

SUPPLY CHAIN TRACEABILITY PLATFORM: FROM RAW MATERIALS TO FINAL GARMENT

Nordiska Textilakademin

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**Nordiska
Textilakademin**

Trends

- Sustainability & Circular Fashion
- Local Production & Transparency
- Digitalization & AI
- Direct-to-Consumer &
- Functional & Technical Fashion

Challenges

- Cost Pressures & Inflation
- Increased Competition from Fast Fashion & Low-Cost Brands
- Sustainability Regulations & Compliance
- Challenges with Circular Business Models
- Changing Consumer Behaviour

Concepts?

1. Material: Textile Recycling and Fiber-to-Fiber Recycling
2. Design for Circularity
3. Water and Chemical-Efficient Production - Make to order
4. Transparency and Traceability in the Supply Chain
5. Slow Fashion
6. Sharing Economy and Clothing Rental
7. Second-Hand Markets & Reverse logistics
8. Repair Services and Upcycling

Lindex & Oncemore

Lindex has initiated a significant collaboration with Södra to integrate the innovative textile pulp OnceMore® into its collections. OnceMore® is the world's first large-scale process for recycling blended textiles, combining textile waste with renewable wood resources from sustainably managed Swedish forests to produce high-quality textile pulp.

Lindex plans to produce approximately one million garments based on OnceMore® fiber. These garments became available in Lindex's assortment starting in early 2023 and are sold both in stores and online.

The fashion company will utilize 250 tons of viscose fiber entirely based on OnceMore® pulp for this production.

**LINDEX****ONCEMORE®**



Swedish Wool | Filippa K

Filippa K has been a pioneering force in the Swedish Wool Initiative, a collaborative effort aimed at harnessing and promoting Swedish wool within the fashion and textile industry. This initiative addresses the underutilization of Swedish wool, where a significant portion has historically been discarded despite its high quality and sustainable attributes.

Through its active participation in the Swedish Wool Initiative, Filippa K continues to lead in sustainable fashion practices, demonstrating a commitment to environmental responsibility and the promotion of local resources.

Hodakova

A visionary in her field, Ellen Hodakova Larsson is dedicated to building the first fully sustainable fashion house in the world and changing people's mindset. Ellen is championing craftsmanship by choosing existing products and transforming them into luxury pieces.

To change the industry, she pursues a flexible business model, with limitation and rules to explore the creativity within. Working with discarded pieces compels her to focus on quality, potential and craftsmanship.

"I believe that we connect to a piece on a deeper level if it has a history and possesses beauty and sentimental value."

Ellen Hodakova Larsson established her namesake brand in 2021 in Stockholm where it is based.





Gearshift

Gear Shift AB is a Swedish company based in Fristad that specializes in sustainable solutions for workwear, footwear, and personal protective equipment. The company aims to provide its customers with better control, service, profitability, and sustainability through innovative methods and services.

Business Model and Services:

- **Mobile Showrooms:**
Gear Shift offers a unique service where they bring the store directly to the customer through their mobile showrooms. This saves time and money for companies, as employees do not need to travel to try on and order workwear.
- **Digital Platform:**
The company provides an e-commerce solution with features such as personal budgets, order approvals, management of prints and embroidery, and traceability. This gives customers full control over their purchases and simplifies administration.
- **Sustainability:**
By focusing on high-quality products that last longer, offering repair services, and reusing garments that are no longer in use, Gear Shift helps its customers reduce the number of purchased items and thus lower costs per employee. This benefits both the environment and the economy.

Awards:

In 2023, Gear Shift was awarded the Grand Sustainability Award for its innovative business model and focus on extending the lifespan of workwear. The jury highlighted the company's bold entrepreneurship and its role in transforming the industry towards a more circular economy.



Jeansverket

Local Production:

Jeansverket produces its garments in its own micro-factory located in Knalleland, Borås. By manufacturing on demand, they minimize overproduction and optimize the use of existing textile resources.

Sustainability:

The company primarily uses surplus fabrics from other suppliers, known as "reko fabrics," or high-quality materials with minimal climate impact. They avoid chemical treatments such as stone washing and bleaching, resulting in natural and authentic jeans.

Circular Economy:

Jeansverket aims to give garments multiple life cycles by offering services for recycling and redesigning used products. Customers can return old jeans for repair or transformation into new garments, promoting both environmental and economic sustainability.

Products and Services:

- Jeans and Apparel:

The company offers an in-house produced jeans collection, initially focusing on menswear, with plans to expand the range to include denim shirts and jackets based on customer demand.

- Repairs:

Customers are encouraged to bring in their used Jeansverket jeans for repairs, which extends the garment's lifespan and reduces the need for new production.



Arkivet – The Archive

A. Consignment and Commission Sales

Model: Arkivet operates as a consignment store, where individuals can submit garments and receive a percentage of the sale price once the item is sold.

