

Case Study:

Repurposing Dry cleaning
Waste





We offer practical solutions to fashion sustainability challenges in the immediate term. We do this chiefly via our laundry waste reclaim service by demonstrating the economic and environmental value of repurposing discarded fashion items through case studies.

WASTE REDUCTION & UPCYCLING INFRASTRUCTURE DEVELOPMENT

VIA

DRY CLEANING WASTE

THE CHALLENGE

Dry Cleaners are Overlooked



More than 30% of items are not collected



Primary method of disposal is to donate to charity

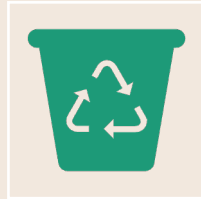


Only 10-30% of items donated to charity are sold

Waste Crisis



62 million tonnes of clothing is manufactured worldwide every year, amounting to somewhere between 80 and 150 billion garments to clothe 8 billion people



Approximately 160 tonnes of textile waste is dumped every day



2.6 million tonnes of returned clothes ended up in landfills in 2020 in the US alone



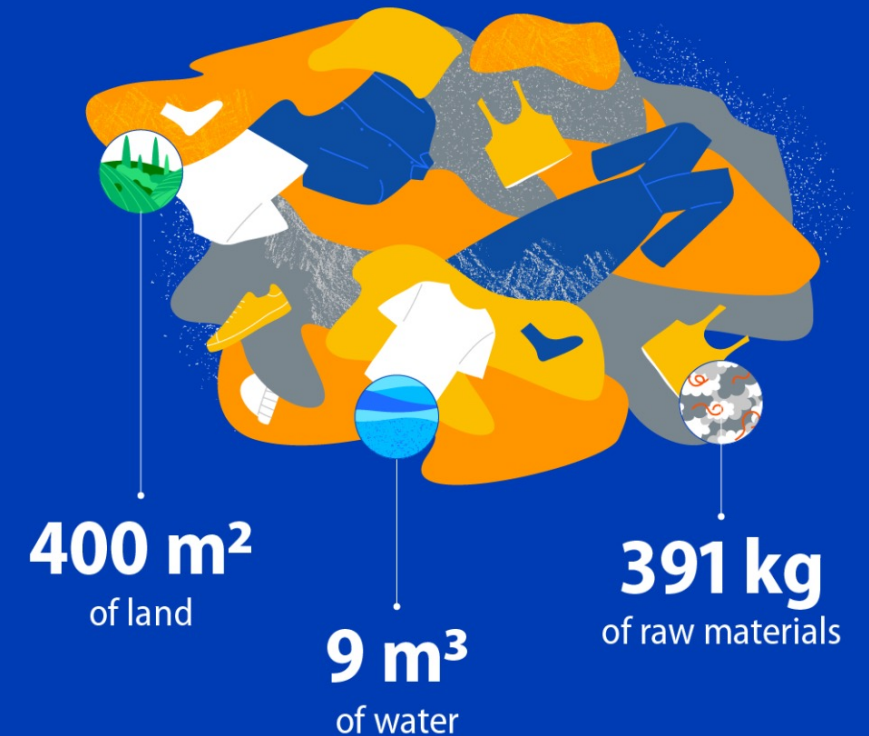
Less than 1% of existing clothing gets recycled into new clothes.

Carbon Emissions

- The fashion industry is estimated to be responsible for 10% of global carbon emissions – more than international flights and maritime shipping combined.
- According to the European Environment Agency, textile purchases in the EU in 2020 generated about 270 kg of CO2 emissions per person.

THE ENVIRONMENTAL IMPACT OF TEXTILES

In 2020 textile consumption per person in the EU required on average:

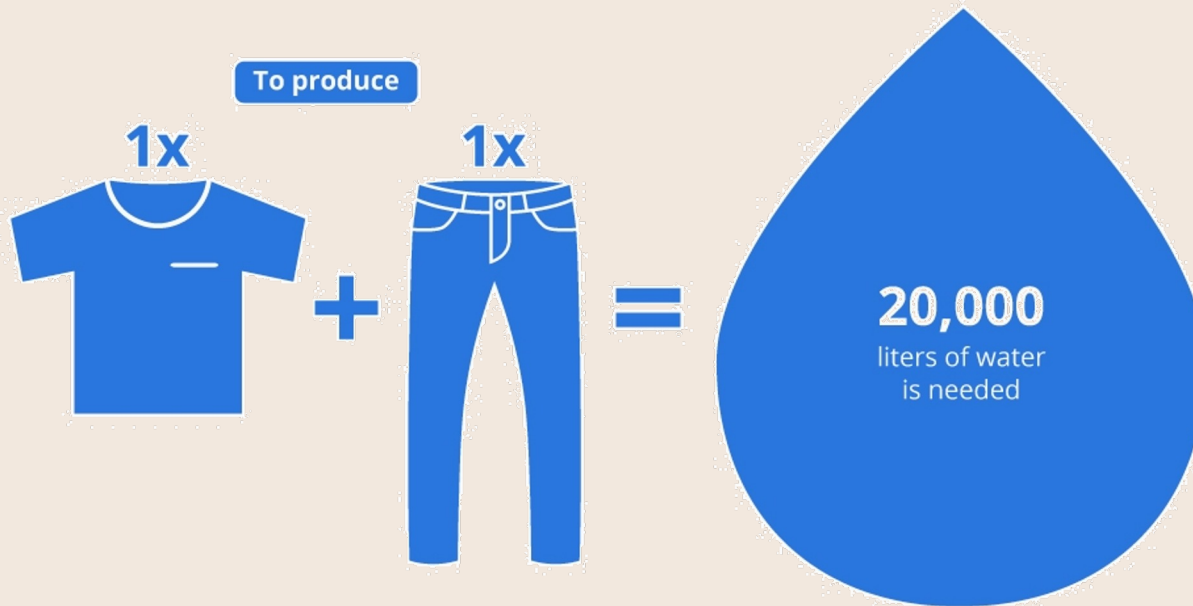


And caused a carbon footprint of about **270 kg**

Water

The Insatiable Thirst of Fashion

Estimated water required in the production of cotton clothing items*



* Items depicted: one t-shirt and one pair of jeans
@StatistaCharts Source: Oxfam

statista

- Fashion is the second most water intensive industry in the world
- Responsible for 20% of global wastewater

North South Divide



The Global North is responsible for approximately 70% of the world's fashion landfill waste.



