of every design brief, to ensure durability, recyclability and/or reparability of our garments</p>	<p>By 2020, we will increase the volume of used garments collected by 10% through creating events that encourage our customers to hand in used clothes</p>		<p>By 2020, we will increase the use of recycled post-consumer textile fibres by 10% through strengthening existing partnerships</p>
<p>TOMMY HILFINGER</p>	<p>By 2020, we aim to train at least 80% of our designers on circular design principles</p> <p>By 2020, we aim to implement 3D design tools in at least 50% of our business divisions to facilitate real-time design feedback on circularity</p>			<p>By 2020, we aim to use recycled post-consumer textile fibres in at least 70% of our business divisions, with the ambition to increase the recycled content year-on-year</p>
	<p>Reached: By 2020, all of our designers will be trained on circular design principles based on industry guidance</p>	<p>Reached: By 2020, our shoe collection program Shoe Bring Back will be implemented in all our Vagabond stores</p>		<p>By 2020, we will have identified post-consumer materials suitable for our outsoles (selected post-consumer material should qualify for at least 15% of the total material content for each specific outsole)</p>
		<p>By 2020, Vestiaire Collective will increase the number of pre-owned pieces available to purchase on its website by a minimum of 20%</p>		
	<p>By 2020, 100% of our product designers will have undergone a training on circular economy principles to design accordingly</p>	<p>Reached: By 2020, we will increase the quantities of second-hand garments and footwear collected at Timberland and The North Face European owned and operated stores by 10% with the intention of educating our consumer about products end of life</p>		
	<p>By 2020, everyone in our design team will be trained on circular design principles</p>			



GFA

GLOBAL FASHION AGENDA