

# Re-design led circular business models: Evidences from Re:textile project

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Scientific lead: Re:textile

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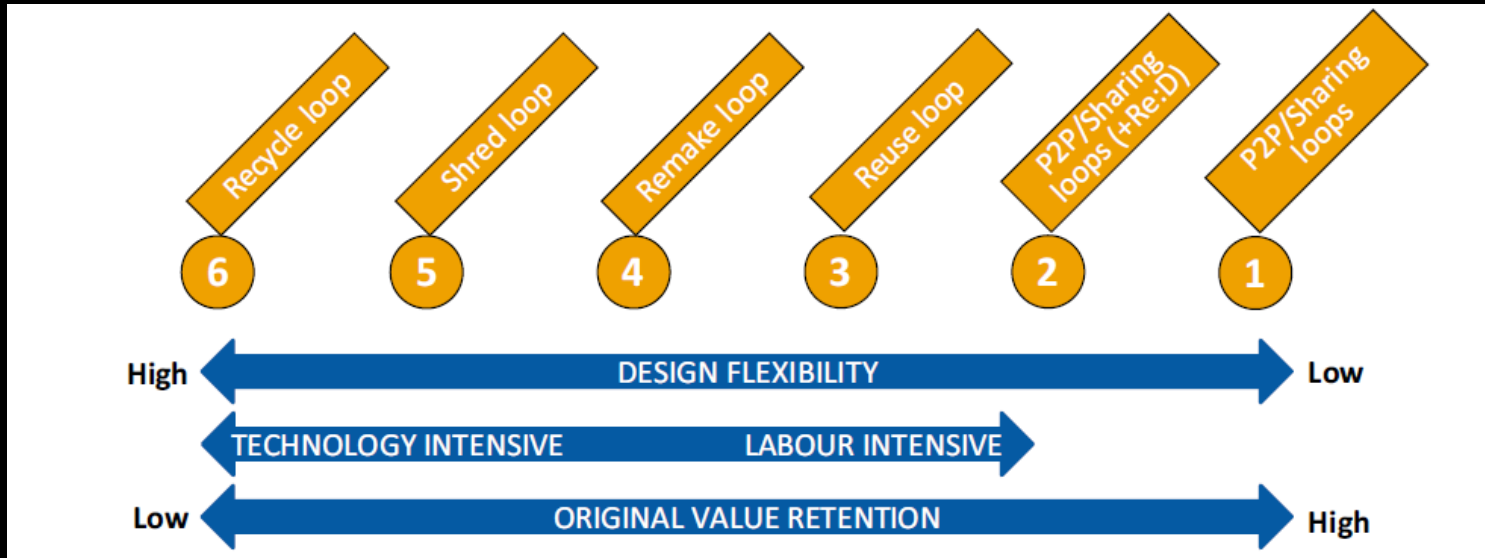
# RE:TEXTILE – Objectives

Develop new garments to last long through design-led innovations, and thus create new business areas and services that extend the life of the garment and create economic growth.

Develop new design principles, business models, and production systems that enable circular flows in the textile industry.

The logo for 're:textile' is centered within a thick orange rectangular border. The text 're:textile' is written in a lowercase, sans-serif font, with 're:' in orange and 'textile' in white.