The Global South bears the brunt with around 30% of discarded fashion ending up in their landfills, causing environmental and social challenges.

Transforming Waste into Opportunity

From Waste to Resource:

Uncovering Value: Preventing these garments from ending up in landfills not only saves resources but challenges the perception of waste.

High-Value Discards: Surprisingly, even high-value items like Loewe, IRO, Dior, Alexander McQueen, Chanel, Gucci, Prada, Lanvin, Maison Margiela, Yohji Yamamoto, R13, Manolo Blahnik, and Junya Watanabe were among the unclaimed waste, raising questions about our disposal habits.

Potential and Challenges: These textiles hold immense potential for new uses, though their high synthetic content poses repurposing challenges.

OUR DISCOVERY & BEGINNINGS



POST-PANDEMIC REVELATION: ON A ROUTINE VISIT TO MY LOCAL DRY CLEANER, I NOTICED LARGE BINS OF UNCLAIMED GARMENTS DESTINED FOR WASTE.



EYE-OPENING CONVERSATION: THE DRY CLEANER SHARED THAT THESE ITEMS HAD BEEN UNCLAIMED FOR NEARLY THREE YEARS, WITH MOST ENDING UP AT CHARITY STORES OR AS COUNCIL TEXTILE WASTE.



INITIAL EXPLORATION: INTRIGUED, I EXAMINED ABOUT 50KG OF GARMENTS AND VISITED HIS OTHER LOCATIONS TO GATHER MORE DATA

Our Approach

Rework and Redesign Strategy

Transform forgotten items into trendy, fashionable pieces

Create a sustainable circular fashion economy

Our Process Flow



Results and Impact

- **Revitalized Fashion Items:** Forgotten items transformed into stylish, trendy pieces.
- **Reversible Clothing:** Innovative dyeing and bleaching process creates versatile, two-sided garments.
- **Reduction in Fashion Waste:** Contributing to a circular fashion economy.
- **Value in Waste:** Demonstrating the economic and environmental value of repurposing discarded fashion items through case studies.



Our Work

Case Study: Rework Menswear

- Transformation and conversion of menswear not only minimizes fabric waste but also breathes new life into a classic menswear garment, making it accessible to a broader audience.
- We deconstructed the blazer into a cropped jacket and mini skirt for a Y2K aesthetic
- Reconstruction of menswear suit trouser we redesigned the suit trouser into a pleated tennis skirt and preserved the original shape of the blazer.
- We also experimented and converted suit trouser into mini skirt and added a fitted menswear shirt into the skirt stitch the two together to create a tuxedo dress for womenswear.



Case Study: Menswear Suits

- Every 3-6 months we receive around 20 suits estimated at 40kg of suit waste.
- Menswear menswear tailored trousers are very difficult to resell....
- Upwork projects to convert suit trousers into unisex short or tennis skirts



Case Study: Women's workwear

REWORKED WOMEN'S 2-PIECE SUIT



- This high street fashion brand suit we converted the trousers into a Y2K tailored tennis skirt.
- We carefully redesign garments with circular practices in place.
- This transformation not only minimizes fabric waste but also breathes new life into a garment, making it accessible to a broader audience

Case Study: Shoes



- The dry cleaning industry receives a great deal of shoes for repairs and cleaning
- The challenge faced was how do we how to adapt classic shoe designs to meet modern demands for durability, versatility, and eco-consciousness consumer.
- We partnered with Vibram on old street for advice and guidance.
- American Apparel rubber ankle boot was unstable and did not have a comfy fit so we added a durable sole for comfort and durability.
- Russell & Bromley loafer the sole was damaged and being in the city we wanted to create a loafer that was not only stylish but weather resistant and functional. We added a flexi sole which could bend and adapt to running or walking.
- We sought to leverage innovative strategies to infuse circularity into their products while maintaining their appeal to fashion-forward consumers
- Converse with high top hand-painted by Indonesian artist Tasia Sugiyanto - the OG sneakers with an artsy twist! A classic staple that will never go out of style onezero8 x Tasia Sugiyanto was a fun collab. Giving trainers a second life and a customer investing into unique piece of shoe artwork.

Results in Numbers

Data Inputs / Garments Received

- Over the 18 months we received:

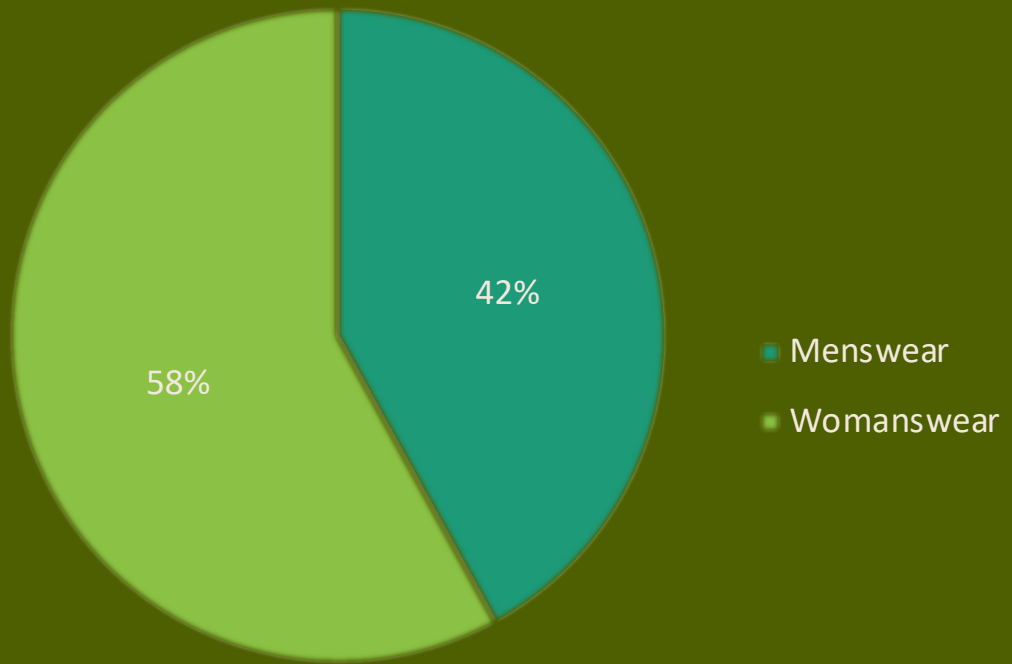
100KG⁺

of 'waste'
from drycleaners

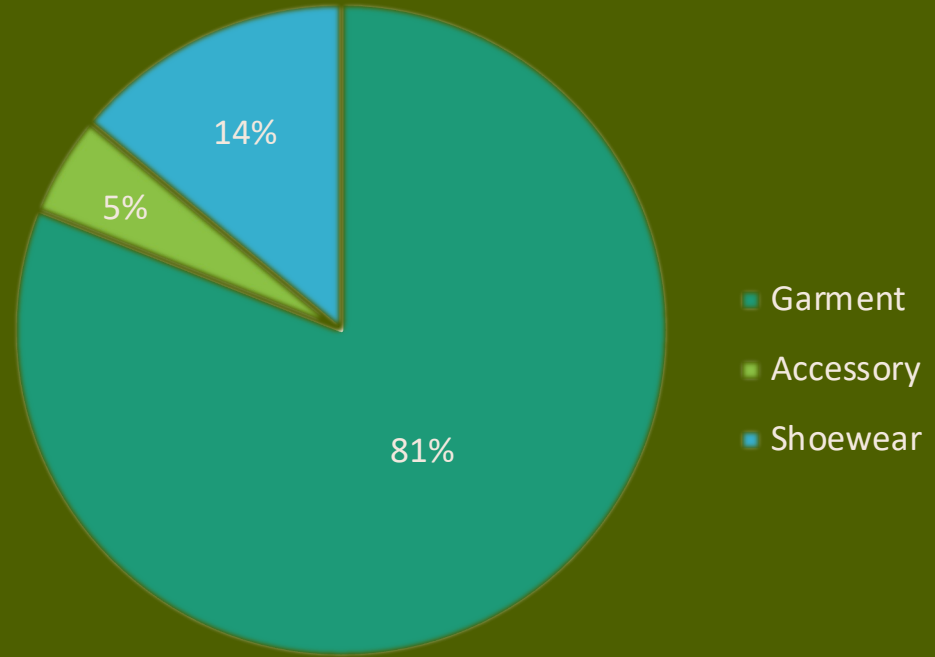
650

garments across:
clothing, accessories &
