



**FAWCO  
23RD MARCH 2019**

***Worn with Love.  
Destined for landfill.....?***

**Lynn Wilson, FRSA  
Founder and Creative Director  
Circular Economy Wardrobe**

**Twitter: @LynnIWilson**



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ECONOMY WARDROBE**

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0. Circular Economy Context

1: Take Action! Make it **personal** (micro)

2: **Community** action. (meso).

3: **Global** action. Citizens required!(macro)



# RSA

21st century enlightenment



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University  
of Glasgow

Adam Smith  
Business School

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**Architecture &  
Design Scotland**

Ailtearachd is Dealbhadh na h-Alba



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# Zero Waste and Circular Economy Background

← 2012 - 2017 →

2017 → current



ESRC - PhD





*‘A circular economy is restorative and regenerative by design and aims to keep products, components and materials at their highest utility and value at all times.’*

*Dame Ellen MacArthur*

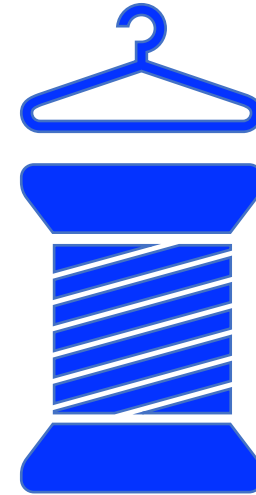
Make



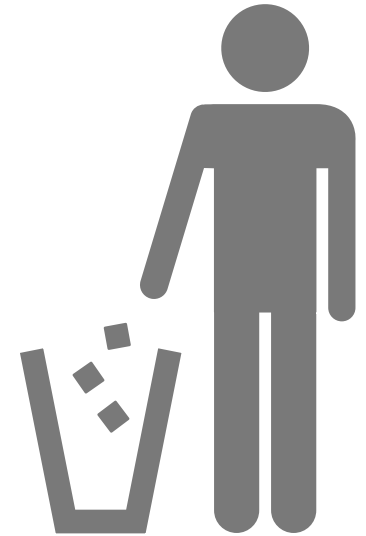
Consume



Care



Dispose



*Destined for landfill.....?*

# Who cares?

£140 million worth (300,000 tonnes)

**Buying more:** 200,000 tonnes

**Landfilling less:** 50,000 tonnes

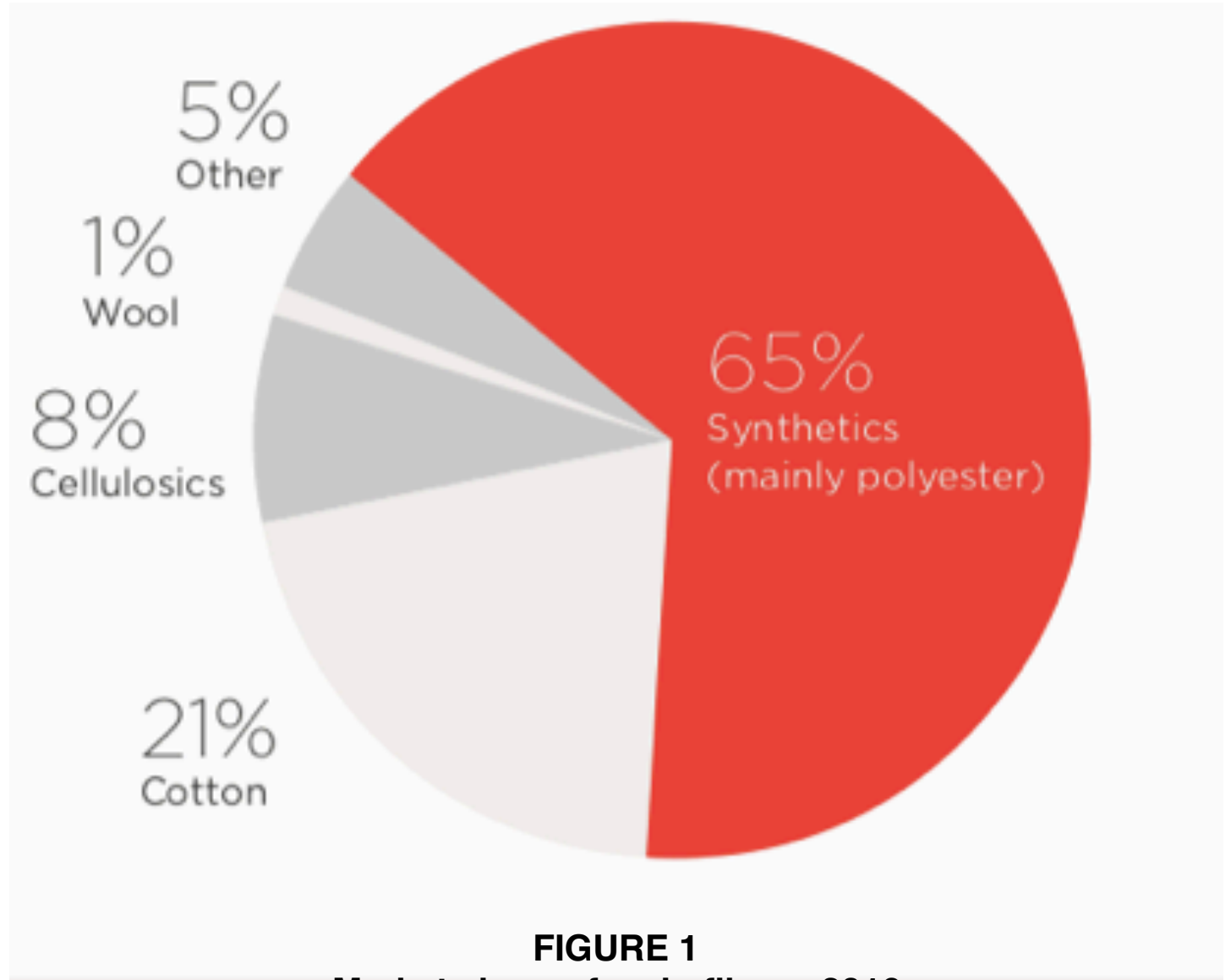


[http://www.wrap.org.uk/sites/files/wrap/Fibre\\_to\\_Fibre\\_report.pdf](http://www.wrap.org.uk/sites/files/wrap/Fibre_to_Fibre_report.pdf)