# Re:Manufacturing (incl. Redesign)

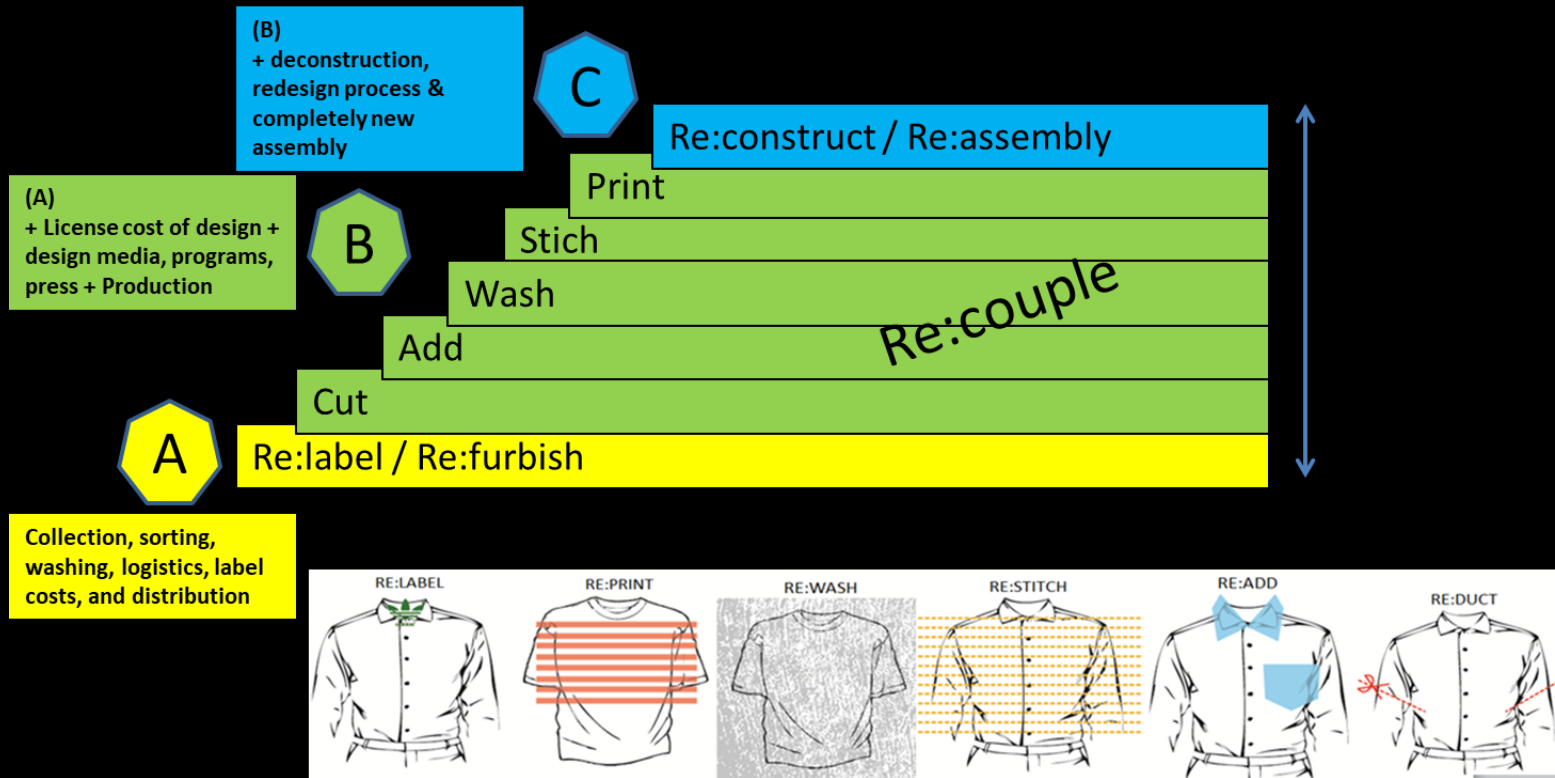


- Extended product use life
- Improved resource and energy efficiencies
- Lower eco-costs

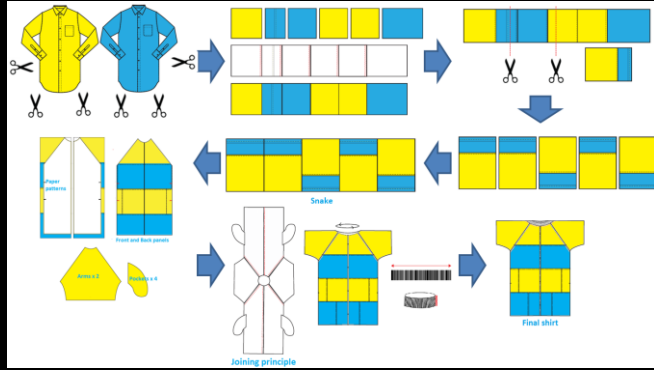


- Provides a new look, aesthetics and customer value through fashion upgrade

# 3 Redesign strategies



## Full reconstruction

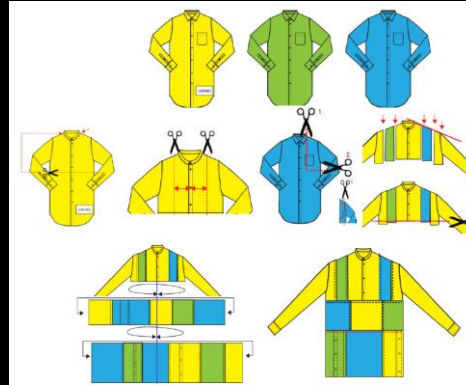


“Sewn from scratch”

**Full-disassembly/Full-Reassembly**

e.g. Narrow Shirt

## Semi recoupling



“Cut, add and put-together”