shoes

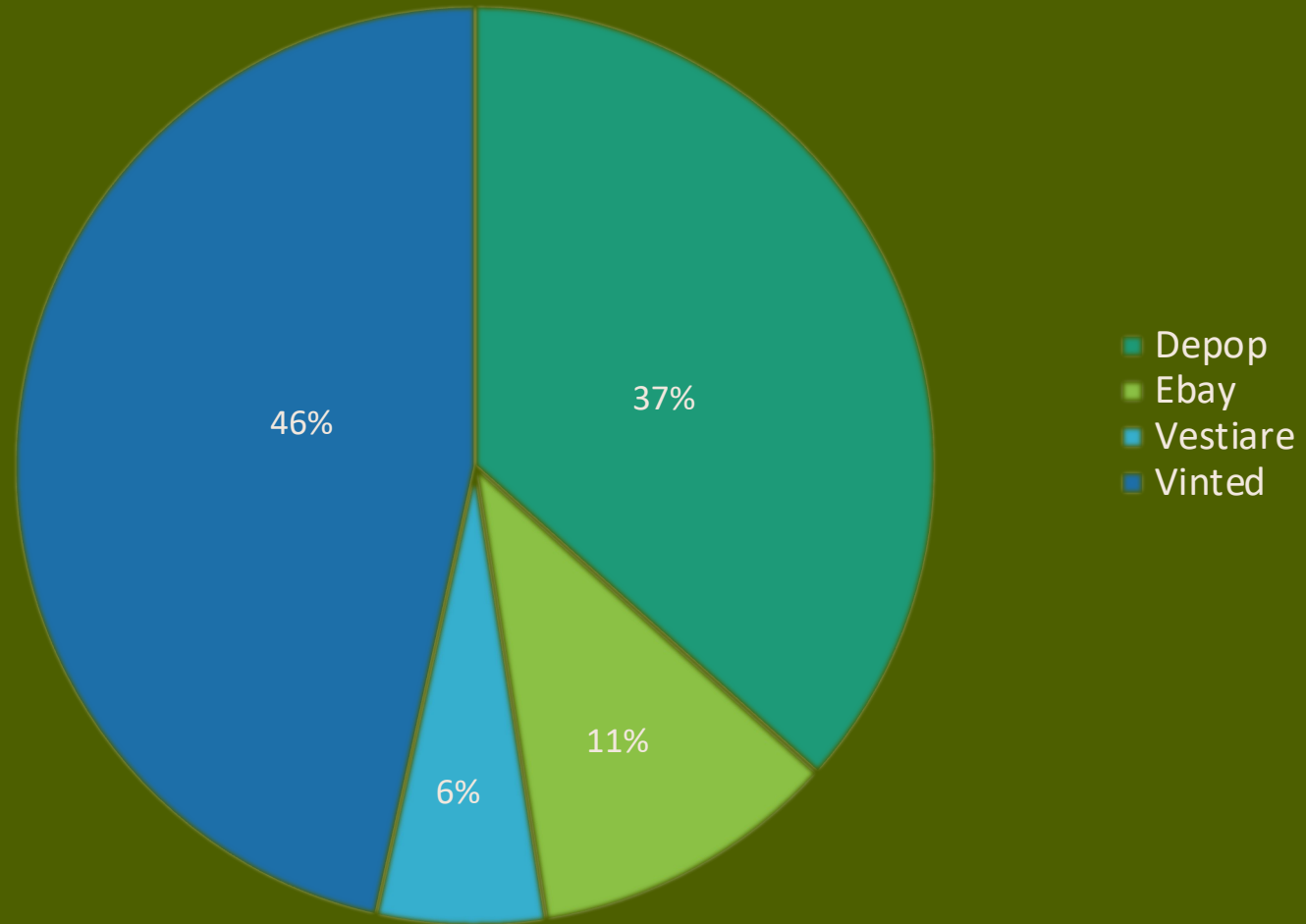
Menswear vs Womanswear



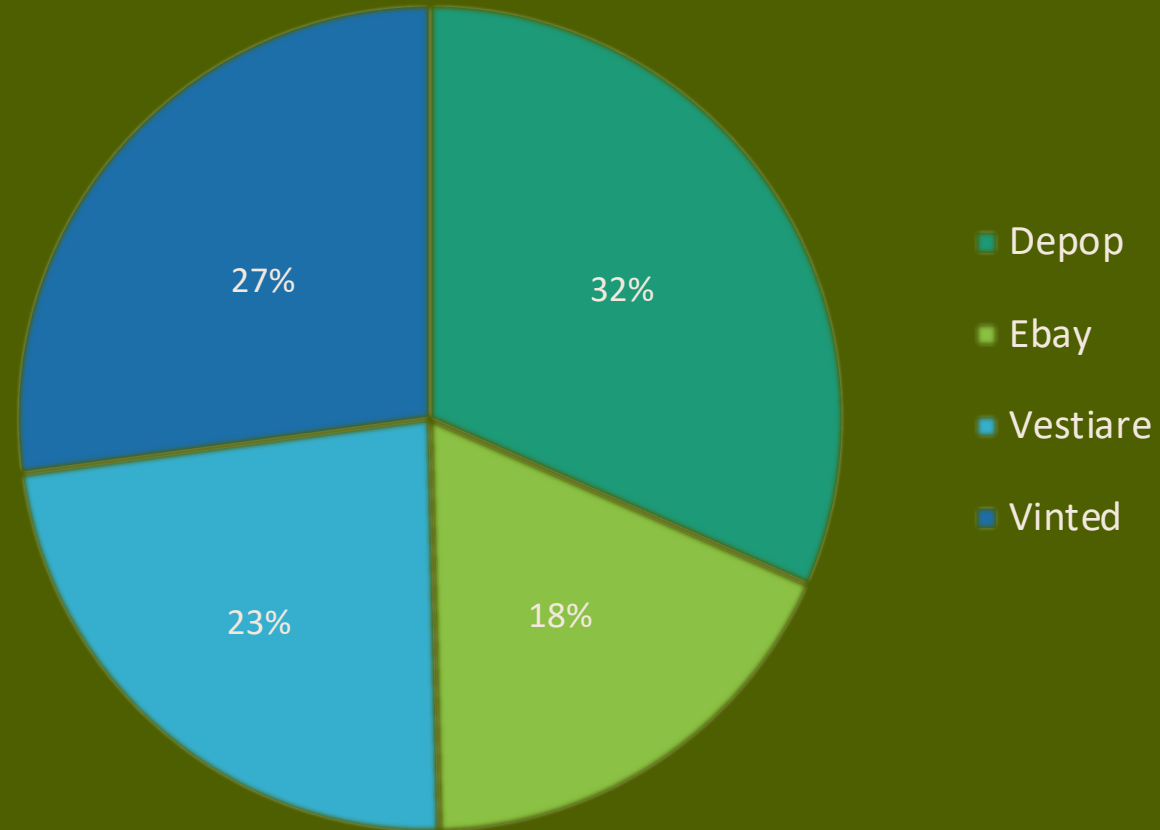
Type of Item Received



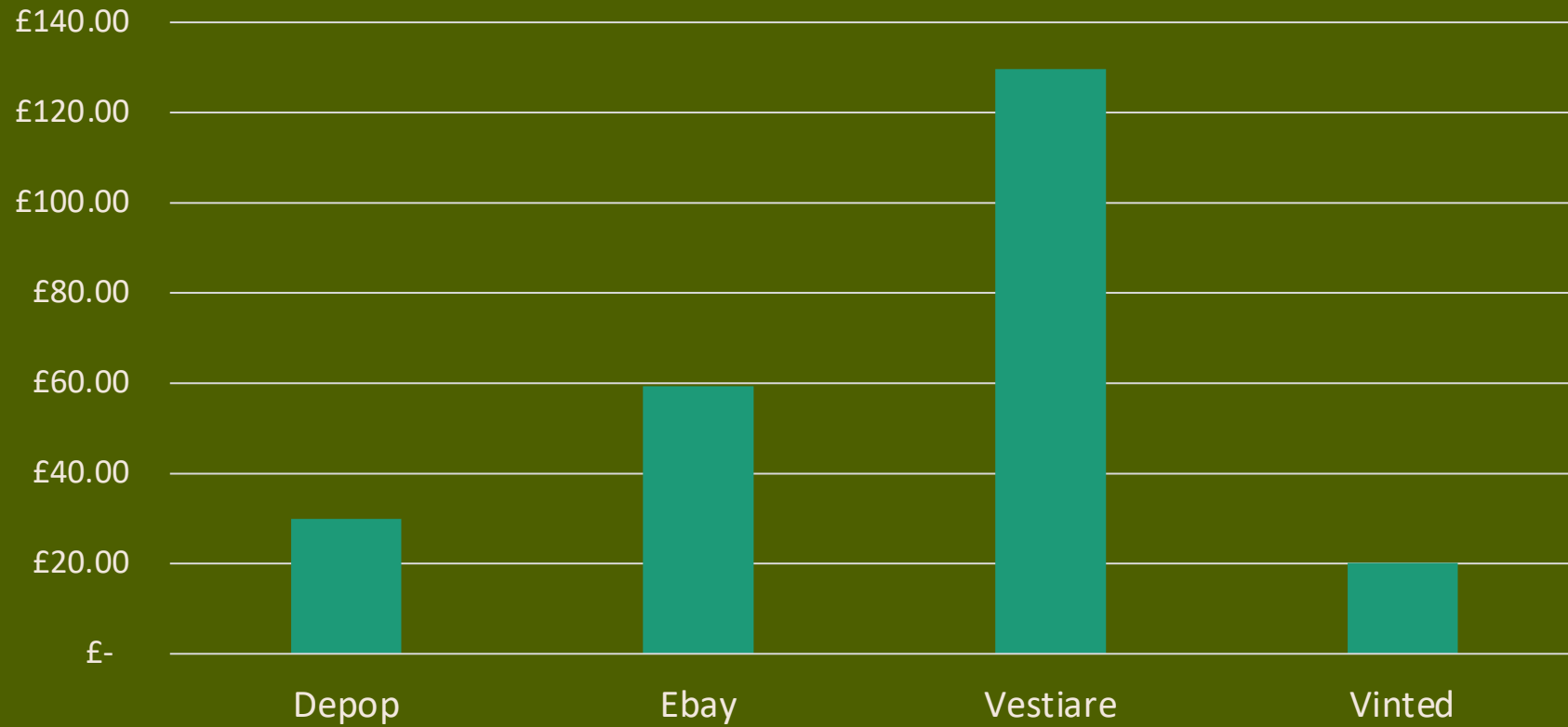
