

ABOUT

The Circular Edit is a J. Crew collection designed with the conscious and forward thinking woman in mind. Inspired by the silhouettes from the 1950s, the collection pulls classic inspiration and reimagines it for the current decade. Created for circularity, the collection epitomizes the cyclical nature of fashion and offers modern women the opportunity to empower themselves through circular, recyclable fashion. Utilizing the guidelines set forth by the Ellen MacArthur Foundation's Jeans Redesign, The Circular Edit features garments that are fully recyclable into new, Circulose material, creating virtually zero waste.

Inspiration was found within the styles of the New Look, pulling from the Bar Coat and Fit and Flare silhouette to the popular cigarette pants, twin sets and dress coats worn by the stylish and informed woman of the decade. Today, these styles are reiterated to fit the new modern woman who prioritizes conscious consumption without sacrificing style.

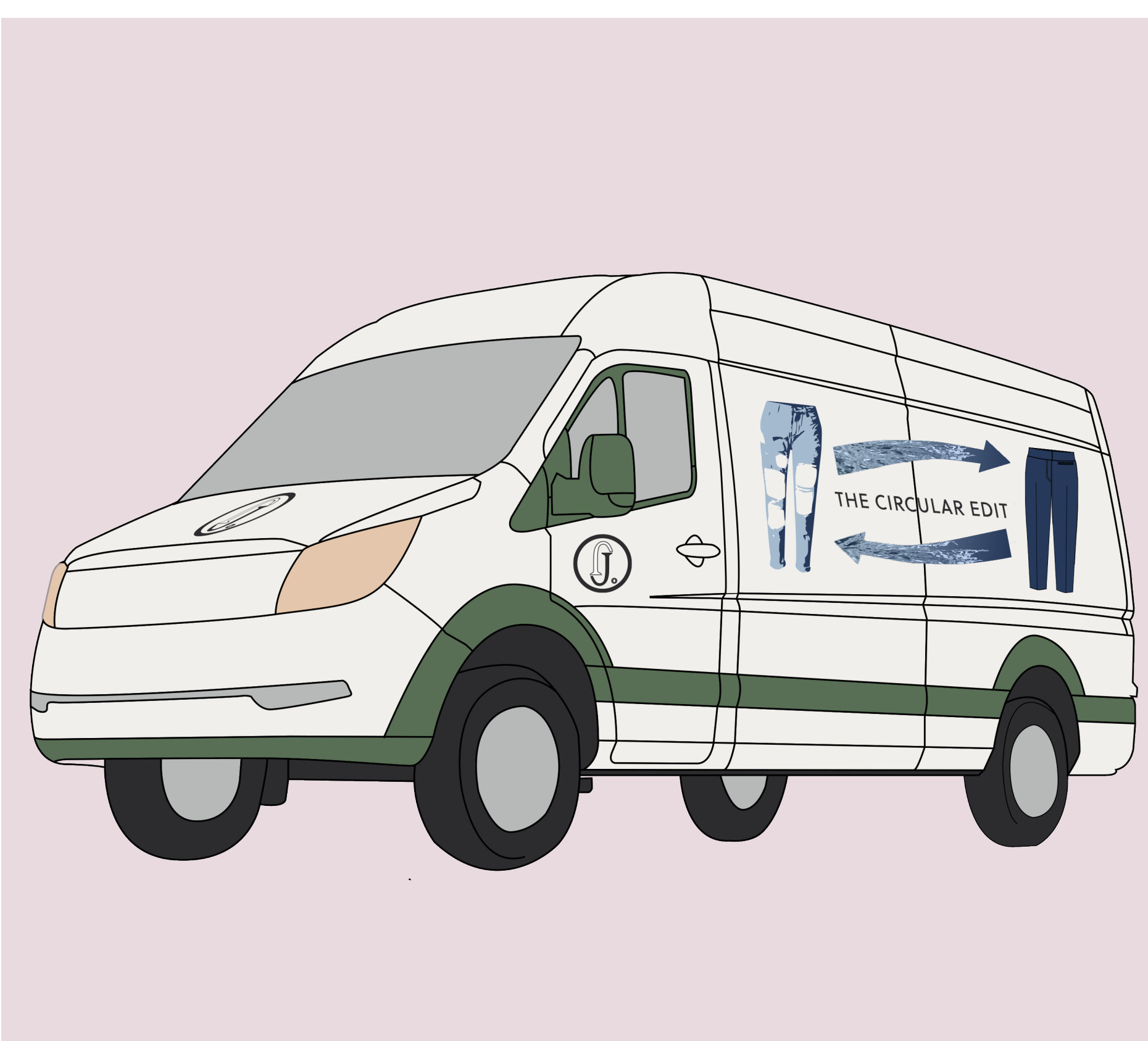
Ellen MacArthur Foundation. (2019, July 16). Make Fashion Circular launches the Jeans Redesign. Ellen MacArthur Foundation.