Selection: Only modern clothing in good condition is accepted, typically no more than 2–3 years old, keeping the assortment trendy and relevant.

Service: Arkivet manages the entire sales process – from pricing and display to sales and payouts.

B. Curated Selection and Trend Focus

Quality Over Quantity: Focus on carefully selected garments that reflect current trends and seasonal styles.

Brands: They frequently stock popular labels such as Acne Studios, Filippa K, COS, and other Scandinavian and international fashion brands.

-High Turnover: Products are regularly rotated to keep the stores fresh and inspiring.

C. Physical Stores and Customer Experience

- Store Concept: Arkivet differentiates itself from traditional second-hand shops by offering a sleek, well-organized shopping environment that resembles contemporary fashion boutiques.

- Locations: Established in attractive neighborhoods in Stockholm and Gothenburg, making them accessible to an urban audience.

D. Digital Presence and Social Media

- Marketing: Strong focus on Instagram and other social platforms to reach fashion-conscious customers with news, styling tips, and promotions.

ASKET

ASKET is a Swedish fashion company founded in 2015 by August Bard Bringéus and Jakob Dworsky. The company is headquartered in Stockholm and focuses on offering timeless, high-quality wardrobe essentials for both men and women. Their philosophy, known as "The Pursuit of Less," aims to reduce overconsumption by creating a permanent collection of essential garments without compromise.

- Permanent Collection:

ASKET offers a fixed collection of wardrobe staples, including t-shirts, shirts, sweaters, trousers, and jeans. By focusing on timeless design and high-quality materials, they strive to create garments that last over time and are unaffected by short-lived fashion trends.

- Transparency:

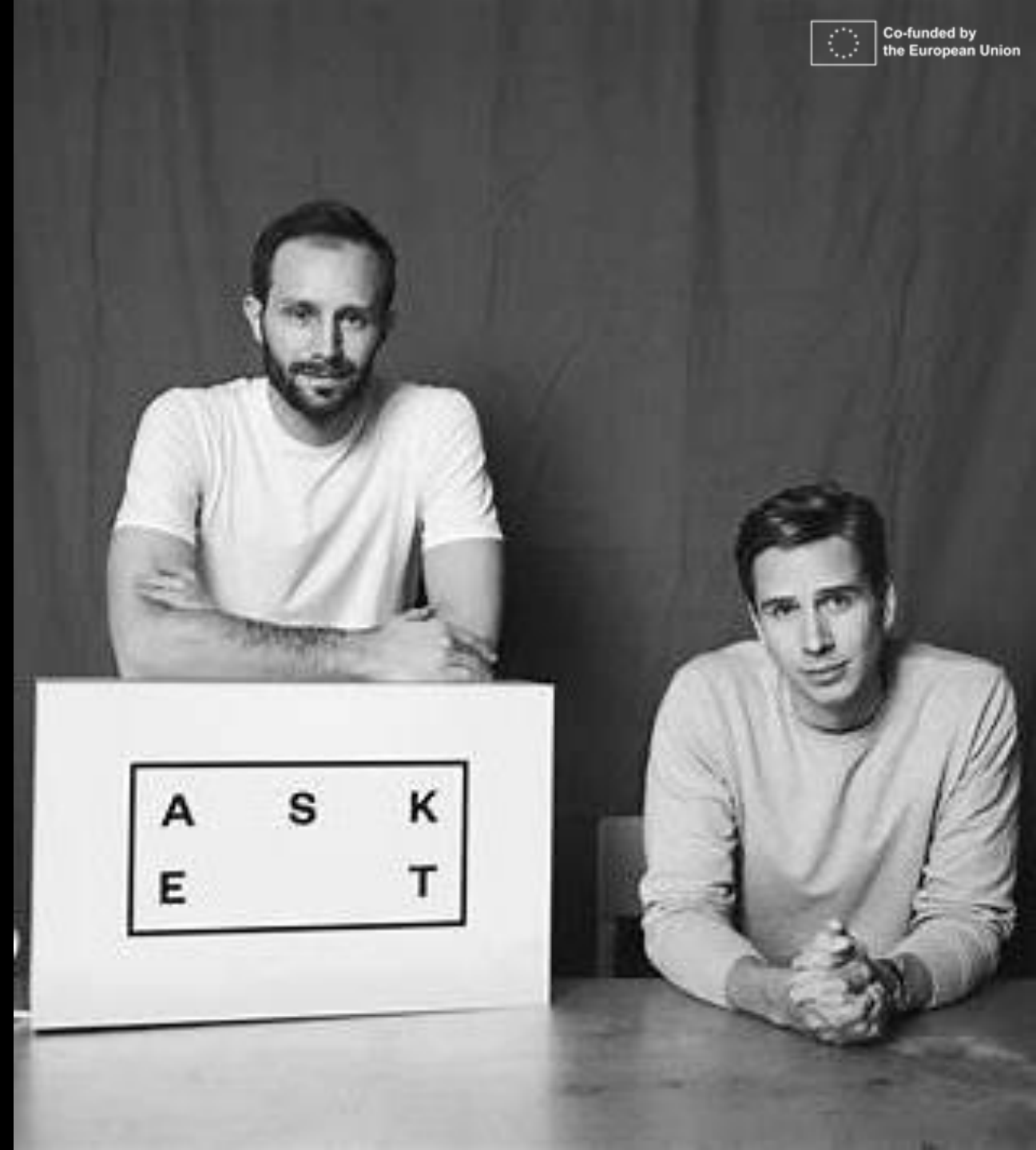
The company is committed to complete transparency, sharing detailed information about each garment's origin, including materials, production costs, and manufacturing processes. This gives customers insight into how the products are made and priced.