Percentage of Garments Sold by Platform



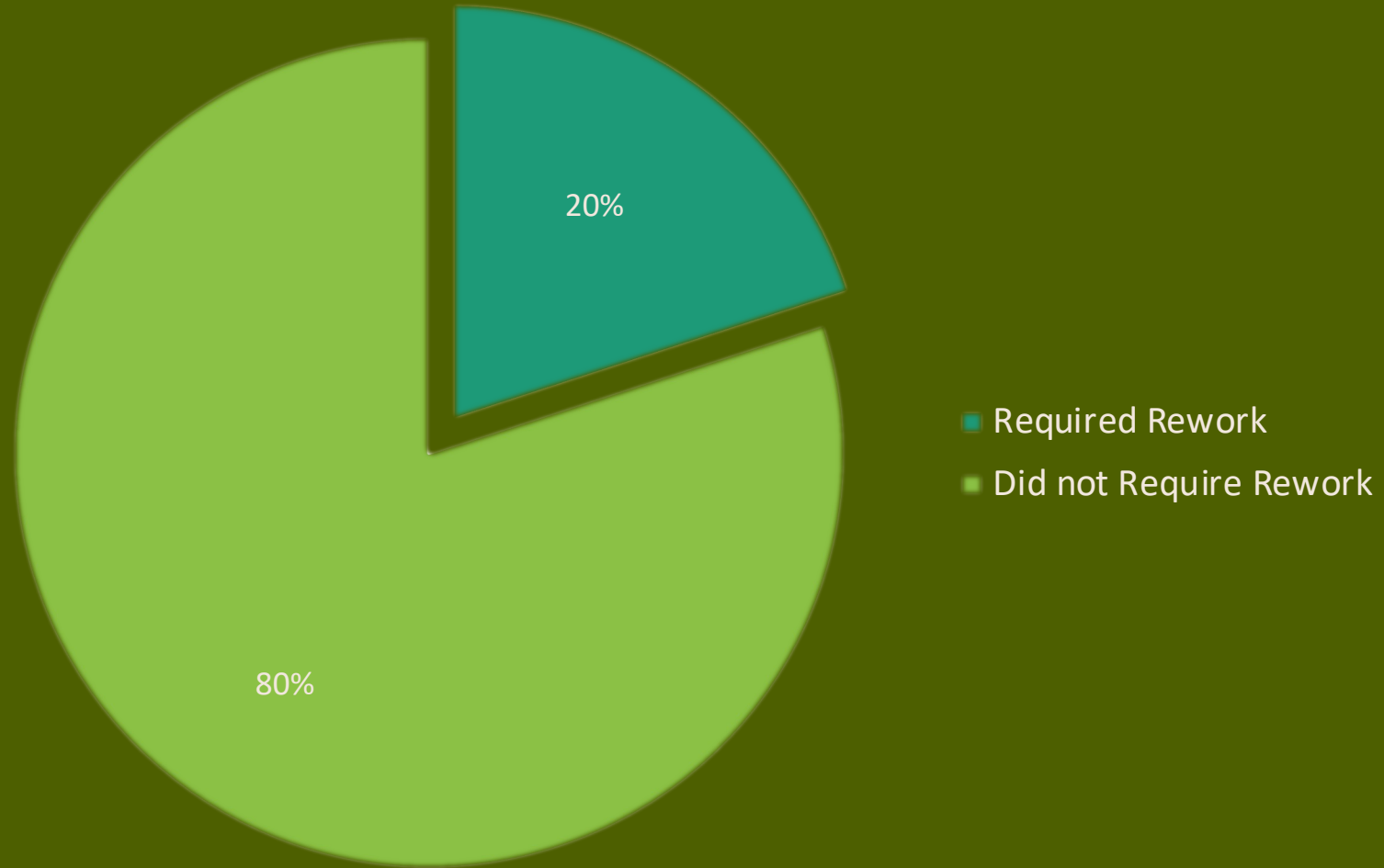
Percentage of the Value of all Garments Sold by Platform



