

# Circular Business Models:

## Redefining growth for a thriving fashion industry

Media Pack 2021



# Welcome



We are pleased to share with you details of our new study, ***Circular Business Models: Redefining growth for a thriving fashion industry***

In this media pack you will find key information, links and contacts.

You are welcome to share information about the study from **10am GMT** on the **23rd November 2021**.

*All information is under embargo before this time.*

**Please download this document to access the hyperlinks.**

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# Section 1

# Background



# Our vision

In a circular fashion industry, products (apparel, footwear, accessories) are:

- **Used more**
- **Made to be made again**
- **Made from safe and recycled or renewable inputs**



[Read the full vision and definitions here](#)



# Section 2

## The study



# Circular Business Models

In the Foundation's latest study, [\*Circular Business Models: Redefining growth for a thriving fashion industry\*](#), we show how circular business models offer significant potential for greater profits, while cutting the volume of new clothing and accessories produced.

Four examples of circular business models – resale, rental, repair, and remaking – have a current combined market valuation of more than USD 73 billion and have the potential to reach 23% of the market by 2030, unlocking a USD 700 billion opportunity.

However, currently circular business models do not always benefit the environment. The report explores how the fashion industry can seize both the environmental and economic opportunity to unlock the full potential of circular business models.



[Read the study](#)

# Key messages

- **Circular business models have the potential to claim 23% of the global fashion market by 2030, representing a USD 700bn opportunity**
- These models can help the industry shift towards a better growth model where revenue does not rely on production and resource use
- Maximising the positive economic and environmental outcomes means redesigning performance indicators, products, and supply networks to fit circular business models, and scaling a wider range of these models



# The Circular Economy Show

On the **23rd of November** the Foundation will broadcast a fashion focused edition of [The Circular Economy Show](#).

This episode will feature a panel discussion with:

- **Marilyn Martinez**, the Foundation's Business Models Project Manager
- **Justine Porterie**, Global Head of Sustainability at Depop
- **Georgia Parker**, Innovation Manager at Fashion for Good

The Circular Economy Show is broadcast across the Foundation's social channels on every other Tuesday at 15:00 BST (GMT+1)



[Add to your calendar](#)

# Links



[Press Release - Download](#)  
[Press Release - Website](#)



[EMF website link:](#)  
[emf.org/fashion-business-models/overview](https://emf.org/fashion-business-models/overview)

# Section 3

## Contact us



# Key contacts

## Media Team

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# Section 4

# Boilerplates



# Boilerplates

## ABOUT THE FOUNDATION'S FASHION INITIATIVE

The Fashion Initiative was launched by the Ellen MacArthur Foundation as 'Make Fashion Circular' at the Copenhagen Fashion Summit 2017, and brings together leaders from across the fashion industry to work with cities, philanthropists, NGOs, and innovators. Fashion companies that are in the Foundation's Network include: Strategic Partner - H&M Group, Partners - Inditex, Lacoste, Primark, PVH Corp., Ralph Lauren and Zalando, and [members](#). The Foundation's Fashion Initiative is leading international efforts to stop waste and pollution by creating a circular economy for the industry, where products are used more, are made to be made again and are made from safe, recycled or renewable inputs.

**Further information:** [tiny.cc/makefashioncircular](https://tiny.cc/makefashioncircular)

## ABOUT THE ELLEN MACARTHUR FOUNDATION

The Ellen MacArthur Foundation is an international charity, committed to the creation of a circular economy that tackles some of the biggest challenges of our time, such as climate change and biodiversity loss. Driven by design, a circular economy eliminates waste and pollution, keeps products and materials in use, and regenerates natural systems, creating benefits for society, the environment, and the economy.

**Further information:** [ellenmacarthurfoundation.org](https://ellenmacarthurfoundation.org)