**Semi-disassembly/Semi-Reassembly**

e.g. Long Shirt

## Minor refurbishing



“Minor-value adding”

**No-disassembly/ Minor value adding**

e.g. Patched Denim Jacket

# Experiment 1 X Semi recoupling

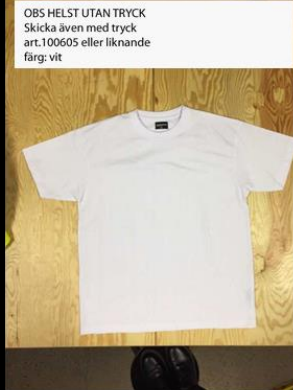


Photo: Cheap Monday

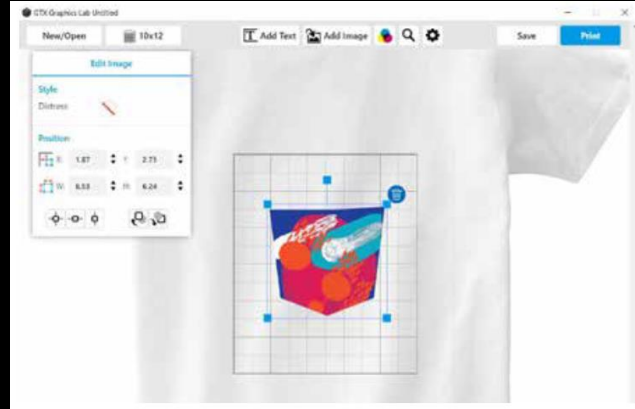
# Experiment 2 X **LINDEX**

## Full reconstruction



Photo: Lindex

# Experiment 3 X **MONKI** Minor refurbishing

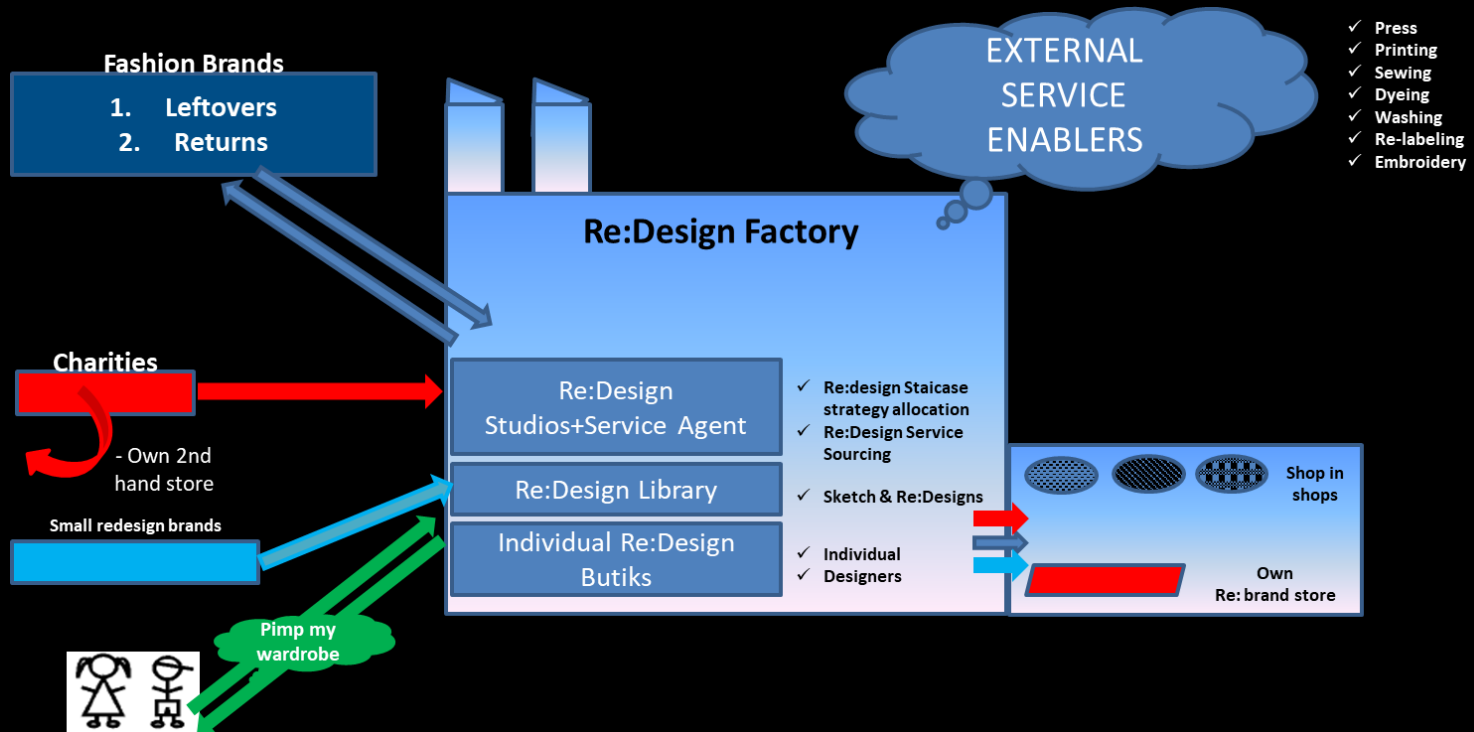


**Monki Re:Love (redesign as PSS)**

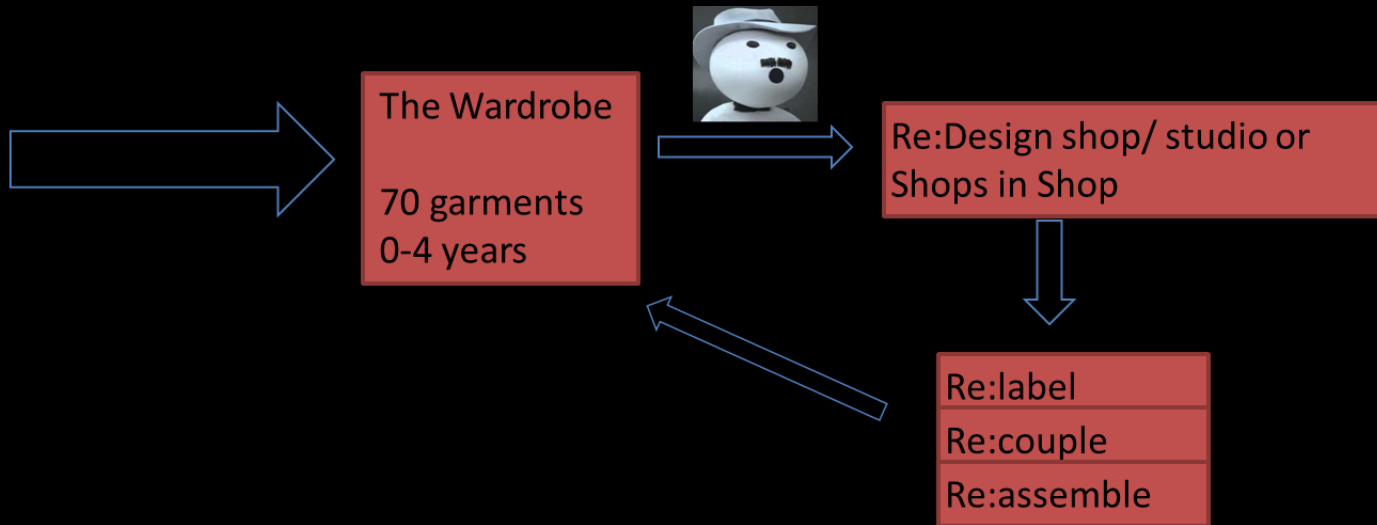
Photo: Monki



