

DESIGNED FOR CIRCULARITY

PHASE 1

Designed for Circularity

‘Designed for circularity’ is based on circular fashion’s Circular Design Criteria, adapted in a co-development process with GANNI, in the absence of a industry-wide definitions of what makes a fashion product circular.

It is important to be clear that this is an evolving body of work and as the industry develops so will the criteria.

To encourage transparency, collaboration and debate, it’s important for us the make the criteria openly accessible.

The Circular Design Criteria is divided into three elements:

- 1 – Designed for recyclability
- 2 – Designed with responsible materials
- 3 – Designed for longevity

To make a product circular use the checklists in the following guide.

01 DESIGNED FOR RECYCLABILITY

A Designed for recycling

02 DESIGNED WITH RESPONSIBLE MATERIALS

A Designed with safe chemicals

B Designed with recycled materials

C Designed with renewable materials

03 DESIGNED FOR LONGEVITY

A Designed for durability

B Designed for reparability

C Designed for transformability

DEFINING THE CRITERIA

01 DESIGNED FOR RECYCLABILITY

A Designed for recycling

Designing a product to increase its chance of being **recycled or regenerated** all of its components have to be selected to fit the same recycling cycle.

Recycling cycle = A group of fibre type-specific recycling technologies that process materials/finished products at end of life and regenerate them into high-quality textiles e.g. cotton mechanical recycling.

02 DESIGNED WITH RESPONSIBLE MATERIALS

A Designed with safe chemicals

Designing with materials that take into account the **health of people** across the value chain, especially workers in direct contact with chemicals. Using safe chemicals will also contribute to **less polluted ecosystems**.

B Designed with recycled materials

Designing with materials that have been **recovered or otherwise diverted** from the waste stream, either from the manufacturing process (pre-consumer) or after consumer use (post-consumer).

C Designed with renewable materials

Using sustainably managed materials coming from renewable sources that can be **regenerated over and over without degrading in quality** (e.g. wood pulp).

Or includes using materials considered a byproduct or residue that would otherwise be disposed of.

03 DESIGNED FOR LONGEVITY

A Designed for durability

Making a longer-lasting product that **resists wear & tear** by meeting various technical requirements and rigorous durability testing.

B Designed for repairability

Designing the product to **ease future repair and size alteration** and providing **care and repair instructions** for the customer.

C Designed for transformability

Designing a product that is **transformable in style, function or size**.

THANK YOU!

In case you have questions or doubts don't hesitate to reach out to team@circular.fashion or the GANNI sustainability team at sustainability@ganni.com

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