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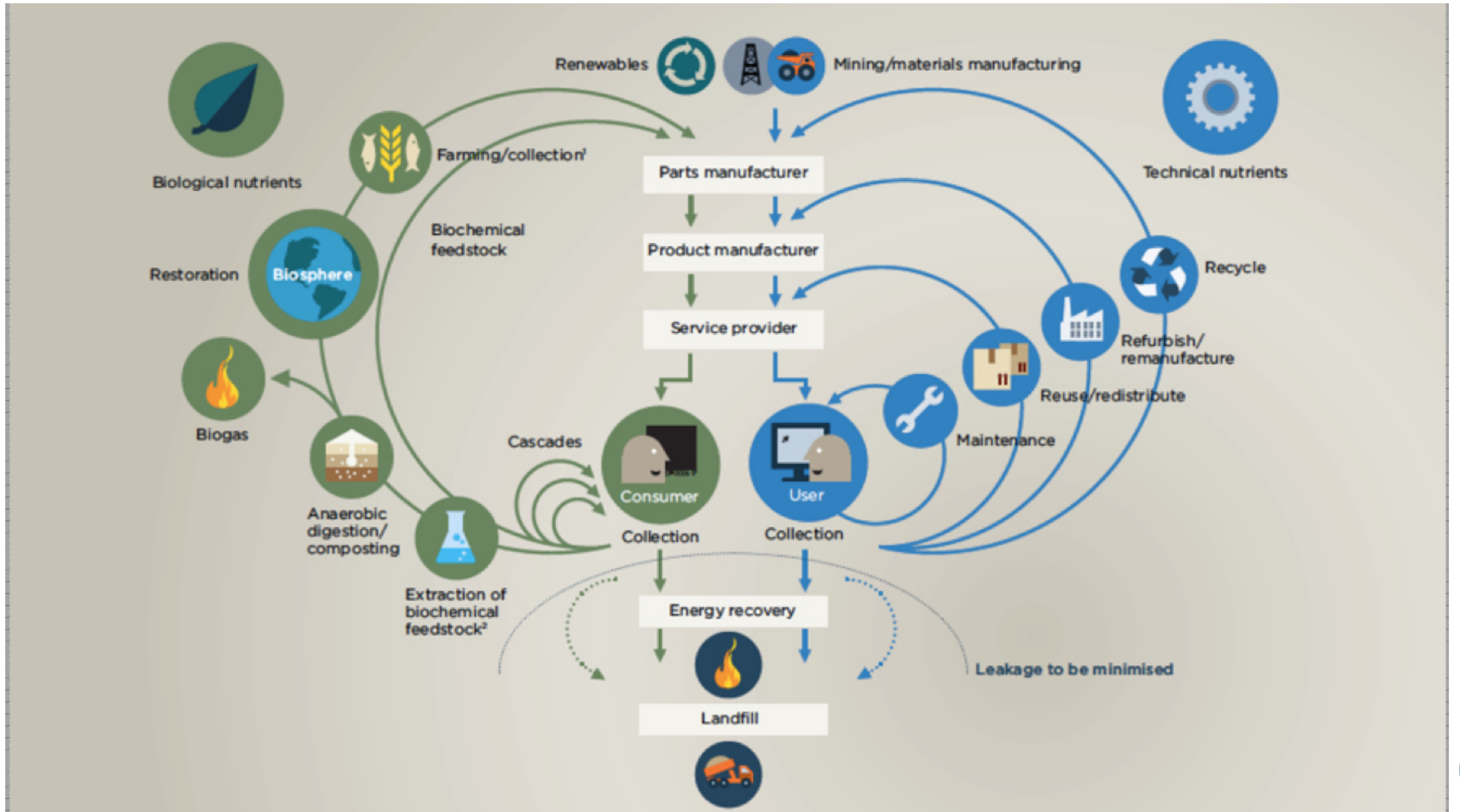
**FIGURE 1**

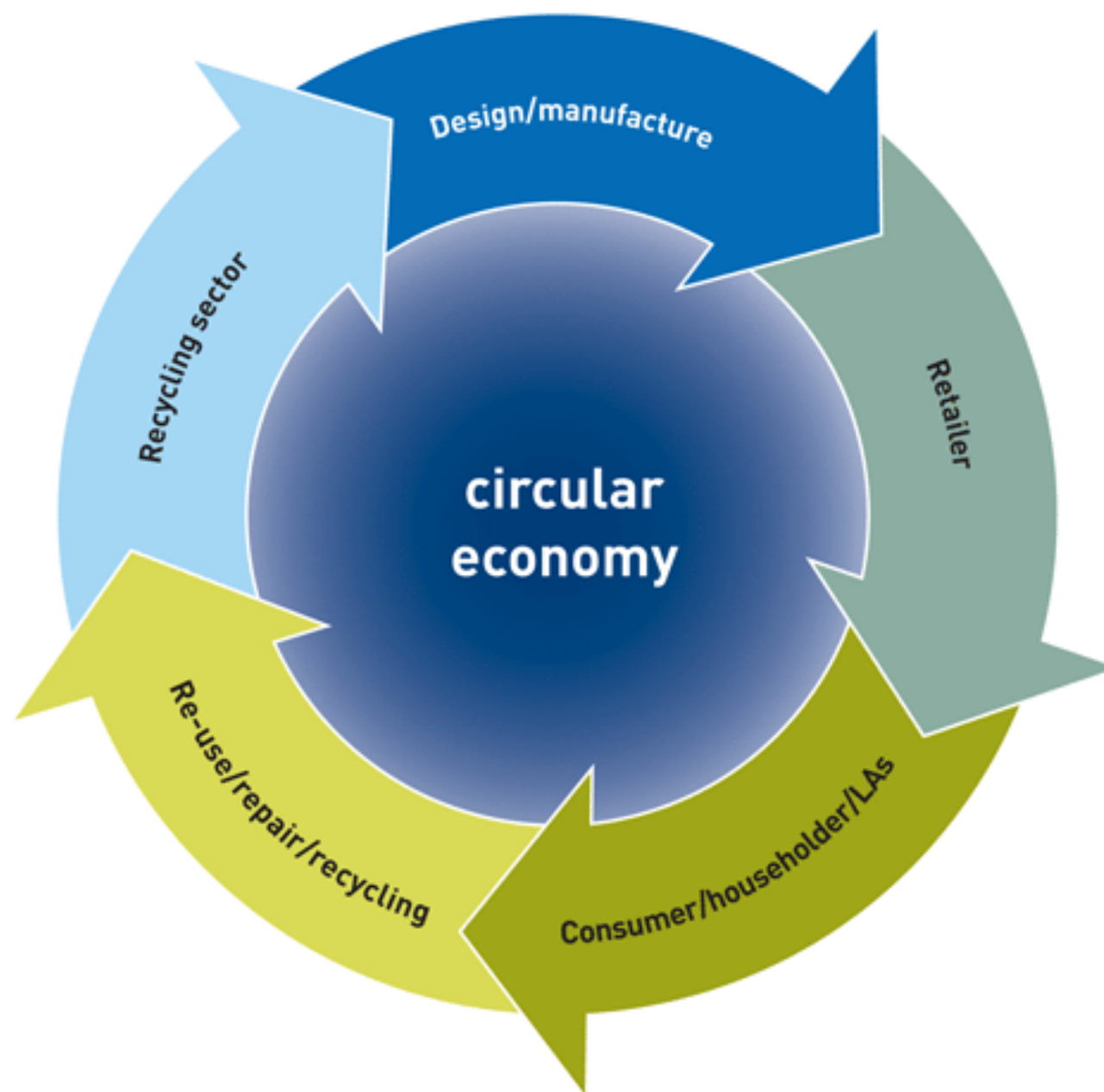
**Market share of main fibres, 2016**

<https://www.commonobjective.co/uploads/resources/articles/15-What-are-our-clothes-made-from-983.pdf>





