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FROM LINEAR TO CIRCULAR FASHION: IS IT NEW TREND OR NECESSITY?

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We live in turbulent world. Issues such as climate change, unlimited use of natural resources and work forces have initiated concerns within the wider society about the way the fashion industry currently operates. There is a growing awareness that our economy needs to be changed. Actually, on the different levels is discussing the conception of transition to circular economy. This provides careful attitude to all types of resources and changing values of things. These challenges completely attributes to the fashion value chain which include different stages: production (including design); services; marketing; retail; end of use/life (e.g. repairation/transformation/recycling) by creating the new business models in circular economy.

Key words: *linear, circular economy, responsibility, business model.*

INTRODUCTION

Textiles and clothing are a fundamental part of everyday life and an important sector in the global economy. It is hard to imagine living in a world without textiles. Everyone everywhere comes into contact with them nearly all the time. This is especially true of clothing. Clothes provide comfort and protection, and for many represent an important expression of individuality. The fashion industry is also a significant sector in the global economy, providing employment for hundreds of millions around the world.

The European fashion industry a major industry providing employment for nearly 1.7 million people across the EU in approximately 176,000 businesses [4].

In the last 15 years, clothing production has approximately doubled, driven by a growing middle-class population across the globe and increased per capita sales in mature economies. The rise is mainly due to the 'fast fashion' phenomenon, with quicker turnaround of new styles, increased numbers of collections offered per year, and – often – lower prices that consumers have to pay for clothes. Quality of the current textiles is decreasing, thereby not stimulating the sustainable use of clothing. The current system for producing, distributing, and using clothing operates in an almost completely *linear way*. Clothes are mainly produced from non-



renewable resources and are often used for only a short period, after which the materials are largely lost to landfill or incineration. It is estimated that, more than half of the clothes produced are disposed of in under one year. The unequal costs of human labour, environmental impact, and depleting resources fuelled by this rapid turn-around creates precarious conditions for the future of textile and fashion, and the people and corporations directly involved therein.

This linear system puts pressure on resources, pollutes and degrades the natural environment and its ecosystems, and creates significant negative societal impacts at local, regional, and global scales [1].

Issues such as climate change and controversies like the disaster with Rana Plaza in Bangladesh (2013) have initiated concerns within the wider society about the way the fashion industry currently operates. There is a growing awareness that our economy needs to change. We need creative solutions to be able to transition to a new type of system.

That's why University & Research communities have to join forces in exploring, creating, and experimenting with circular fashion to contribute to sustainable development practices.

The way of improving situation in fashion industry is transforming *linear to circular economy*. A circular economy in general view is defined as economy that accommodates resources to flow through man-made and natural systems in renewable ways, creating or retaining value through 'slowed, closed or narrowed loops/ flows', rather than rapidly destructing value through the creation of waste. In other words, as an economy that is restorative and regenerative by design and provides benefits for business, society, and the environment [3]. Inherently, a circular economy avoids the usage of non-renewable or finite resource and preserves renewable resources to regenerate natural systems, whilst designing out waste from the system. For instance, by returning valuable nutrients to the soil to support regeneration, or using renewable energy as opposed to relying on fossil fuels. Circular economy operates according to the **3R-approach**: *reduce, reuse and recycle*. Each addresses several of the resource and system challenges that the textiles system is facing today or might face tomorrow. Reusing and recycling leaves components and materials in circulation and thus contributing to the economy.

PURPOSE

The purpose is to contribute to the transition from current wasteful system to a circular system by combining knowledge of design and science to support the quest to reframe value in fashion.

Value is a really significant in two ways. First of all, a transition to a circular economy is not just a transition of materials or technologies. It is most of all a transition of values. Second, while circularity is a broad concept that can be viewed through different lenses, the way in which things are valued and how value is created and extracted lies at the heart of the transition. Although once value determines price, and not the other way around, and value is no longer purely a financial indicator, other types of



value, such as social-, environmental value can finally be included in the equation.

RESULTS AND DISCUSSION

At Copenhagen Fashion Summit 2019, a new manifesto on circularity for textiles was launched. The manifesto calls on existing and forthcoming EU policymakers to rethink tools to establish a circular fashion system [2, 5].

An improved sustainable performance can help businesses in the sector to remain competitive in a market where consumers are rapidly changing their attitude towards fashion and its negative externalities.

In the current globalised world, Europe cannot compete with emerging economies on cost basis. Only knowledge- and innovation-based industry, derived from higher-value-added or more sustainable products, processes and services, can ensure Europe's leadership on the global market.

The new vision is necessary to encourage sustainability throughout all stages of the fashion value chain from design and production, to services and end-of-life solutions.

These include: 1. new fibre development and materials recycling (Orange Fiber, Ecoalf, re:newcell); 2. design and manufacture of fashion products and accessories using a range of sustainable, recycled and upcycled materials (Elvis & Kresse, VEJA, REDU, Rifò, MUD Jeans, Stanley/Stella); 3. retail customer services including repair and take back (MUD Jeans, Elvis & Kresse), 4. new clothes sharing and reselling business models (The Nu Wardrobe), 5. software systems for on-demand fashion production (Unmade), 6. consumer and industry facing campaign for positive action and education for a more transparent and sustainable fashion system (Fashion Revolution) [3].

Emerging trends within sustainable fashion activities have been identified as follows:

- ✓ Changing consumer attitudes: A shift towards a new values-led consumerism and away from possessions to experiences and sharing, rather than owning. This is particularly evident in the younger generations of Millennial's and Gen Z, who are passionate about social and environmental issues.
- ✓ *Extending clothing lifetimes*: Longer active life is now considered the most effective way of improving the sustainability of clothing (WRAP, 2017) when also accompanied by a reduction in purchase of new items.
- ✓ *Clothes Sharing*: The new 'sharing economy' that has disrupted other sectors (car hire *Uber*, accommodation *Airbnb*) is emerging strongly in fashion, with new business models for reuse, collective use, rental and prolonged life of clothes indicating a growth in the market for pre-owned clothing.



- ✓ *Digital technologies, customization and Fashion on Demand:* Digital technology is enabling new business models based on personalization and customization of clothing and footwear and significantly, demand-led production. It also enables the sharing economy to be extended to fashion via online platforms for rental and reselling.

CONCLUSIONS

The integration of new technologies and new business models into traditional companies is crucial to minimize the environmental impact of the sector. Collection, sorting, reuse, recycling and energy efficiency are important elements of the transition towards a sustainable and circular fashion industry. This transition is dependent on enabling technologies and creativity-based innovation. Circularity must be matched with reduced consumption and consumers educated.

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СКРИПЧЕНКО А., ПАШКЕВИЧ К.

ОТ ЛИНЕЙНОЙ К КРУГОВОЙ МОДЕ: ЭТО НОВЫЙ ТРЕНД ИЛИ НЕОБХОДИМОСТЬ?

Мы живем в турбулентном мире. Такие вопросы, как изменение климата, неограниченное использование природных ресурсов и рабочей силы, вызвали обеспокоенность в обществе в целом по поводу того, как в настоящее время работает индустрия моды. Растет осознание того, что мировая экономика нуждается в изменении. Собственно, на разных уровнях обсуждается концепция перехода к круговой экономике, что обеспечивает бережное отношение ко всем видам ресурсов и изменению ценности вещей. Это полностью относится к цепочке создания добавленной стоимости в индустрии моды, которая включает в себя этапы: производство (включая дизайн); услуги; маркетинг; розничная торговля; конец использования/срок службы (например, ремонт/преобразование/утилизация).

Ключевые слова: линейная, круговая экономика, ответственность, бизнес-модель.