- Sustainability:

ASKET exclusively uses organic and recycled materials in their products and collaborates with European manufacturers to ensure high quality and sustainable production methods. They also offer a "Revival Program," where customers can return used ASKET garments for reuse or recycling, extending the product's lifecycle and reducing environmental impact.

Size Customization:

To provide a better fit, ASKET has developed an extended size system that includes various lengths and widths, allowing customers to find garments that suit their unique body measurements.



KAPPAHL



Kappahl has launched a pilot project to test digital product passports in collaboration with Trace4Value. The aim is to explore how the new system will be structured, what data needs to be collected, and how this information can be presented to customers. Starting in January 2024, customers who purchase the children's pants "Göran" or the children's sweater "Olle" from the Minorities spring collection online will have access to sustainability data on materials, suppliers, environmental certifications, and how the garments can be circulated.

About Digital Product Passports Digital product passports are part of the EU's Green Deal and are included in the Ecodesign Directive for Sustainable Products. The regulations will require almost all products placed on the European market to have a product passport that provides reliable sustainability data down to the smallest component—aiming to increase traceability and support a circular economy. Textiles, electronics, and batteries are among the first product categories to be introduced. (kappahl.com)

The introduction of digital product passports represents a significant shift for the industry. Kappahl's Sustainability Director, Sandra Roos, emphasizes the importance of collaboration: "We can't solve this individually—we need to collaborate and learn together. The Trace4Value project is incredibly valuable for us as a fashion company, and we're very curious to see how customers will receive the passports and what insights the pilot will provide."



Nudie Jeans

Nudie Jeans operates repair shops where customers can have their jeans fixed at no cost, resell them, or donate them for recycling, aligning with their philosophy of creating "vintage, not garbage."

Free Repairs:

One of Nudie Jeans' most unique services is their "Free Repair Forever" policy. Customers can have their jeans repaired for free at any of their global repair shops.

Reuse and Recycling:

Old jeans can be returned for resale as second-hand items or recycled into new products. This creates a closed-loop system where garments have multiple life cycles.

Second-Hand Sales:

The "Re-use" program where returned, repaired jeans are sold as pre-owned at reduced prices.

Home Repair Kits:

For those without access to a physical store, they offer "Repair Kits" for DIY repairs.

Rent the runway

Rent the Runway collaborates with over 700 designers and offers clothing in sizes ranging from 00 to 22. In addition to special occasion wear, the company also provides everyday clothing, children's apparel, ski wear, home decor, and accessories such as jewelry and handbags.

Business Model not only rental

- Purchase rented items at discounted prices.
- Collaborations with the supplier
- Outlet



Sustain by Oscar Jacobsson

By extending the lifecycle of garments, Sustain by Oscar Jacobsson addresses a critical environmental concern in the fashion industry. Studies indicate that wearing a garment nine months longer than average can reduce carbon emissions by 30%, and choosing second-hand over new can decrease emissions by up to 90%. Through this innovative approach, Oscar Jacobsson not only offers high-quality, timeless fashion but also actively contributes to a more sustainable and circular fashion industry.





HURRA PANGPANG

HURRA PANGPANG is rooted in the founders' shared love for second-hand clothes and unsold inventory that never reaches consumers. Through redesign, they transform these materials into something new and unique, with the goal of highlighting the value and stories embedded in each item.

Material Collection and Production

In their studio and showroom located in central Gothenburg, they collect unwanted materials from second-hand sorting facilities and private customers. They've developed a design method that connects these objects to create new, wearable hybrids.

Customer Engagement and Custom Orders

Customers can contribute their own materials to be transformed into new garments. For example, they've turned a pair of worn-out favorite boots into a unique corset belt for a customer. (asustainablecloset.com)

Inspiration and Design Method

Their creations are based on a self-developed card game that acts as a design puzzle, where different objects are combined to create new products. This method is also taught in their workshops to inspire other designers and creatives to use today's surplus resources in a creative way.

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