

GO Brand Leaders

Circular Fashion Trend Snapshot

● Trend Snapshot data

In the lead up to CO Brand Leaders Summit 22, we asked registrants to take a quick, optional survey on circular fashion trends. We asked them what, as a brand, they were doing right on circularity, what they planned to do within the next 2 years and what circular initiatives they had no intention of actioning.



Why we created the Trend Snapshot

The aim of creating the Trend Snapshot was to capture, in real-time, a glimpse at how the industry is engaging with circularity. There is so much hype around the term circular, that we wanted to cut through the noise and find out what is really going on.

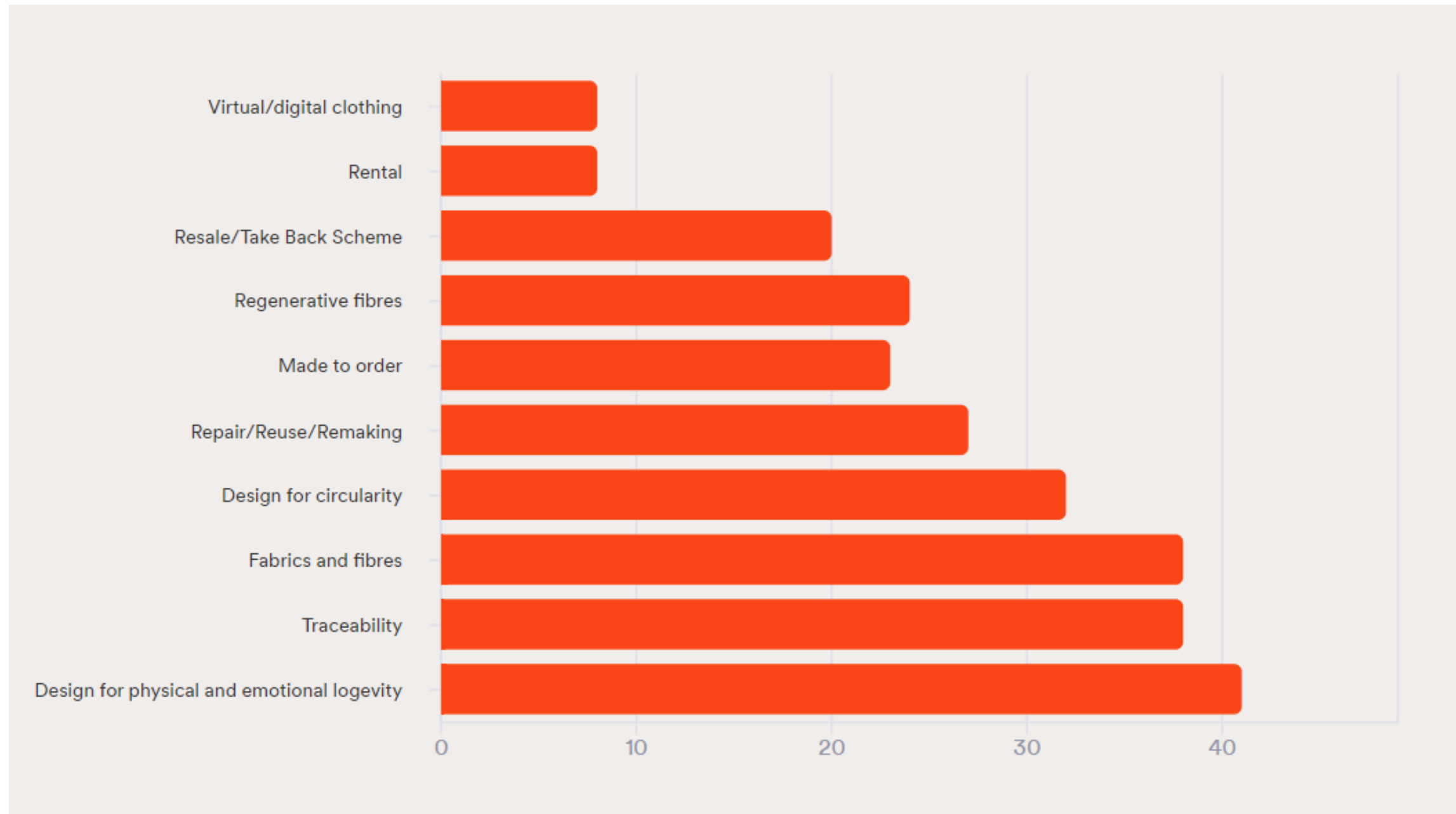
We also wanted to create a means by which brands can view the progress of their peers on circularity to see how their own brand stacks up.