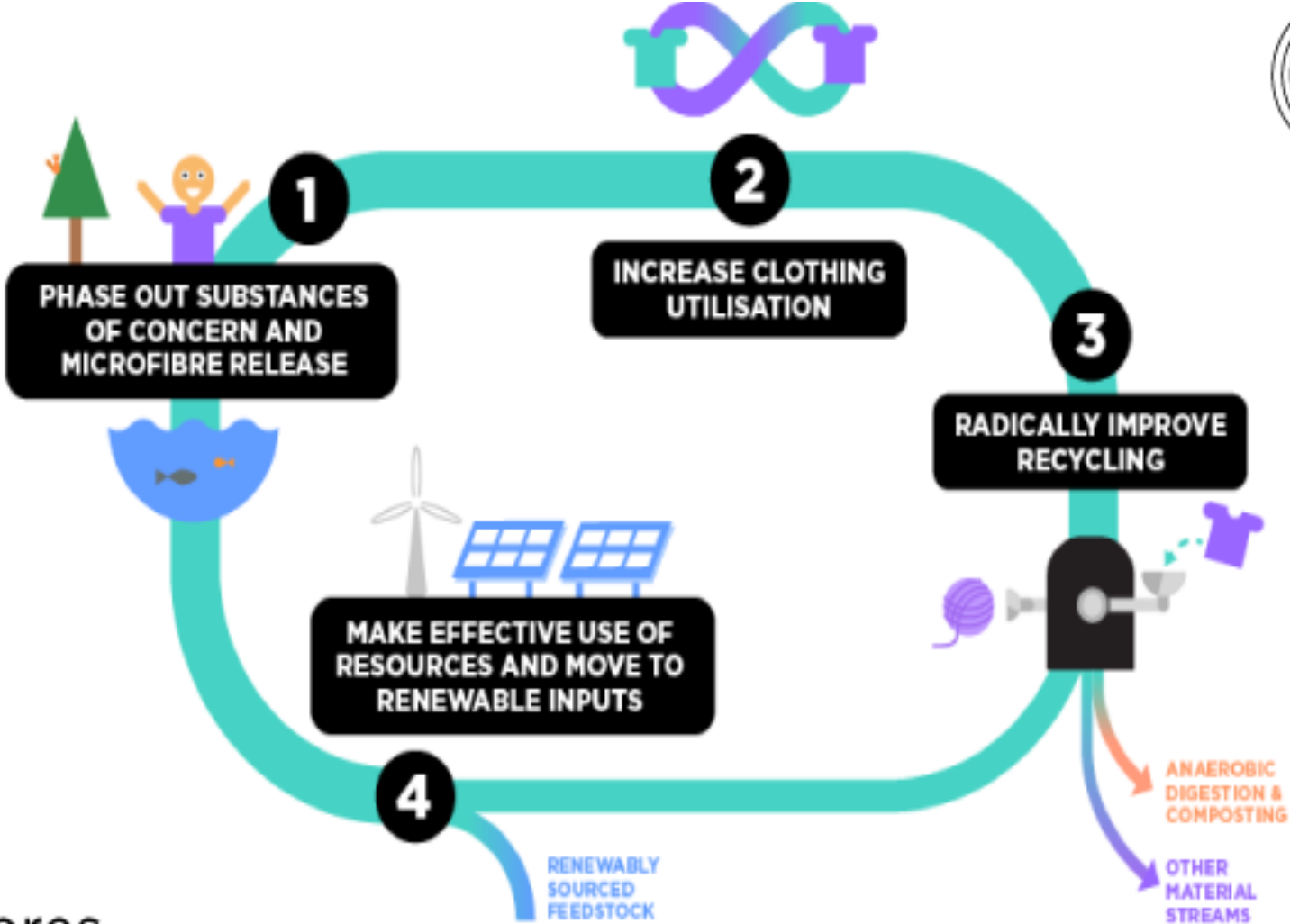




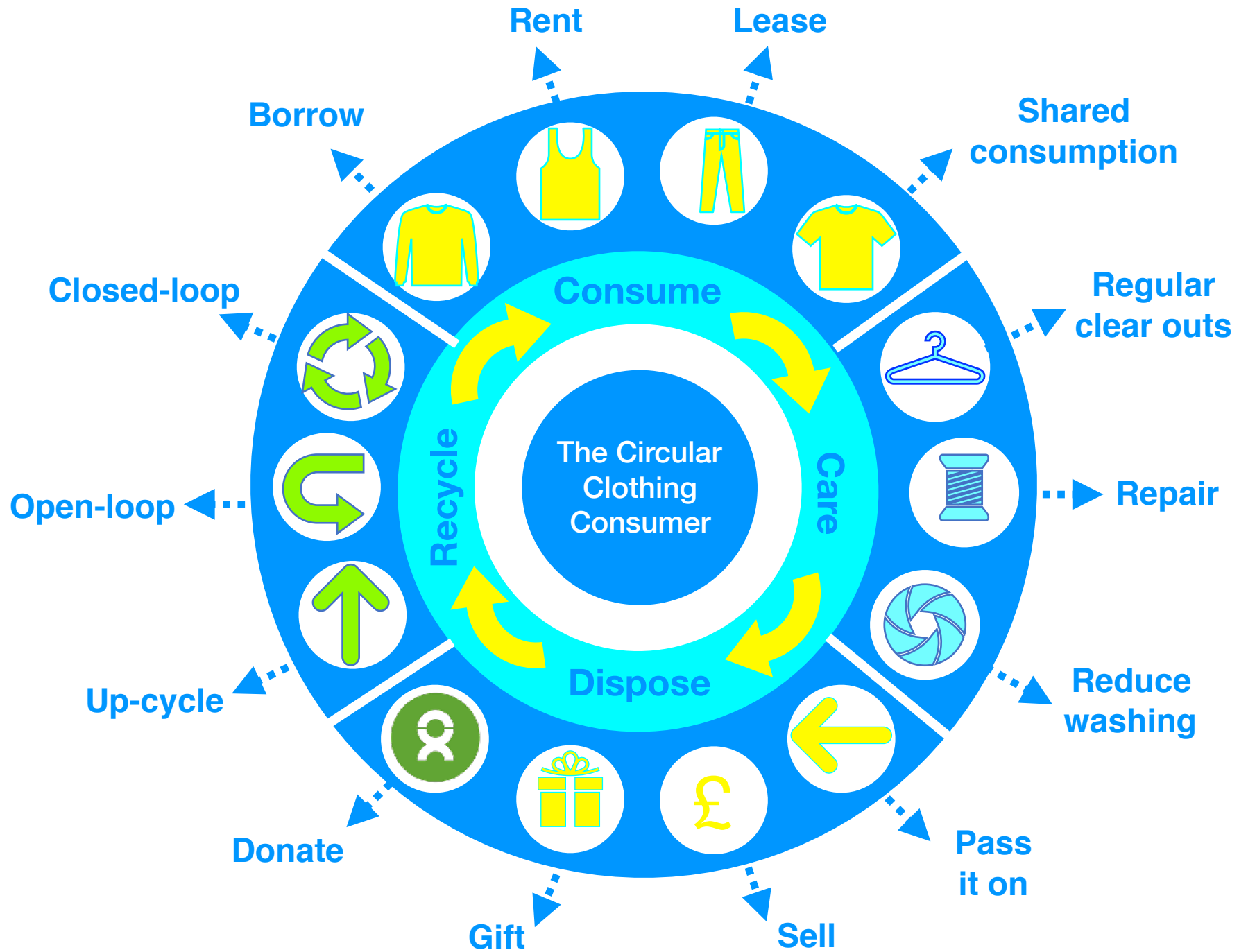
Source WRAP (<http://www.wrap.org.uk>)



