MAKE FASHION CIRCULAR
TODAY IT IS TAKE - MAKE - WASTE

New products = new raw materials
Recycling at “end-of-pipe”
Waste is chronically high
A CIRCULAR ECONOMY 
HAS THREE PRINCIPLES, 
DRIVEN BY DESIGN

It is a systems solution framework that tackles global challenges like climate change, biodiversity loss, waste, and pollution.
ELIMINATE WASTE AND POLLUTION
KEEP PRODUCTS & MATERIALS IN USE
REGENERATE NATURAL SYSTEMS
WHAT DOES IT MEAN FOR FASHION?
>97% virgin feedstock
PLASTIC (63%)
COTTON (26%)
OTHER (11%)

53 million tonnes
ANNUAL FIBRE PRODUCTION FOR CLOTHING

USE

12% losses in production³

0.5 million tonnes microfibre leakage⁴

73% landfilled or incinerated

2% losses during collection and processing
<1% closed-loop recycling¹
12% cascaded recycling²

2% recycled feedstock from other industries
A VISION FOR AN INDUSTRY THAT THRIVES

Used more

Made to be made again

Made from safe and recycled or renewable inputs
USED MORE

The Real Real

The Renewal Workshop
MADE TO BE MADE AGAIN

Adidas

Napapijri
MADE FROM SAFE AND RECYCLED OR RENEWABLE INPUTS

Stella McCartney

Wrangler
THE JEANS REDESIGN