

WORK THROUGH THIS LIST AND TICK OFF AS MANY AS YOU CAN.

01 DESIGN FASHION PRODUCTS TO BE USED MORE

Create business models that keep products in use at their highest value.

- Ensure garments' construction and components are durable, and can resist damage and wear, e.g. able to last a set number of home laundries.
- Offer circular business models that deliver durability and the ability to repair the products, e.g. repair and resale models.
- Empower users with the knowledge, tools, and services to maintain the physical and emotional appeal of their products.
- Create services that give access to replacement parts, repair guidelines, and care instructions.
- Use personalisation, craftsmanship, and storytelling to increase the emotional connection between people and their products.
- Explore product enhancement or replacement with virtual alternatives, e.g. digital collections.

Find out more about [our vision of a circular economy for fashion](#) on the Ellen MacArthur Foundation's website.

For an example of putting circular design into practice, read more about The [Jeans Redesign](#) project and guidelines, a demonstration project run by the Ellen MacArthur Foundation from 2019 - 2023.

02 DESIGN FASHION PRODUCTS THAT ARE MADE TO BE MADE AGAIN

Employ circular design to ensure that finished items can be remade, recycled, and where relevant (after maximum use and cycling), safely composted.

- Eliminate waste at the design, production, and manufacturing stage, e.g. use offcuts from the studio or factory floor.
- Minimise packaging and ensure it is made from reusable, recyclable, or compostable materials.
- Ensure products and materials are able to be collected, sorted, reused, and safely recycled (after maximum use and cycling), e.g. offering a takeback programme.
- Ensure every component, e.g. threads and trims, can be safely disassembled after use for maximum reuse and recycling.
- Implement opportunities for fashion products to be remade into new garments, e.g. mixing and matching the materials and components from used products into new products.
- Test that materials and components can be composted in practice and at scale.

03 DESIGN FASHION PRODUCTS THAT ARE MADE FROM SAFE AND RECYCLED OR RENEWABLE INPUTS

Ensure the health of people and ecosystems is protected.

- Design and make products with materials free from hazardous substances.
- Ensure production processes and use of products do not discharge hazardous substances into the environment.
- Ensure microfibres which may cause harm are prevented from reaching the environment, either by design or collection.
- Work with partners across the supply chain to instill practices and technologies that make effective use of resources, e.g. optimise the use of water, energy, chemicals, and materials.
- Minimise virgin resources by increasing the use of existing products and materials. Where virgin input is needed, source from renewable and regenerative feedstocks. water, energy, chemicals, and materials.
- Use technologies and employ activities that enable greater transparency and traceability of a product, e.g. digital product passports.