# Circular Economy Clothing Strategies



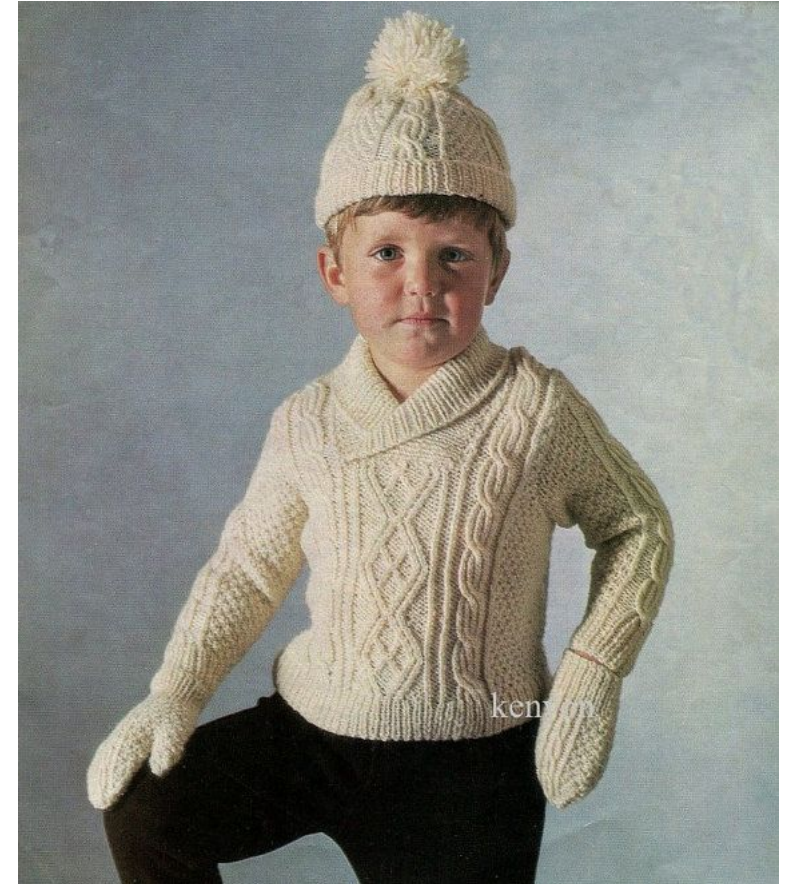
[tiny.cc/fibres](https://tiny.cc/fibres)