# Distributed remanufacturing business models in local networks



# Re:design based Product-Service Systems (PSS)



## Need a combination of

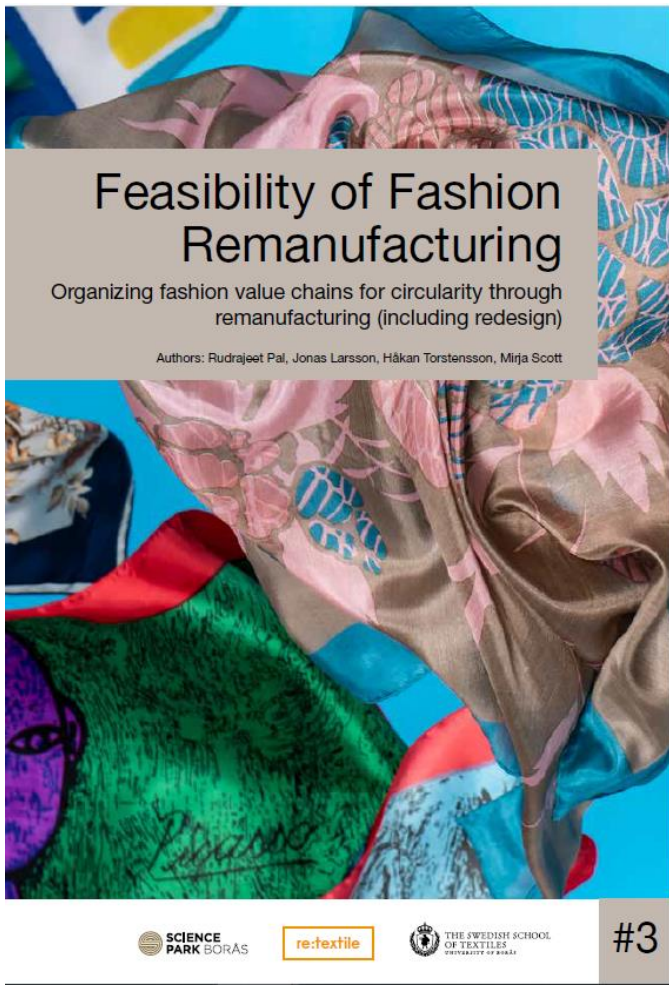
- New technologies
- Advanced management
- Better understanding of social systems

# ReDesign Factory in Borås



- ❖ Place to showcase prototypes
- ❖ Place for meetings, knowledge sharing and fashion co-creation
- ❖ Mini-maker space provides new business innovation opportunities and models
- ❖ Service innovation





# Feasibility of Fashion Remanufacturing

Organizing fashion value chains for circularity through remanufacturing (including redesign)

