Understanding Circular Fashion Market Landscape



Fashion industry is the second biggest polluter in the world. We are buying more clothes and using them for less time - driven by an insatiable appetite for newness and variety. Fashion industry is not sustainable this way and big brands and retailers have been slow to act. Disruptive start-ups are implementing a wide range of circular models - systems that combine new business approaches with innovative design and technologies that eliminate waste and pollution and drive positive impact. Rent the Runway is the first company to achieve a billion dollar valuation bringing more activity to this sector. We take a look at the companies trying to make a difference.

	Rental	Subscription-Rental	Recommerce
Luxury Market	** YOUR FAVOURITE DRESSES reheart ** Dress Empire Rest a Dress ** Dress Empire Rest a Dress ** ATELIER PRIVÉ	* VINCE. ARMOIRE REBECCA TAYLOR RNTD	The RealReal
Premium Market	* THE FITZ ROY BRESS RESTAL MASSIC * goldie. ARMARIUM	STITCH FIX	EILEEN FISHER
Mid- Market	Filippa K *dresst* ® RENT IT BAE	LE TOTE OH LOOK Y:CLOSET ***********************************	► zalando icebreaker Filippa K
Value Market	FIND RENT WEAR	FROCK BOX EXPRESS Style Trial U0	THE RENEWAL WORKSHOP THREDUP Secondhand Clothes. Firsthand Fun.*

Rental: these companies offer a one- Subscription-Rental: off rental of a garment for a specific companies offer customers to pay a (short) period of time. This model monthly fee for access to a range of appears most attractive to the garments. This model has shown Luxury market, with high potential consistent, strong potential across profit margins.

all market types.

Recommerce: these companies are involved in the recovery and resale of a garment by the original retailer. The Future of Circular Fashion 2019 Report found this business model to be the most financially viable option for each market type.

Canada-based company