## Section 1

*Take action!  
Make it  
personal.X*

# Traditional craft skills



*Using fewer raw materials to close the loop and help eliminate waste*



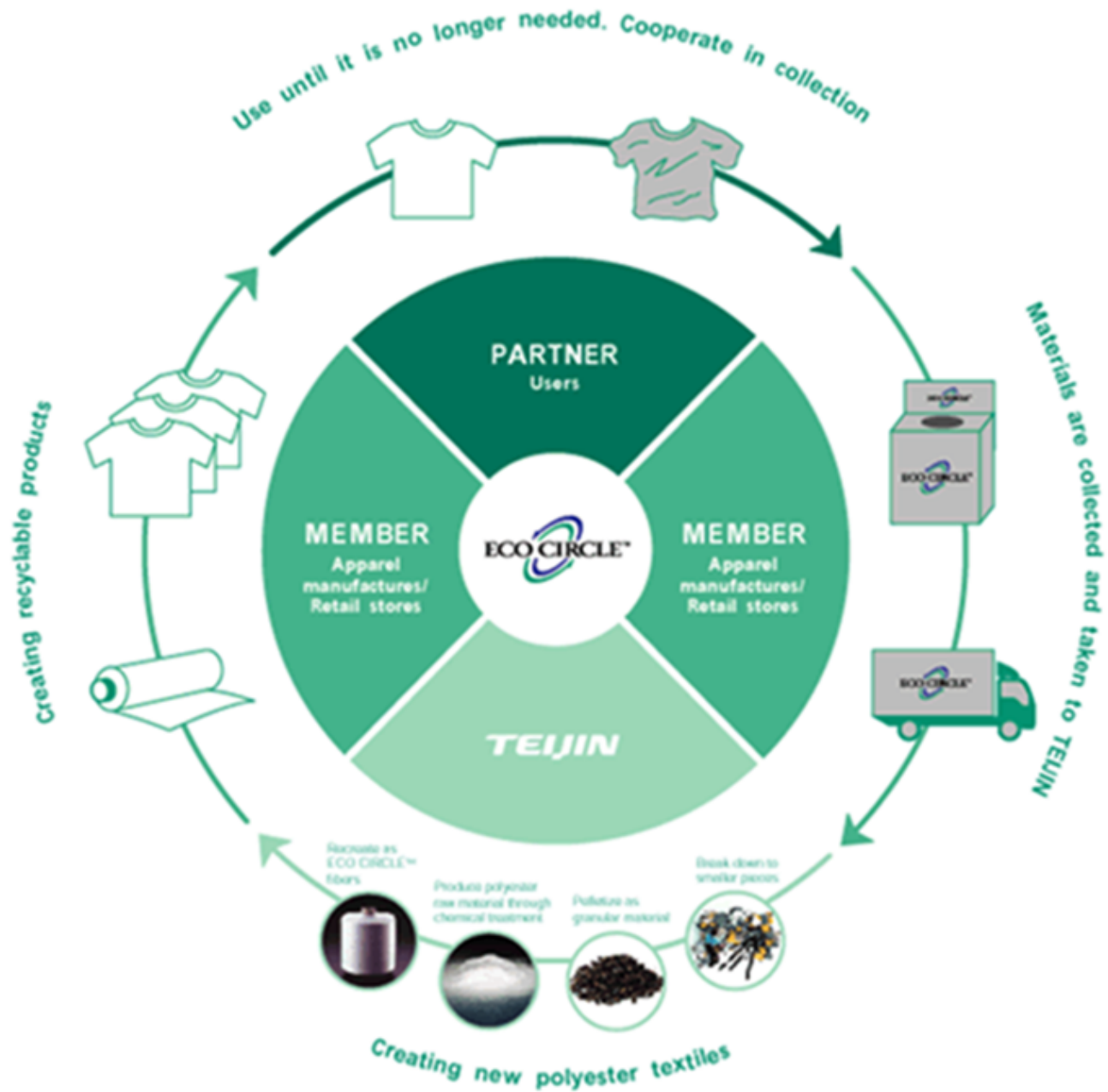


*“The purpose of where I start is the idea of use.  
It’s not recycling, it’s reuse.”*

Issey Miyake



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# Packaging recycling and closed loop

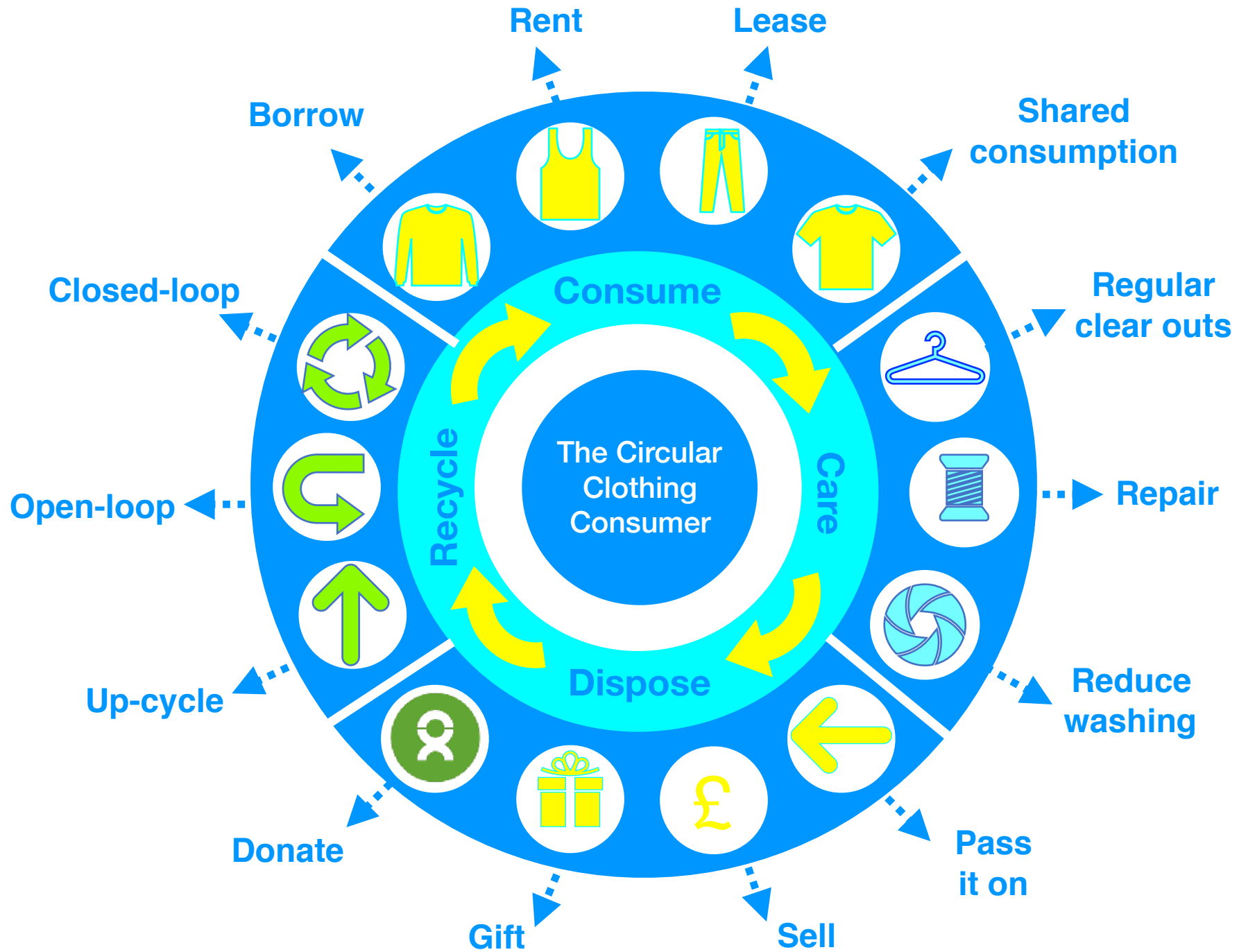


<https://www.terracycle.ca/en-CA/brigades/loccitane>

# Bea Johnson - Capsule Wardrobe



<https://zerowastehome.com>



# 1. Make it personal (micro)

**Question:** As individual consumers what can we do to aid the shift to a circular economy?

**Task:** Select one of the categories from the circle and explore with the person(s) sitting next to you what you can do in your every day consumption to accelerate the shift to the circular economy.