Thank you to everyone who took the time to complete the survey. Here is what we found.



● Brand Top Circular Initiatives - Right Now

Take away: Current focus is still firmly on making new product more circular

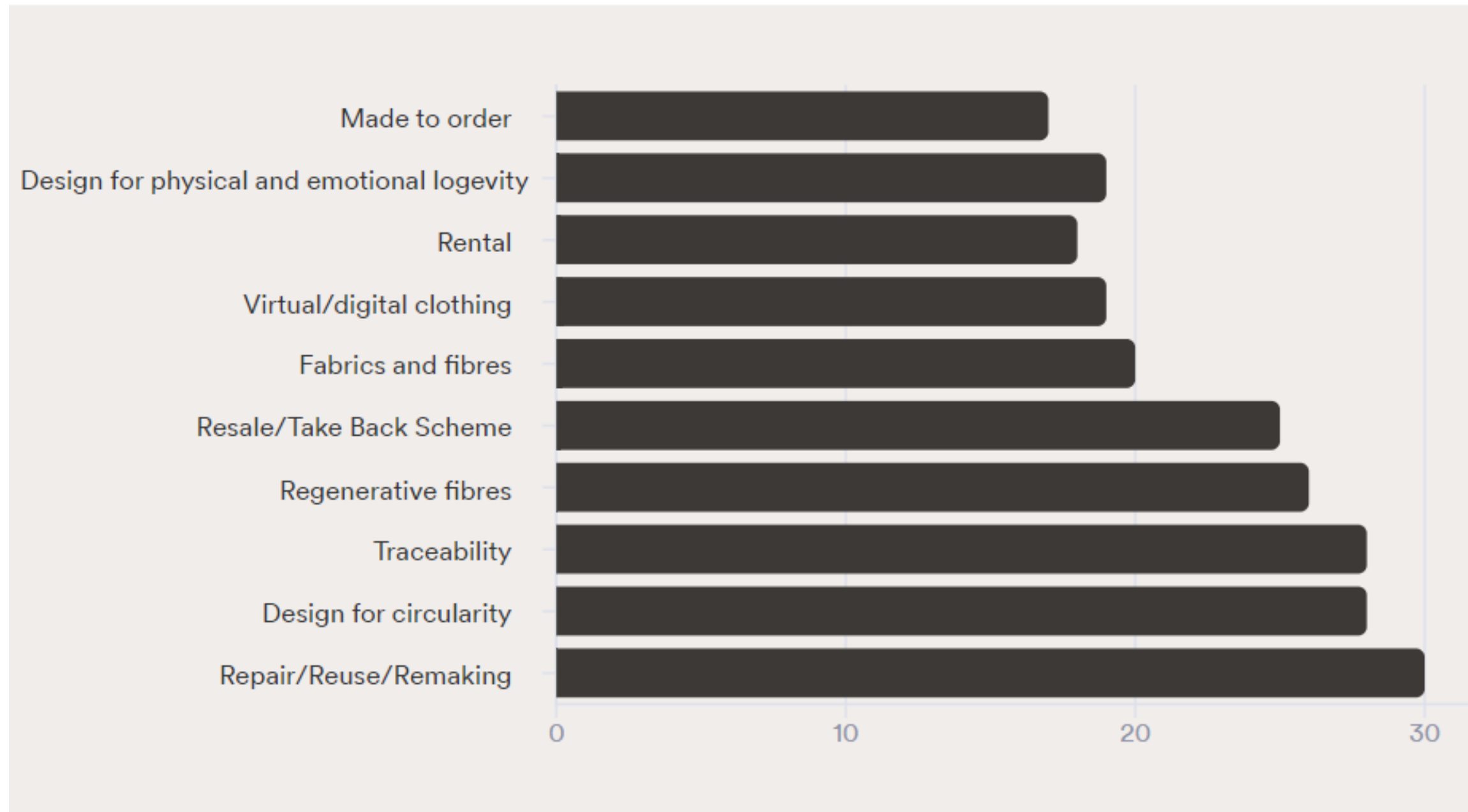


Top 3 Circular Brand Initiatives

1. Design for physical and emotional long endurance
2. Traceability
3. Fibre fabric choices (jointly 2nd)

● Brand Top Circular Initiatives - Planned Within 2 Years

Take away: A greater focus on keeping clothing in use longer and tackling end-of-life within a 2 year plans

