

Ideas for customer commitment

1.Store combining 2nd hand and sustainable brands

A store where you can **easily buy new and old clothes at the same time** to make the best wardrobe for you.

Offer selections from 3-5 brands with 2ndH and new items in "balance".

Near produced.

Buy back the products from the same brands.

Dressing guidance service:
Recommendations/ ideas to mix and match new and 2ndH.

Online shop

Traditional shop

3-5 selected new item brands

Local, sustainable and ethical brands, no limits

Also 2nd hand selection is curated to the same brands as new clothes

2. Digital wardrobe

Digital wardrobe

Virtual solutions for individual's clothing management.

Ideas to reuse, extend the lifecycle of textiles, upcycle and find the best solutions in every case.

Try on clothes virtually (virtual mirror) with a digital twin from own body

Connection to other people's wardrobes for swapping suggestions

Users rate the clothes based on their quality and the data is visible with new products.

New clothe suggestions from 2nd hand retailers to fit ones wardrobe

AI usage in optimizing the service

Digital Product Passport connection

Styling service, teaching to mix clothes

Counting how many times the clothes are in use

3. Gamification

Gamification of responsible consuming

Educational and fun mobile game to learn sustainable ways to consume specially through textiles.

Ideas to reuse, extend the lifecycle of textiles, upcycle and find the best solutions in every case.

Easily connected to virtual wardrobe concept

Educates on how to care, repair and upcycle owned clothes.

Collecting sustainability points and following the progress

Sharing the results with gaming community

Enjoyable game, easy to use

Digital Product Passport connection

4.Sustainable fashion show

Sustainable fashion show

Part of or during fashion weeks (or similar events) to promote **2ndH clothing and up-cycled products**. Including a platform for marketing 2ndH products.

Additional element: to include an online auction for the presented items.

Target:

- to increase sales of 2ndH - sell more items / full outfits in short time
- to increase sales at nearby market regions
- increase awareness, interest & hype

Live-stream from one location

Event can take place in a selected shop.

A follow up promotions in all the stores.

Collaboration together with various brands / companies

Collaboration with fashion and textile schools, designers, influencers etc.

Cross-border collaboration easily possible

Items in the fashion show either local and sustainable or 2nd hand

Can be connected to repair or upcycle services

5.Repairing services

Repairing services

Services available for customers to make it easier to lengthen the lifecycle of clothes.

Could afford valuable data for the manufacturers.

Repair service offered by the brand by inhouse tailors

Repair service offered by the brands, collaboration with local tailors

Mandatory repair service via legislation

Digital Product Passport connecting repair information to every garment

Repair services collected to an interactive map

Tips and guidelines for repair, maintain and upcycle collected for the customer to DIY

Trendy repair items and patches to apply to the clothes

Tailoring services in 2nd had shop to quick fixies.

Ideas for collecting textiles

6. Digital platform for textile waste collection

Textile waste collection platform with transport

This digital platform enables consumers and companies to schedule and manage the collection of the textile waste and resale items and streamlining the recycling process.

Target group:
Households and companies.

Integrated platform with Wolt / Bolt for pick up and transport

Sorting expertise in partnership with charity shop or recycle center

Local or cross-border partnerships

The service network offers incentives like discounts and highlight the environmental benefits

Recyclable materials are sold for processing, usable items are sold in 2ndhand

7. Circulating rooms and Textile Tuesdays

Textile circulating rooms and Textile Tuesdays

A centralized collection point and area easily available in the shopping mall.

The collection point is run by several organizations together, concentrating in different textile streams. Area consists containers for recycle, donate to charity and resell with reuse company.

In more rural areas, the collection happens in post office, supermarket or other convenient place once a month or once a week and is called e.g. Textile Tuesday.

Easy for customer who can donate everything at one place

Every textile collector gets what is the most valuable for them

On Textile Tuesdays there would be company representative to take items for resale, guide and educate.

Educative theme days during the year at Textile Tuesdays

Textile Tuesdays can be also swapping or resale events

8. Intelligent collection bins

Easy collaborative collection - intelligent bins

A collection system that is planned to handle all possible variants of used textiles with "intelligent bins".

These bins help consumer to recycle/sort to the right bins.

Helps the work of sorting companies. Supports the implementation of separate collection directive.

Very clear and visual labels on the containers (nudging). E.g. resell clothes, waste, shoes or per material

Integrated with informative website/app.

After emptied these materials would be re-checked and taken to different companies for resell / material

Sensors to alarm collector when becoming full.

Educational campaign to help the collection in the beginning

Ideas for company development

9.Zero Waste Concept

Zero waste wardrobe concept guarantees to minimize textile waste 100% by lengthening the life-cycles, avoiding excess stock and finally guaranteeing to recycle worn out items to textile re-processing companies.

Company concept

Production only on demand

Take back system

Repair services

Durable, pure materials that can be re-processed finally as materials

Concept for many brands to join, logo identifying the products

Concept for a new brand

Showroom for testing, no instant buying possibility

10. Cloth rental service for travellers

Luxury, designer and local cloth & bag rental service for travelers

An option to rent outfits for special needs.

The concept tackles sustainability issues like travelling with luggage. It decreases waste in form of not need to buy cloths needed very seldom.

Target group:

- business people travelling a lot & lightly (convenience)
- needs for special occasions like evening galas
- seasonal travelling needs: winter clothes

Order online & pick- up from "pop-up" location

Service available at airports and hotels

Rental company offers the rental service and selection and hotel/ airport offers the pick-up service.

Selection of luxury and local brands

Clothes that are suitable for the local weather

Can be offered at different markets as well. E.g. Stockmann operates in Finland, Estonia and Latvia.

11. Secondhand marketing campaign

Marketing campaign for 2nd hand

Increase the awareness of consumers to make reused clothes more acceptable.

Targeted to people who usually don't buy 2nd hand.

Aim is to lengthen the lifecycle of clothes and increase reuse.

Shares the understanding and strengthens the collaboration among different 2nd hand operators

Joint campaign of many 2nd hand brands

Highlight the environmental impacts saved when lengthening the lifecycle

Highlight the uniqueness of 2nd hand items: treasures

Share the stories behind clothes

Can concentrate on certain materials or certain type of clothes at the time

Easily connectable to launching new EU legislations concerning textiles and waste

12.Sales of repair materials

Sales corner for repair kits & materials

A repair supplies area inside a 2ndH cloth store allows customers to purchase supplies together with 2H clothes to customize and personalize them.

This can boost the sales of 2H items as well.

The "corner" can be offered by the same company or alternatively as "shop in shop" collaboration with another entrepreneur.

An assortment of repair products and kits.

Trendy repair items to be applied on the clothes. E.g. patches, pockets, buttons, metals parts.

Co-operation with branded companies like FabPatch, yarn manufacturers etc but also local artisans for individual style.

Occasional events and workshops around the cloth tuning. Sew, print patterns etc.

Links to the repair video by QR codes.

Sewing machines to be rented on the spot or to homes.

Possible service also on a digital platform.