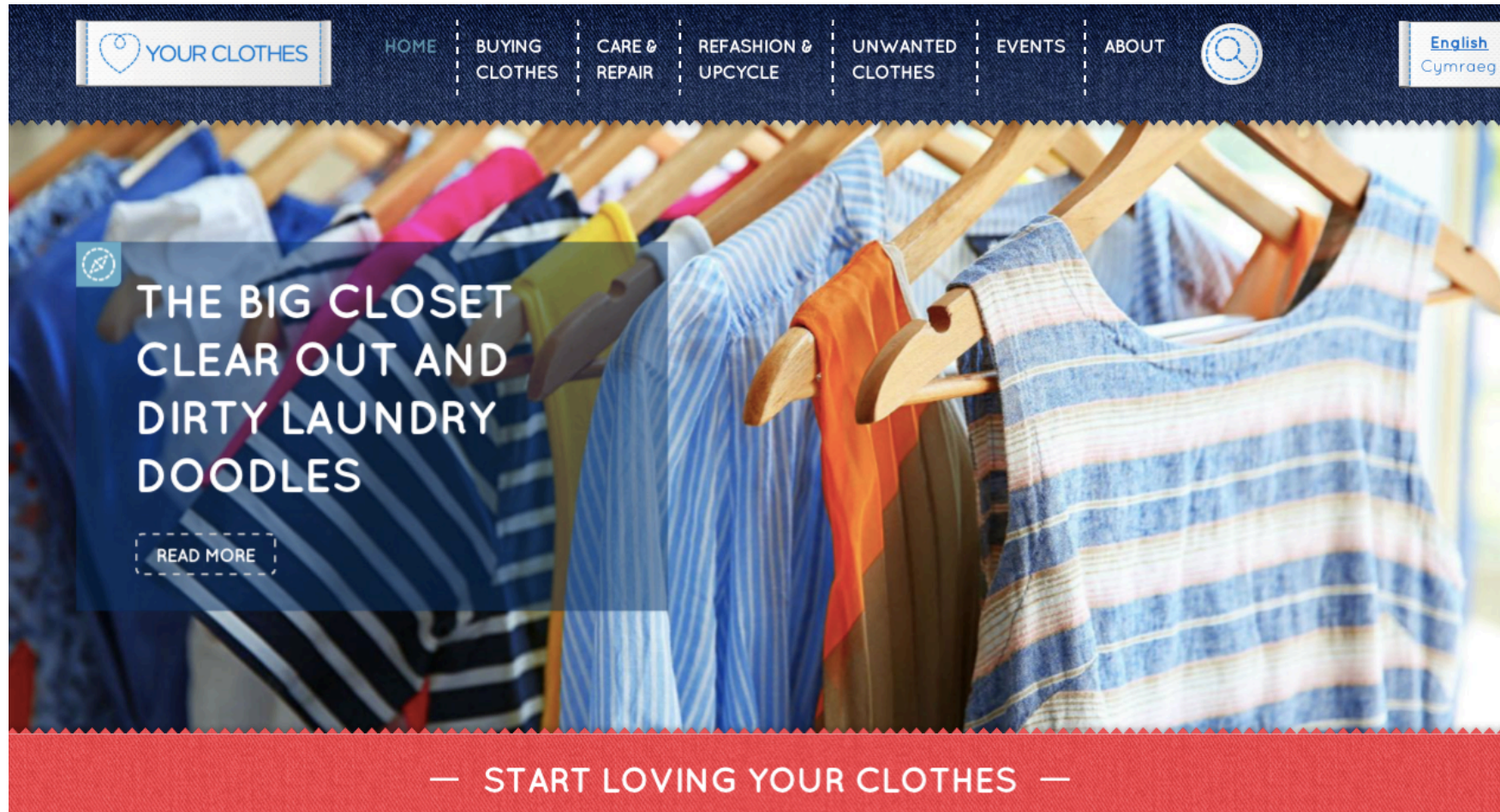
2. Community  
Action!(Meso)





Photograph: Jeff J Mitchell/Getty Images

<http://www.loveyourclothes.org.uk>





IT'S TIME  
FOR A  
**FASHION  
REVOLUTION**

**FASHION REVOLUTION WEEK**

22-28<sup>th</sup> April 2019

**If we are proud of our  
life, proud of our scars,  
then mending [our  
clothing] is the physical  
externalisation of that.**

– ORSOLA DE CASTRO –



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# Care



# Fashion rental



“

It's made my life *easier*. I find something I love online. I order it, I wear it, I send it back. It's a no-brainer.

— TANYA, 29



“

I love trying the latest *trends* from designers without the commitment (or the buyer's remorse.) It's a win-win.

— MARCIA, 32



“

It's *saved* me so much money in dry cleaning. I use it for 85% of all my work clothes. It's the best money I've every spent!

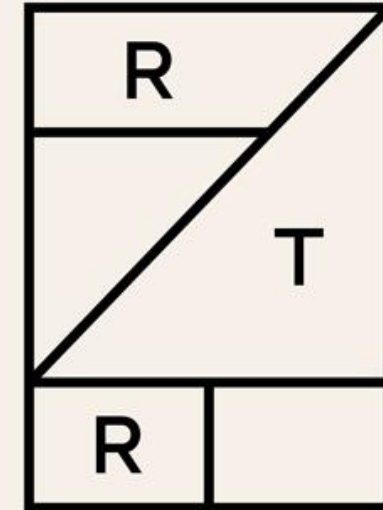
— BETH, 25



“

I always have something to wear that makes me feel *confident* in my own skin.

— KRISTEN, 36



<https://www.renttherunway.com>

# Jeans leasing



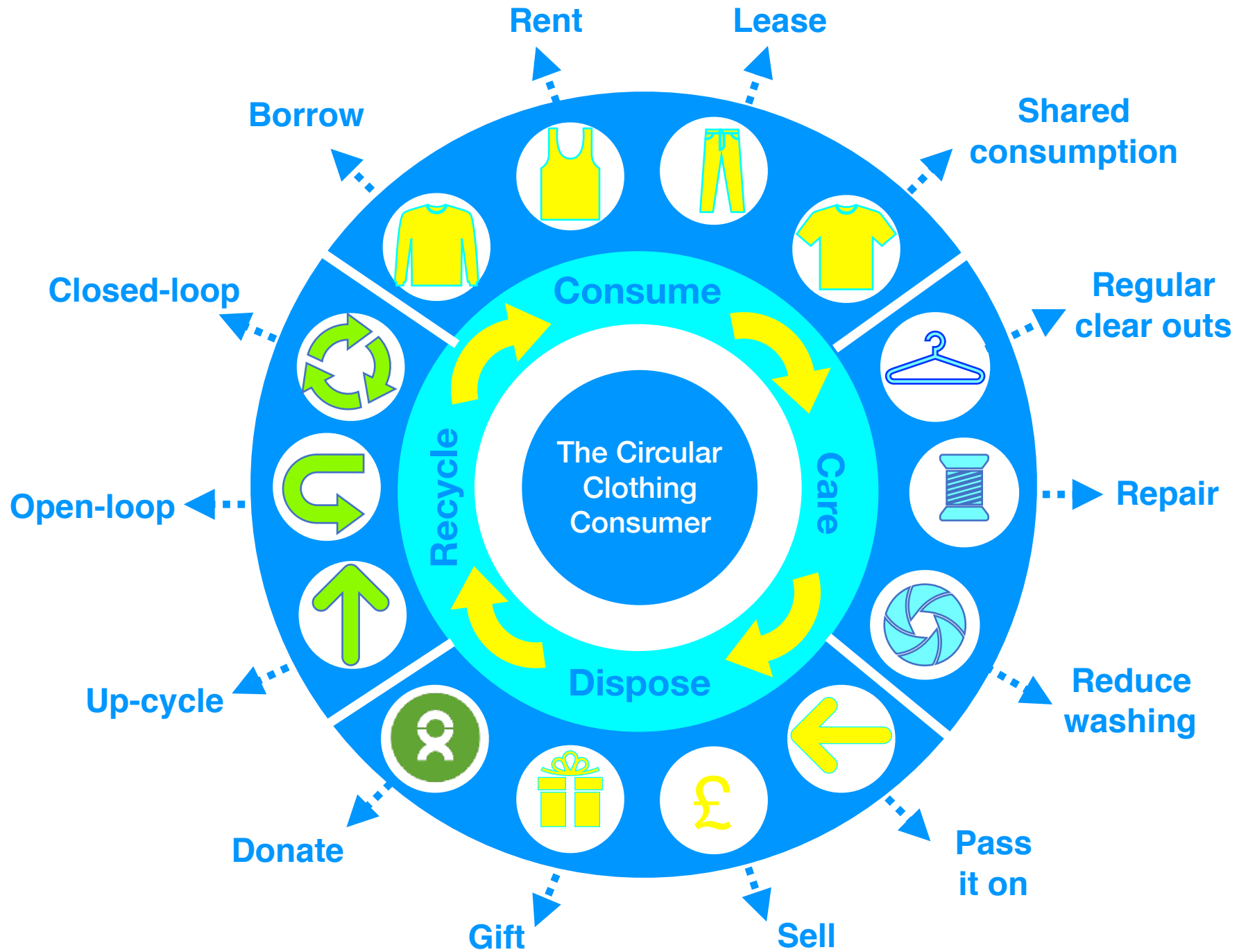
*€7.50 / month for 12 months and a €20.00 sign-up fee*