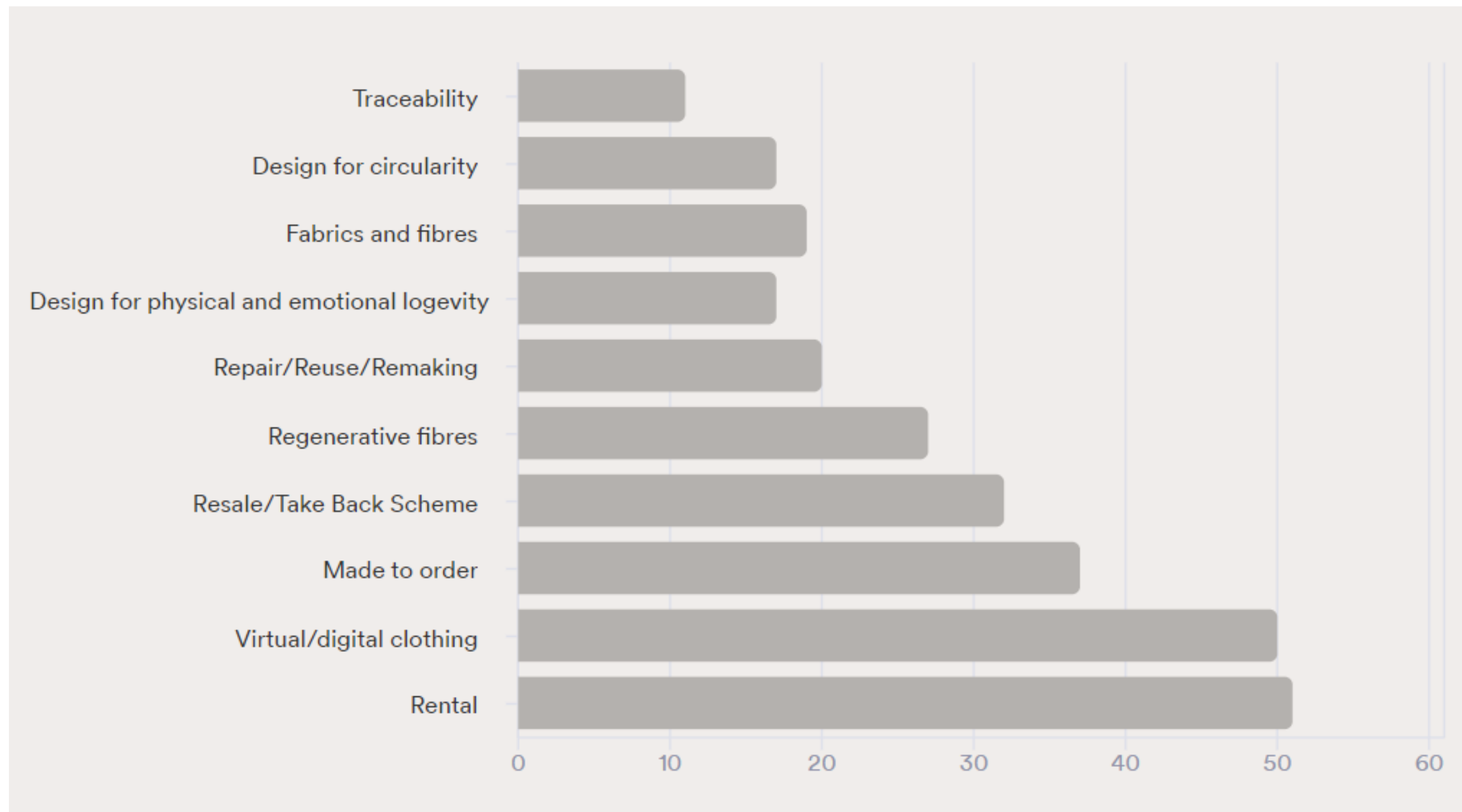


Top 3 Circular Brand Initiatives - 2 Years Ahead

1. Repair/reuse and recycle
2. Design for circularity
3. Traceability

● Brand Circular Initiatives - No plans

Take away: Interestingly, despite the hype around rental, it is the least popular circular solution. 46% of brands also reported no plans to introduce resale. As an industry, we are still focused on making new product, albeit, more sustainably with circular business models currently in their infancy.