Average Value of Garments sold by Site



Percentage of Garments that required rework

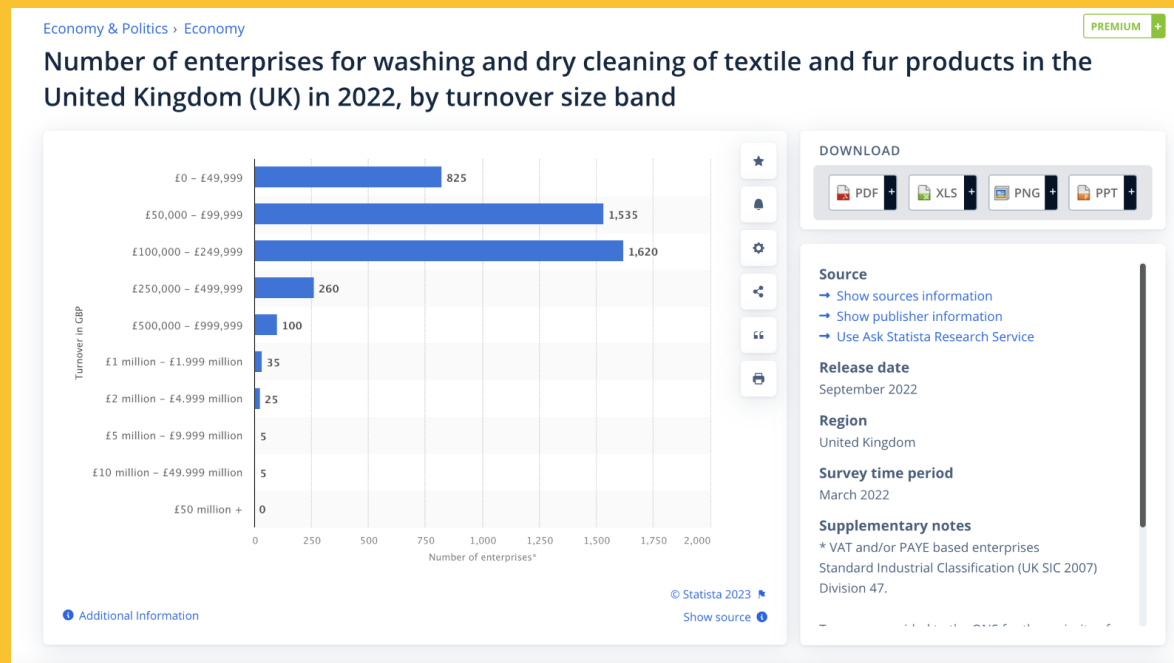


Findings

- Approx. 80% of goods that would have ended up in landfill recovered
- Scope for scale through partnership/incentivization with dry cleaners
- Platform idiosyncrasies
 - Vestiare / high-end luxury, provide authentication, very few sales
 - Vinted no selling fees, pay for features
 - Depop selling fees, pay for bumping/promotion
 - Ebay

Scaling out

- ~4000 registered dry cleaners in the UK alone



Scaling out

- Conservatively we estimate about 1,600 tonnes of waste annually from UK drycleaners (3% of world total)
- Assuming UK is 10% of dry-cleaning market, this is 16,000 tonnes globally
- Globally could be as much as 20% of textile waste

Spotlight on Depop

@onezero8rebound
YEAR ON DEPOP (BETA)

**By selling secondhand items
on Depop over brand new
you've helped save an
estimated**

3207

**LITRES OF WATER
THIS YEAR.***

* Find out how we calculated this on
news.depop.com/environmental-impact

depop

2023



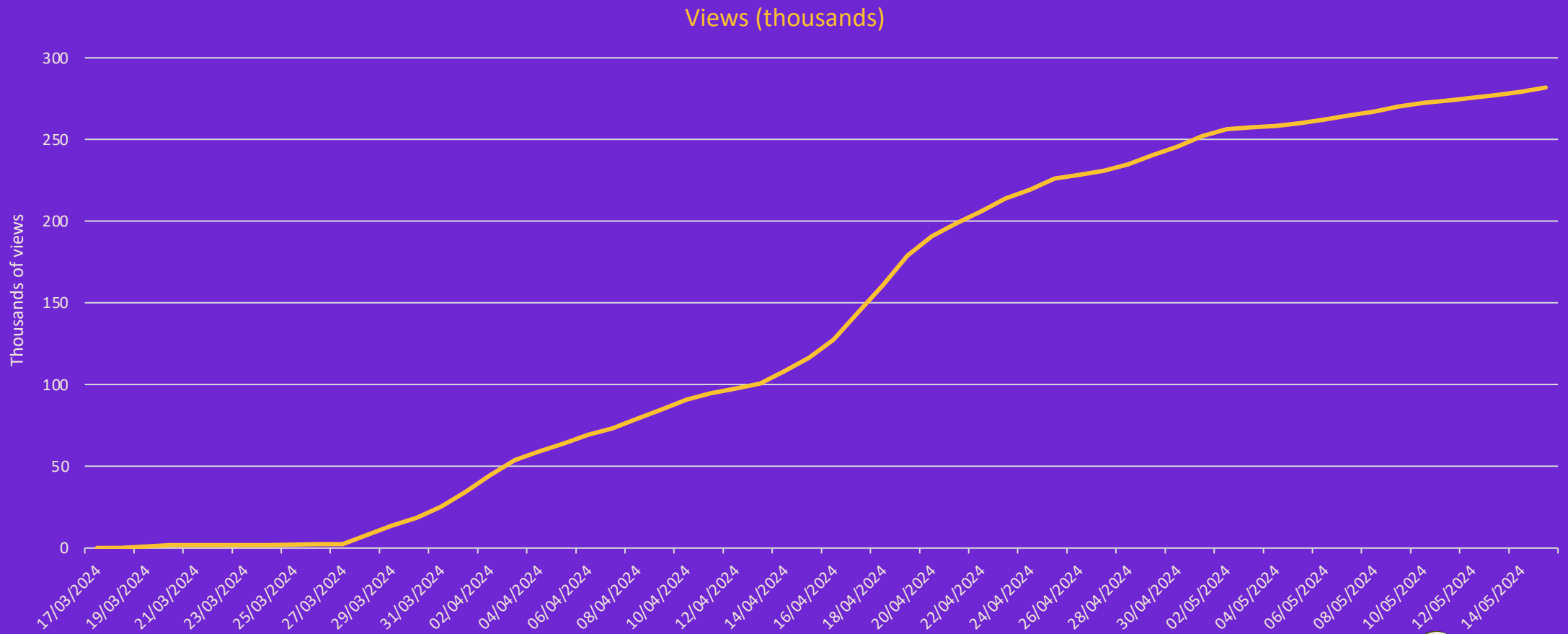
Depop Accelerator Program

- The Accelerated program is an invitation only seller program that aims to accelerate the growth of sellers
- onezero8 reclaim was invited to join the accelerator program due to our performance on the platform
- The listing challenge period was February 5th, until March 4th