<https://mudjeans.eu>

Vigga ™



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## Community Action! (meso)

*“Communities of practice are groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.” (Wenger, 2007).*

**Question:** How can we work together to reduce clothing being landfilled and make our clothing systems more circular?

**Task:** Select an area on the wheel and discuss with the person(s) beside you who you consider your community to be. How can you work together to strengthen the commitment to a circular clothing system that is fair and works for everyone?



**Global Action  
Citizens required!**







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PROFILE: CHURCHILL FELLOW  
CREATES EDUCATIONAL  
RESOURCE ON CIRCULAR  
ECONOMIES[What we do](#)[Who we are](#)[News and events](#)[Blog](#)[Partners](#)[Support us](#)[Sign up](#)[Contact](#)

## Profile: Churchill Fellow creates educational resource on circular economies

Published: 22 Nov 2017

Author: [Lynn Wilson](#)

How to recycle thousands of tonnes of waste textiles each year is the subject of a new educational resource created by Churchill Fellow Lynn Wilson.



It is estimated that 350,000 tonnes of used textiles are sent to landfill in the UK every year<sup>1</sup>. This could be reduced by introducing 'circular economy' ideas, in which resources are kept in use for as long as possible, regenerating and repurposing them after their original use has expired. In 2015 Lynn travelled to Japan to research circular economy textile technology, heritage and design practices.

Using the knowledge she gained during her Fellowship, Lynn has created '[Circular Economy Wardrobe](#)', a publication to help people apply the circular economy to the fashion industry, challenging ideas about fashion, design and consumption.

*"I have not always understood the negative impact of my own passion for fashion consumption, although I make, buy well and love a designer charity shop find. I am the consumer I am trying to change."* – Lynn Wilson

"Circular Economy Wardrobe" will be launched at the National Museum of Scotland on Thursday 23<sup>rd</sup> November. It was produced with support from the [British Council](#).

[Download "Circular Economy Wardrobe"](#)

[Read Lynn's Fellowship report](#)

*Pictured: kimono exam at Tokyo Fashion Institute, taken during Lynn's Fellowship*

1. ["Valuing our clothes: the cost of UK fashion", WRAP, July 2017](#)

SHARE     

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<https://www.wcmt.org.uk/fellows/reports/exploring-circular-economy-textile-models-japan>

<http://www.circulareconomywardrobe.co.uk>





# SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



# Transparency in the supply chain



*Our Factories  
Every factory has a  
story. We seek the best  
from around the world  
to make our products.*

[#KnowYourFactories](#)



