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 reinterpreted to fit the new modern woman who prioritizes conscious consumption without sacrificing style.

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 and powered silhouettes. 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

MADEWELL
- Diverse assortment of merchandise providing for many styles and colors
- Information on recycled materials used
- Partnership with Better Cotton Initiative

STRENGTHS
- Only 42% of current collection is sourced sustainably
- Easy dismissability not mentioned
- No option listed for consumer recycling

WEAKNESSES
- Utilities sustainably made materials and regeneration fibers
- Sustainability information easily accessible and emphasized
- Close association between merchandise

REFORMATION
- Only 30% of offerings are recycled
- No information on what percent of merchandise
- No mention of cellular materials

J. CREW
- Only 40% of offerings are recycled
- Not directly labeled as sustainable
- No mention of cellular materials

BANANA REPUBLIC
- 35% sustainable cotton, 45% sustainable fibers, 45% sustainable denim
- Blend of classic and trend centered styles, silhouettes and colors within assortment
- No options listed for consumer recycling
- Small, non-diverse assortment of garments within sustainable

Opportunities
- A diverse assortment of materials and colors
- High-quality materials
- Sustainability information

Threats
- High price point
- Limited assortment
- Lack of consumer recycling

THE CIRCULAR EDIT
- Offers a sustainable alternative to fast fashion
- Provides affordable and accessible price that can be easily recycled
- Establishing consumer awareness and participation in recycling program

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 cellulose 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 cellulose 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.

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.

TMH 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 expert judgment to retain color and surface appearance throughout many launderings to promote garment longevity.

TM200 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 priority is a soft and comfortable appearance and hand when making purchases, and will care more thoroughly for fabrics with a soft hand.

TM 115 Dimensional Changes of Fabrics after Home Laundering was selected as it relates to dimensional changes throughout home laundering. Consumer’s expert judgment to retain color and dimensional stability that can be transferred to the next generation, resulting in a garment’s longevity.

ASTM D3511 Standard Test Method for Pilling Resistance Brush Pilling Testing 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.

TIMH Test Method for Fiber Analysis Qualitative was selected as it relates to identifying fibers used commercially. This collection requires cellulose fibers in order to be recycled in the future, so this test is used to identify acceptable fibers for use in the collection.

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.

BUDGET

| BRANDING | $10,000 | 14% |
| SOCIAL MEDIA MARKETING | $35,000 | 36% |
| EXPERIENTIAL MARKETING | $20,000 | 29% |
| TECHNOLOGY AND DEVELOPMENT (QR tracing & products) | $15,000 | 21% |

**Total** $70,000 **100%**