

Extending the product lifecycle can change how people *consume fashion*

The fashion industry is grappling with textile waste, a growing environmental crisis. The average American throws away 81 pounds of clothing annually, with 85 percent of garments ending up in landfills or incinerators.

81 pounds Americans throw away 81 pounds of clothing annually. [\(Source\)](#)

85% Up to 85 % of clothing ends up in landfills or gets incinerated. [\(Source\)](#)

4.5% In the US alone, textiles account for a significant 4.5 percent of all waste. [\(Source\)](#)

Extended Producer Responsibility (EPR) laws [are emerging as a potential solution](#) to combat this issue. EPR holds manufacturers accountable for the entire lifecycle of their products, including end-of-life disposal costs.

Extending the lifespan of clothing and finding innovative ways to reuse materials can reduce waste and create new revenue streams for fashion brands, textile manufacturers, retail stores, and consignment shops. The fashion industry can play a vital role in transforming this environmental challenge into an opportunity for a more sustainable future.

Repairs can extend product lifecycles

Extending product life through repair and resale initiatives presents a sustainable approach to reducing environmental impact while creating additional business opportunities. Establishing easy-to-access drop-off points for customers and understanding consumer willingness to pay for pre-owned clothing are essential to launching successful initiatives.



Sustainability in action

Patagonia [launched its Worn Wear program](#) in 2017. This initiative offers customers a convenient way to breathe new life into their clothes by providing repair services and facilitating trade-ins. The brand then resells refurbished and repaired items as part of an additional business line, typically priced at around 50 percent of the original retail cost. The program [has proven successful](#),

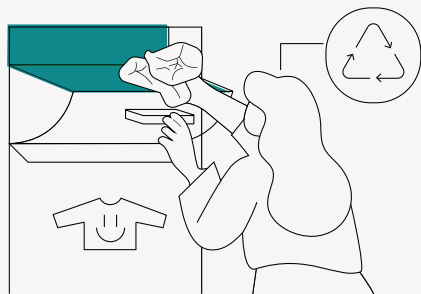
120,000 with over **120,000 used items** given a second life as of 2020.

Patagonia also reported a **60 percent reduction** in CO₂ emissions for these reused items compared to their virgin counterparts.

60%

Recycling is an essential solution to textile waste

The fashion industry is embracing another solution to textile waste – recycling. Most clothing materials, natural and synthetic alike, can be recycled and transformed into new garments. This not only benefits the environment, but also presents a cost-saving opportunity for brands.



Sustainability in action

MUD Jeans [developed a closed-loop system](#) where customers return their used MUD Jeans, which are then recycled and used to create new pairs.

up to 40% This innovative strategy incorporates **up to 40 percent** post-consumer cotton into its jeans

and [fueled the creation](#) of roughly **50,000 new pairs** in 2021. **50,000**

Resale platforms are changing how people consumer fashion

Promoting sustainability benefits of second-hand clothing to attract a wider customer base and expanding reach through innovative e-commerce solutions are essential business strategies for thrift stores. By working together, physical and online platforms can change how people consume fashion.



Sustainability in action

Innovative e-commerce platforms like ThredUp are making second-hand clothing more accessible than ever. ThredUp, an online resale platform, acts as a bridge between sellers with pre-loved garments and potential buyers.

The platform [processed](#) **172 million second-hand items** in 2022. **172million**

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