COMPETITIVE ADVANTAGE

The Circular Edit is unique as it provides consumers the opportunity to recycle their clothes and directly reduce their textile waste while feeling fashionable. Competitors offer information as to their sustainability efforts, and reference sustainable materials, but none currently offer a completely circular product and few show lasting efforts to reduce harm caused by the industry. By utilizing the Jeans Redesign Guidelines, these garments will be able to be completely recycled into new garments, which in turn will rely on little to no virgin resources and materials. As this collection emphasizes longevity, specific styles from the 1950s were selected due to their timeless presence in fashion, particularly within their silhouette. The Circular Edit translates these classic styles into modern iterations, designed for the modern and conscious woman, filling the current gap in the market by offering accessible recycling. Within the retail price, 10% of the profits will be directed towards the Clean Clothes Campaign, which works directly to empower garment workers and increase ethicality in the industry. This collection provides consumers with a transparent and traceable supply chain, and empowers to make a sustainable choice that directly reflects their values.

SWOT ANALYSIS		Strengths	Weaknesses
MADEWELL	<ul style="list-style-type: none"> - Diverse assortment of merchandise providing for many styles and uses - Information regarding recycled materials used - Partnership with Better Cotton Initiative 	<ul style="list-style-type: none"> - Only 67% of current collection is sourced sustainably - Easy disassembly not mentioned - No option listed for consumer recycling - Styles and silhouettes are more trend centered (less longevity) 	
REFORMATION	<ul style="list-style-type: none"> - Utilizes sustainably made materials and regenerative fibers - Sustainability information easily accessible and emphasized - Diverse assortment of merchandise 	<ul style="list-style-type: none"> - Significantly higher priced - More trend centered styles, silhouettes and colors (less longevity) - No option listed for consumer recycling 	
J. CREW	<ul style="list-style-type: none"> - Sustainability information on textiles is listed for consumers - Partnership with Better Cotton Initiative - Classic silhouettes, colors and styles within merchandise assortment (more longevity) 	<ul style="list-style-type: none"> - Only 30% of offerings are directly labeled as sustainable - Cotton cannot be transparently traced - No information regarding recycling or consumer option - No easy disassembly mentioned - Less diverse assortment of merchandise 	
BANANA REPUBLIC	<ul style="list-style-type: none"> - 87% sustainable cotton, 63% sustainable fibers, 49% sustainable denim - Blend of classic and trend centered styles, silhouettes and colors within assortment 	<ul style="list-style-type: none"> - No options listed for consumer recycling - Small, non-diverse assortment of garments within sustainable 	
		Opportunities	Threats
THE CIRCULAR EDIT	<ul style="list-style-type: none"> - Offer a sustainable alternative to classic designs at an affordable and accessible price that can be easily recycled 	<ul style="list-style-type: none"> - Establishing consumer awareness and participation in recycling program 	

THE CIRCULAR EDIT



AATCC TEST METHODS

Consumer interviews were conducted regarding garment longevity, considering both physical and emotional durability. From these interviews, factors contributing to longevity include dimensional stability, resistance to pilling, a soft and comfortable hand, and colorfastness throughout laundering. Because of these findings, we selected the following tests:

- TM61 Test Methods for Colorfastness to Laundering: Accelerated** was selected as it evaluates a fabric's colorfastness and surface changes related to home laundering. Consumer's expect garments to retain color and surface appearance throughout many laundings to promote garment longevity.
- TM202 Relative Hand Value of Textiles** Instrumental Method was selected as it relates to a fabric's relative hand value, and finding suitable and comparable candidates for a specific hand value. Consumer's prioritize a soft and comfortable appearance and hand when making purchases, and will care more thoroughly for fabrics with a soft hand.
- TM 135 Dimensional Changes of Fabrics after Home Laundering** was selected as it relates to dimensional changes throughout home laundering. Consumer interviews reflected a strong desire for consistent fit throughout a garment's lifecycle and daily wear, and a lack of dimensional stability can directly contribute to a garment's premature disposal.
- ASTM D3511 Standard Test Method for Pilling Resistance** Brush Pilling Tester was selected as it relates to pilling in clothing. Based on consumer interviews, the leading cause of garment dissatisfaction and premature disposal is pilling on a garment's surface.
- TM20 Test Method for Fiber Analysis Qualitative** was selected as it relates to identifying fibers used commercially. This collection requires cellulosic fibers in order to be recycled in Circulose, so this test is used to identify acceptable fibers for use in the collection.