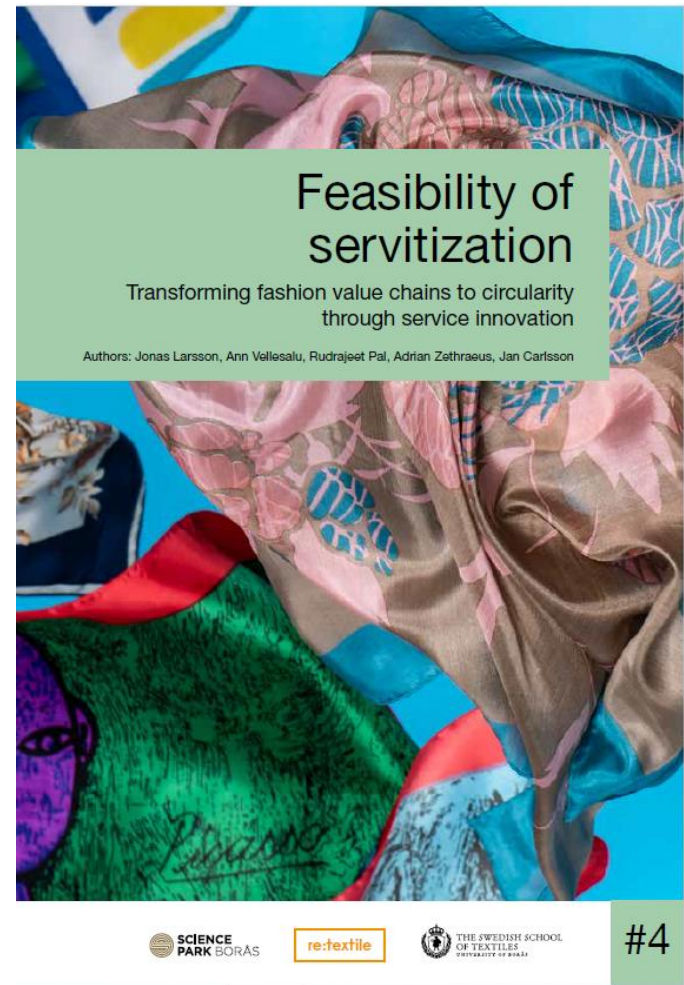
Authors: Rudrajeet Pal, Jonas Larsson, Håkan Torstensson, Mirja Scott



#3

**Link:**

[https://issuu.com/hogskolaniboras/docs/rapport\\_remanufacturing](https://issuu.com/hogskolaniboras/docs/rapport_remanufacturing)



# Feasibility of servitization

Transforming fashion value chains to circularity through service innovation

Authors: Jonas Larsson, Ann Vellesalu, Rudrajeet Pal, Adrian Zethraeus, Jan Carlsson



#4

**Link:**

[https://issuu.com/hogskolaniboras/docs/rapport\\_servitization](https://issuu.com/hogskolaniboras/docs/rapport_servitization)