# Industry standards



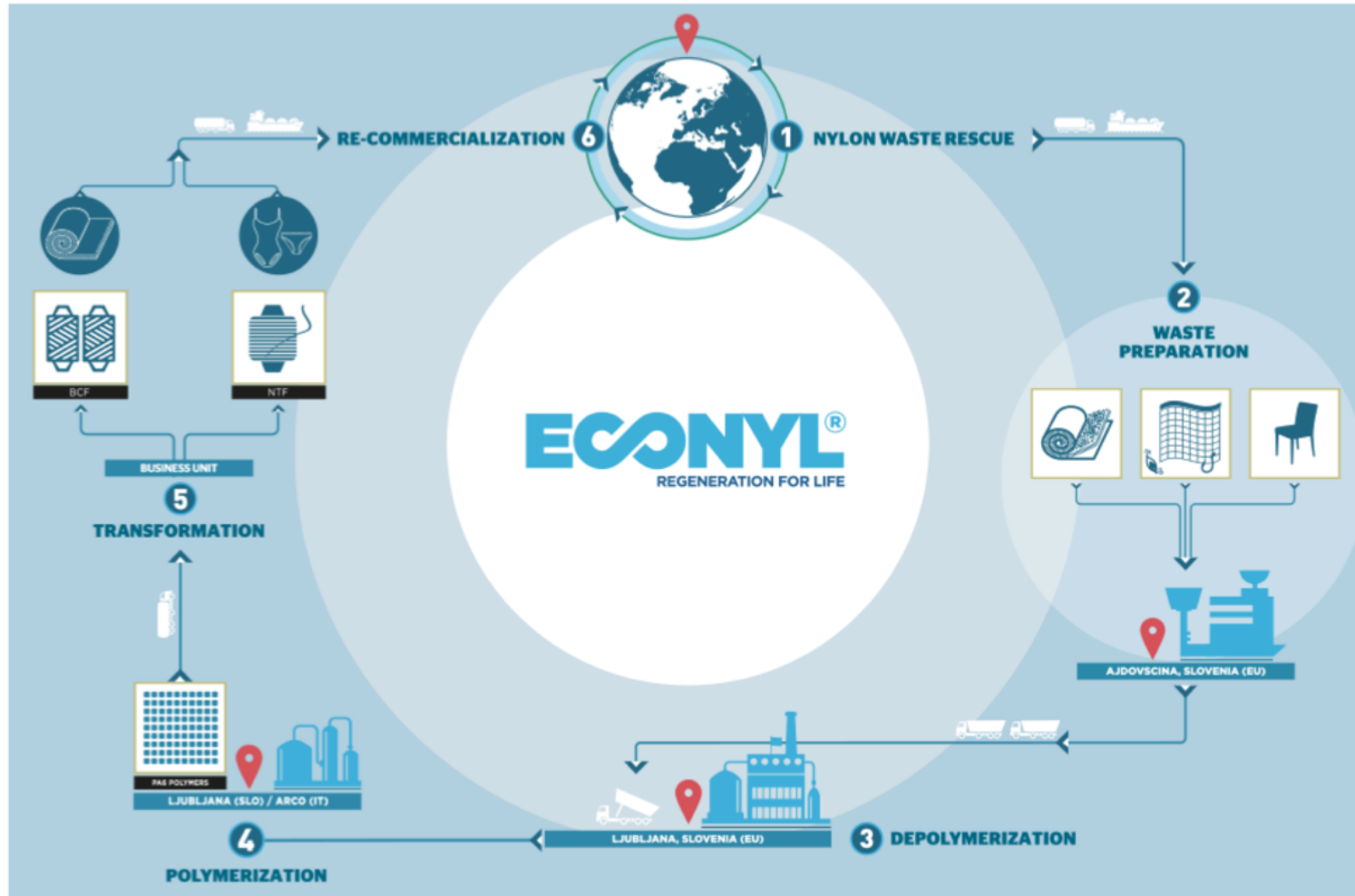
<https://bettercotton.org>

<http://www.global-standard.org>



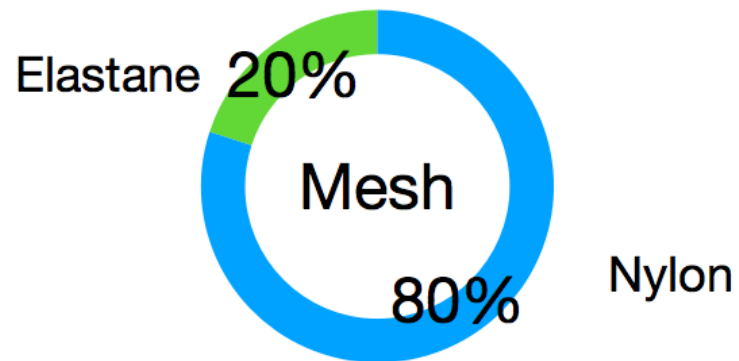
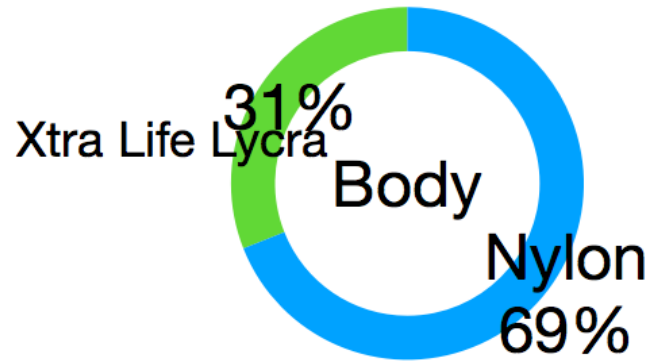
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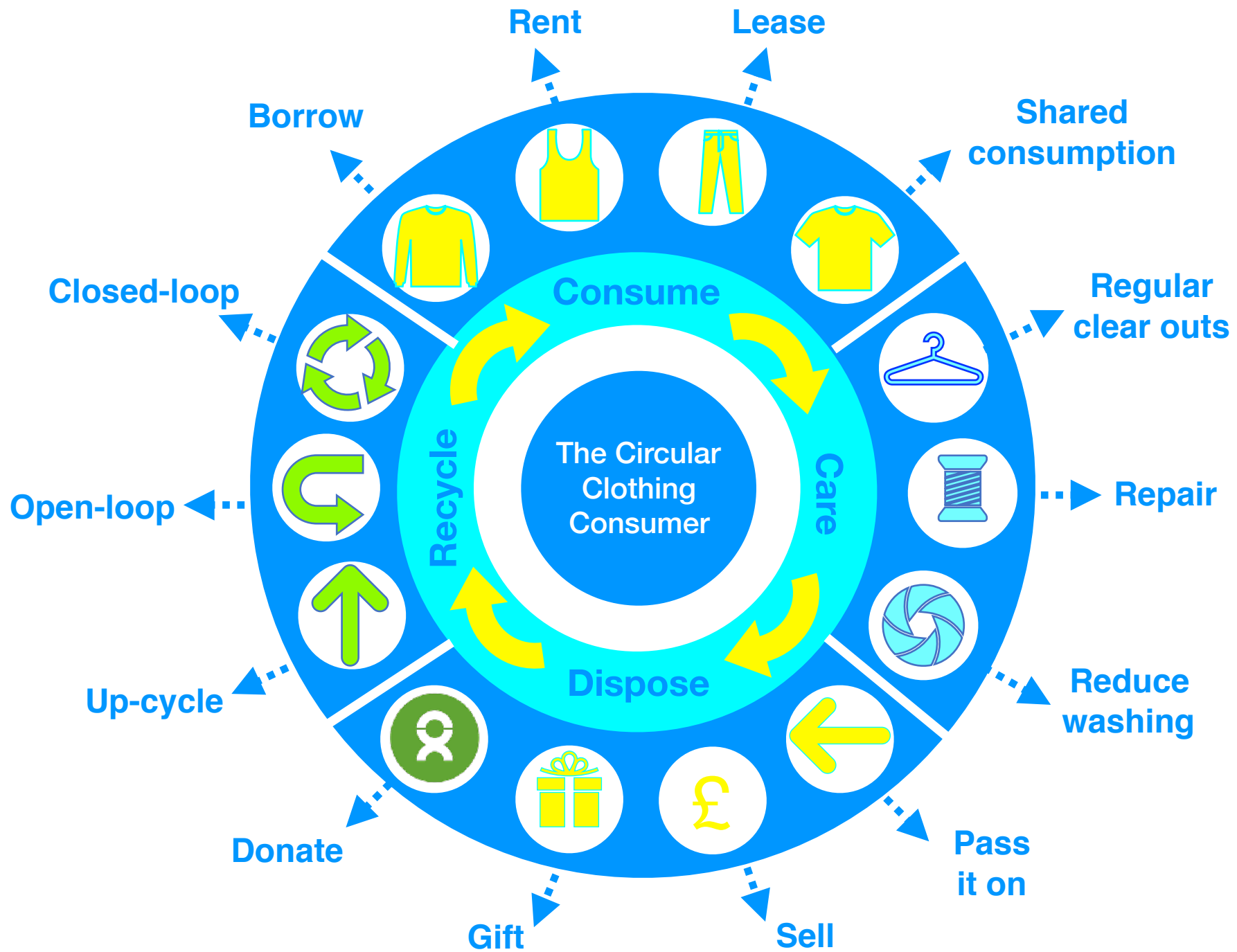
# Recycled fibres



# Lululemon leggings case study

Example of Lululemon leggings textile construction. The nylon possibly is or could be replaced with Econyl® which is the same Nylon 6 as these leggings are constructed off.







# Global Action (macro)

*“Speak truth to power” anon.*

**Question:** FAWCO works closely with the UN Sustainable Development Goals how can then help create a circular fashion industry at a global level?

**Task:** Discuss with the person(s) beside you where you would like to see change or know more about change in the clothing industry at a policy level. Choose a section of the wheel to discuss.



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*Thank you for participating!*  
*Love, Lynn*  
*@LynnIWilson*

<http://www.circulareconomywardrobe.co.uk>