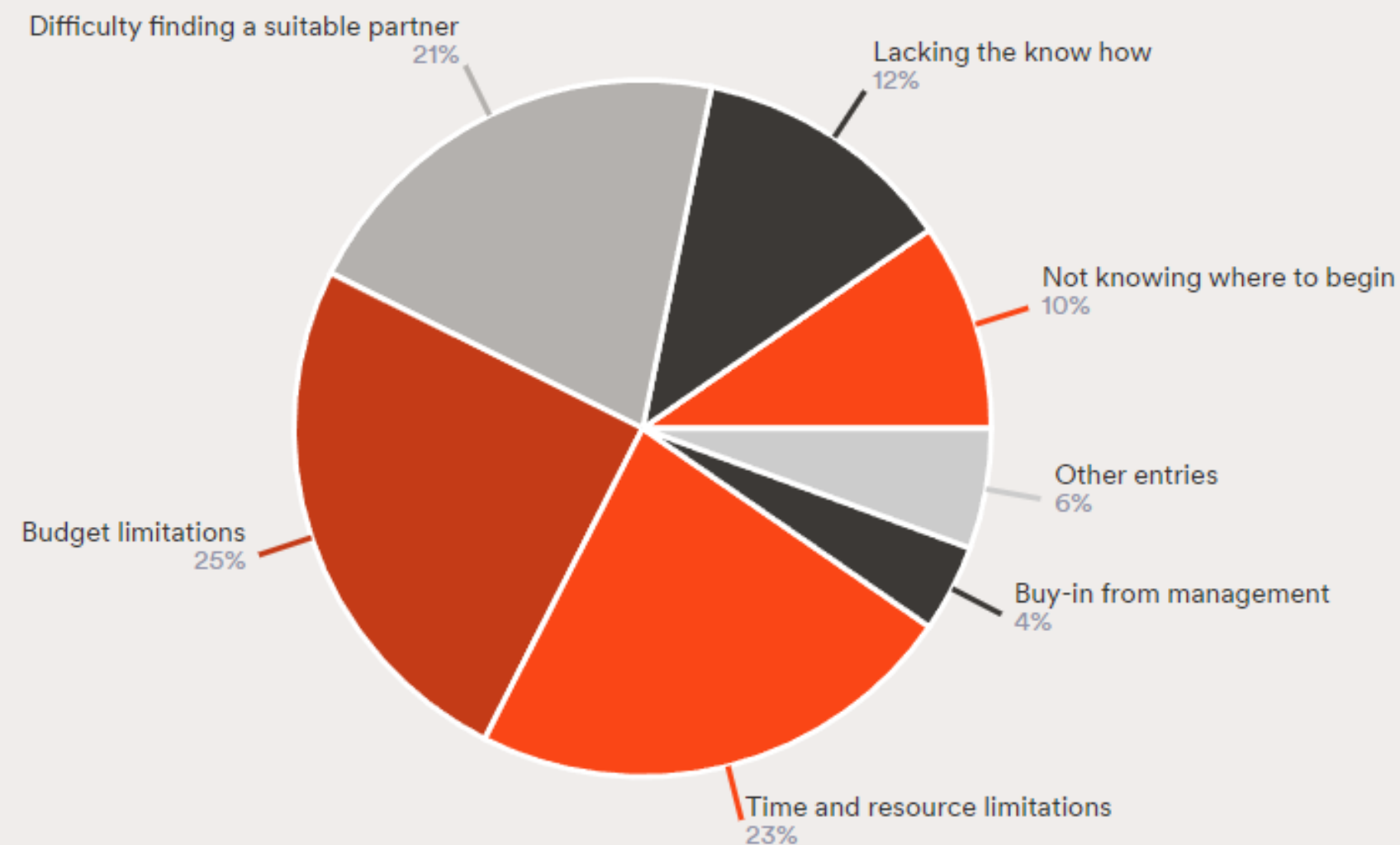


The 3 Least Popular Circular Brand Initiatives

1. Rental
2. Virtual and digital solutions
3. Made to order

● The Main Obstacles To Going Circular

Take away: Collaboration is key. Brands that pool resources and budgets stand to make the most headway. Our CO Brand Leader speakers prove that you do not need to be a large player with extensive resources to apply circular principles to your business.



The Top 3 Pain Points

1. Budget limitations
2. Time and resource limitations
3. Difficulty finding a suitable partner



Discover Circular Solution Providers

For circularity solution providers check out the CO Brand Leaders Summit 22 Hub. You'll discover manufacturers, yarn and fabric suppliers as well as service providers, all with one aim: to make going circular easy.

[Visit the Hub](#)

COMMON OBJECTIVE

Let's build a better fashion industry.

info@commonobjective.co

www.commonobjective.co