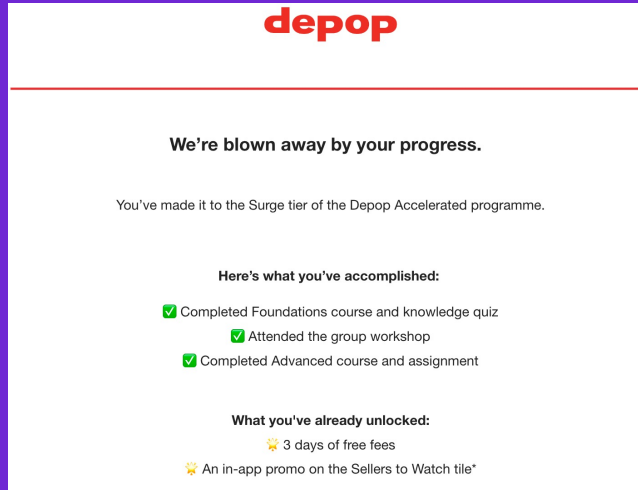
Requirements:

- List 150+ items per month
- Share your shop on social media to drive traffic
- Add more attributes to your listing to get discovered in search by buyers
- Aim to sell 15+ items a month to receive a monthly stats email on your performance and in-depth stats

Depop Accelerator Program



Working with Depop on Accelerator



depop

We're blown away by your progress.

You've made it to the Surge tier of the Depop Accelerated programme.

Here's what you've accomplished:

- ✔ Completed Foundations course and knowledge quiz
- ✔ Attended the group workshop
- ✔ Completed Advanced course and assignment

What you've already unlocked:

- 👉 3 days of free fees
- 👉 An in-app promo on the Sellers to Watch tile*

Hi @onezero8rebound,

You're officially at the finish line. We hope Depop Accelerated helped you jumpstart your goals towards Depop, whatever they may be. Thanks for taking part in the program.

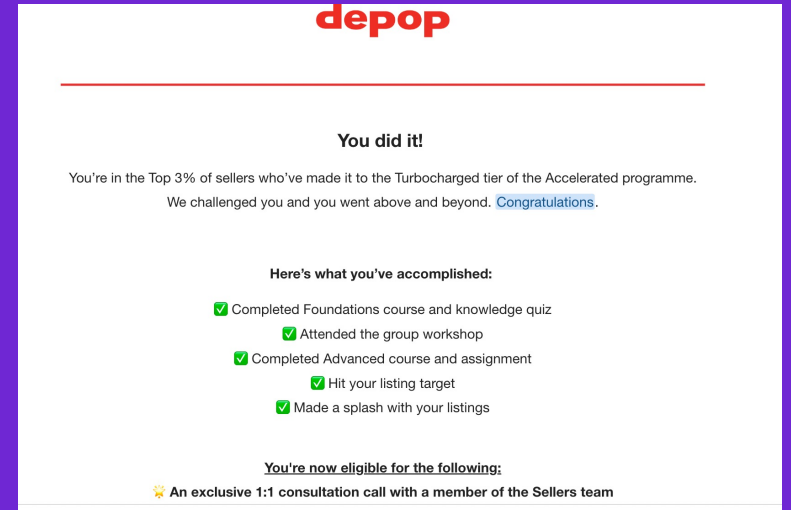
Your Final Listing Stats:

Your listing target is **26**.

You listed **69*** and completed **266.67%** of your goal.

**If blank, you've listed none.*

As a reminder, the listing challenge period was from February 5th 12:01am GMT until March 4th 11:59pm.



depop

You did it!

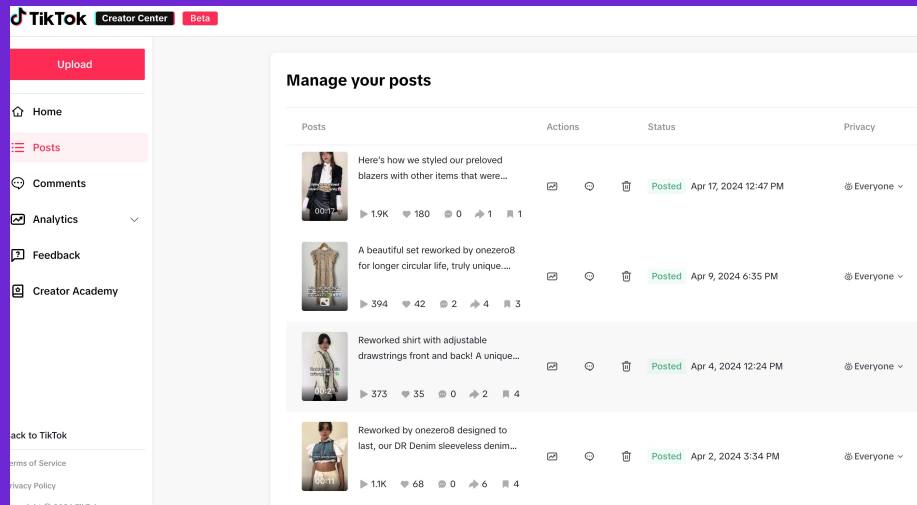
You're in the Top 3% of sellers who've made it to the Turbocharged tier of the Accelerated programme. We challenged you and you went above and beyond. [Congratulations](#).

Here's what you've accomplished:

- ✔ Completed Foundations course and knowledge quiz
- ✔ Attended the group workshop
- ✔ Completed Advanced course and assignment
- ✔ Hit your listing target
- ✔ Made a splash with your listings

You're now eligible for the following:

- 👉 An exclusive 1:1 consultation call with a member of the Sellers team



TikTok Creator Center Beta

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Analytics

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
Creator Academy

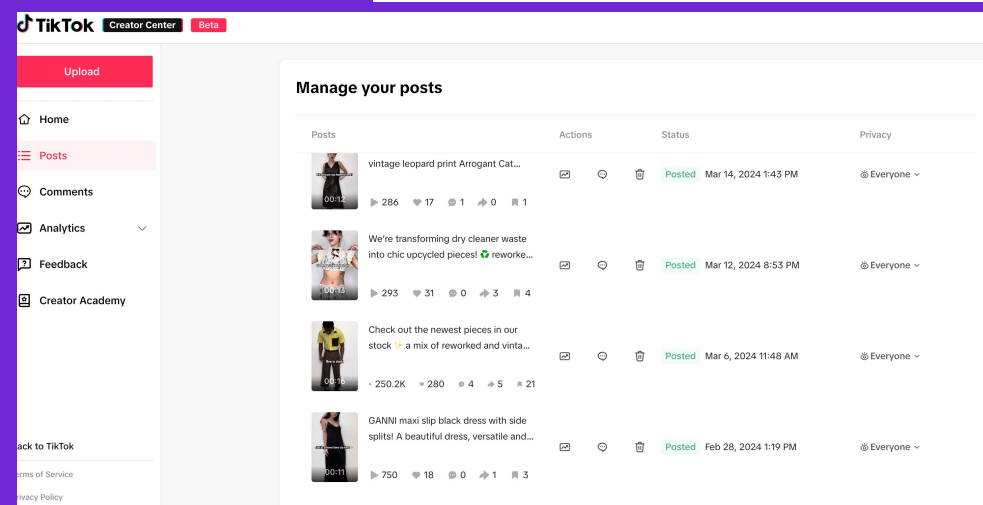
back to TikTok

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Privacy Policy

Manage your posts

Posts	Actions	Status	Privacy
 Here's how we styled our preloved blazers with other items that were...	📧 🔄 🗑️	Posted Apr 17, 2024 12:47 PM	@ Everyone
 A beautiful set reworked by onezero8 for longer circular life, truly unique...	📧 🔄 🗑️	Posted Apr 9, 2024 6:35 PM	@ Everyone
 Reworked shirt with adjustable drawstrings front and back! A unique...	📧 🔄 🗑️	Posted Apr 4, 2024 12:24 PM	@ Everyone
 Reworked by onezero8 designed to last, our DR Denim sleeveless denim...	📧 🔄 🗑️	Posted Apr 2, 2024 3:34 PM	@ Everyone



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

Creator Academy

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Posts	Actions	Status	Privacy
 vintage leopard print Arrogant Cat...	📧 🔄 🗑️	Posted Mar 14, 2024 1:43 PM	@ Everyone
 We're transforming dry cleaner waste into chic upcycled pieces! 🔄 rework...	📧 🔄 🗑️	Posted Mar 12, 2024 8:53 PM	@ Everyone
 Check out the newest pieces in our stock 🔄 a mix of reworked and vinta...	📧 🔄 🗑️	Posted Mar 6, 2024 11:48 AM	@ Everyone
 GANNI maxi slip black dress with side split! A beautiful dress, versatile and...	📧 🔄 🗑️	Posted Feb 28, 2024 1:19 PM	@ Everyone

Spotlight on Depop



AN IDEAL PLATFORM FOR
RESELLING AND
REWORKING DESIGNER
AND FAST FASHION ITEMS



NO IP CONSTRAINTS ON
DESIGNER BRANDS,
ENABLING CREATIVITY AND
INNOVATION



ACCESS TO A VIBRANT
COMMUNITY OF FASHION
ENTHUSIASTS, ESPECIALLY
GEN Z AND MILLENNIALS



EXCLUSIVE BENEFITS,
RESOURCES, AND SUPPORT
THROUGH DEPOP'S
ACCELERATOR PROGRAM



OPPORTUNITIES FOR
COMMUNITY
ENGAGEMENT AND
BUILDING TRUST



POTENTIAL FOR
COLLABORATIVE
SUSTAINABILITY
INITIATIVES AND
CAMPAIGNS

Common Ground and Connections

- Depop provides optimal space for resale without limiting designer offerings
- The accelerator program enhances our capabilities and market positioning
- Together we can drive sustainability while resonating with a key target demographic.
- It's a model that I hope inspires more creative collaborations in fashion and beyond, uniting purpose and profit.

Our Investment and Vision

Investing in Sustainable Change



onezero8 Initiative: Personal investment of £50k investment



Sustainable Practices: This project reflects our commitment to innovative and sustainable solutions for reducing landfill waste.



Future Impact: By rethinking textile waste, we hope to inspire broader changes in waste management and sustainability practices.

Founder Conviction:

Commitment to Vision:

- It's not just about financial gain but about realizing a vision for sustainable fashion and circular practices to reshape entire industries for the better, uniting purpose and profit.
- My personal investment demonstrates confidence in the viability and potential returns of the business. It signifies and a deep commitment to the core values and mission of Onezero8 Reclaim, emphasizing sustainability, quality, and social impact.

Next steps

- Partnership
 - We are seeking partnership opportunities with fashion brands, aggregators, resale platforms to help expand and grow the project
- Funding
 - We believe that with scale and commitment the opportunity for both reducing fashion's impact on the environment and building a sustainable profitable business can be achieved

”There is value in the waste. Waste in the UK should remain in the UK; we need to design around the waste.’ Through innovation and dedication, we can turn waste into a valuable resource and build a more sustainable future.”

Kuben Edwards, CEO of OneZero8 Reclaim



Additional Facts



“There are some people who equate sustainability to recycling, but repair is also part of circularity and so is rental.”

— Catherine Loader, sustainability manager at John Lewis Partnership



Legislation is also targeting the export of fashion waste to the Global South, with proposed amendments to the Waste Shipment Regulation potentially including apparel and footwear.



**By 2027, the value of the fashion
resale market would double to
\$3.5bn (£2.76bn)**

Source: ThredUp



The global sustainable fashion market, valued at 7.8 billion dollars in 2023, is on a trajectory of rapid expansion, with projections indicating it will soar to 33.05 billion dollars by 2030.

Source: Coherent Market Insights



**Every year, 150 million kilos of
textiles are destroyed as
residual waste in the
Netherlands. 100 million kilos
are collected in textile bins.**

Source: The European Parliament



Repairing your clothes can reduce
your carbon footprint from up to 30%

Source: WRAP



A staggering 15 to 45 billion clothes produced are never sold or worn every year, with a large proportion ending up in landfill or being incinerated.

Source: WGSN x OC&C Report



The fashion industry is responsible for roughly 9% of annual microplastic losses to the oceans, and consumes around 215 trillion litres of water each year.

*Source: The United Nations
Alliance for Sustainable Fashion*



Legislation is also targeting the export of fashion waste to the Global South, with proposed amendments to the Waste Shipment Regulation potentially including apparel and footwear.



Nearly half of textile waste collected in Europe ends up in African secondhand markets, most controversially in Ghana, or more often it is tipped into open landfills.

Source: European Environment Agency