SUSTAINABLE 'NEW' MATERIALS

When it comes to sustainable clothing, most offerings on the market provide consumers the opportunity to purchase garments made from sustainable materials, and might provide the consumer with information regarding how their purchase enables more sustainable actions. At the root of the issue, consumers create way too much waste - US textile waste amounts to roughly 80 lbs per American (Bick, 2018). Circulose is made by breaking down cellulosic textiles into a pulp which is then dried into sheets and converted into new textile fibers, all while using renewable energy (Peters, 2019). By utilizing sustainable organic cellulosic fibers and easy to disassemble hardware, The Circular Edit offers 100% recyclable and traceable garments that can be used and recycled for decades to come.

Peters, Adele. (2019, November 8). This tech can turn your old jeans into a brand new pair of jeans. Fast Company.
Bick, R., Halsey, E. & Ekenga, C.C. (2018, December 27) The global environmental injustice of fast fashion. Environmental Health.

TARGET MARKET

Demographic - Young, active and socially conscious adult woman, in her 30s, making around \$70,000-\$100,000 a year. She works in a professional setting and lives in a suburban-urban neighborhood.

Psychographic - She is concerned about the environment, but also values looking put together and being comfortable. Social, involved and active, she values versatility and takes care of her purchases. Consumer interviews show a preference towards a soft hand and texture, high abrasion resistance and dimensional stability, and a slight compression fit within the material. Alongside this, consumers are concerned with wearability and versatility within their garments and existing wardrobe that also reflects personal values.

Behavioristics - Newly sparked interest in sustainability has increased her brand loyalty to those she perceives as sustainable, but she is always looking for the best value and what will express her self-identity best. She plans her purchases for the most part for versatility, but can be swayed by fashion trends and online sales.

MERCHANDISING AND EVENT MARKETING

The Circular Edit will meet consumers through a pop-up shop in the NYC J. Crew flagship location, and an electric pop-up van hitting the streets of New York and San Francisco. The pop-ups will offer garments for purchase, as well as videos and tangible representations of the circular recycling process. By utilizing an editorial pop-up shop in store, existing consumers will have the opportunity to learn about their purchases and establish an empathetic connection between the product and themselves. This opportunity allows them to see the added value in the investment, the process, and the impact on the environment.

The traveling pop-up would occur in New York City the first month of the collection launch, and travel to San Francisco for the second month; converting sustainable consumers towards the brand as well as marketing to current consumers. The pop-up editorial display will include Circular Edit garments, raw circulose fibers, and past garments, showing the circular lifecycle, just as the van. Open white wood frames will separate the collection from the rest of the store while increasing visual interest, featuring cubic decorative framing. Garments will be displayed on racks against the open walls, and in the center, a table will offer tangible representations of the circular process with video of the process behind.

SOCIAL MEDIA MARKETING

A series of ads on social media utilizing stories and reels will depict the garment's journey; from its inception in the 1950s to the modern iteration for 2020, and then to the garment being recycled into a garment for the next generation. Our aim is to highlight the cyclical nature of fashion in both its trends, and its ability to be circular and cyclical from a resources standpoint, showing that garments can be recycled just as easily as trends are. Utilizing J. Crew and sustainable fashion influencers on Instagram, we will be able to further situate ourselves within both markets and bridge them together. Such influencers include @WhatKateFinds, and sustainable fashion influencer Kara @theflippside.

TIMELINE

September	
September 1st:	Social media ads are launched via Instagram, Twitter, Tik Tok, and Facebook.
September 15th:	Collection is launched online for preview and pre-sale
September 25th:	Pop-Up Van and Shop in NYC Flagship; products for purchase and in-store demonstrations from 9/25-10/25
October	
October 1st:	Collection is live for purchase online at jcrew.com
October 1st:	Free shipping available from 10/1-10/12
October 12th:	Free shipping coupon expires
October 25th:	Pop-up Shop Van in NYC Flagship ends
November	
November 1st:	Pop-up Shop Van in San Francisco from 11/1-12/1

BUDGET

Branding (photography & design)	\$10,000	14%
Social Media Marketing (influencer & story posts)	\$25,000	36%
Experiential Marketing (pop-up & event)	\$20,000	29%
Technology and Development (QR tracing & products)	\$15,000	21%
Total	\$70,000	100%