

Coachman

Circular Economy in the Republic of Moldova
2024

circular product design



Chris Koeleman

- ▶ apparel production experience
- ▶ Coachman training quality & sustainability
- ▶ Amsterdam Fashion Institute
- ▶ Circular Textile Days

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 **Amsterdam University
of Applied Sciences**

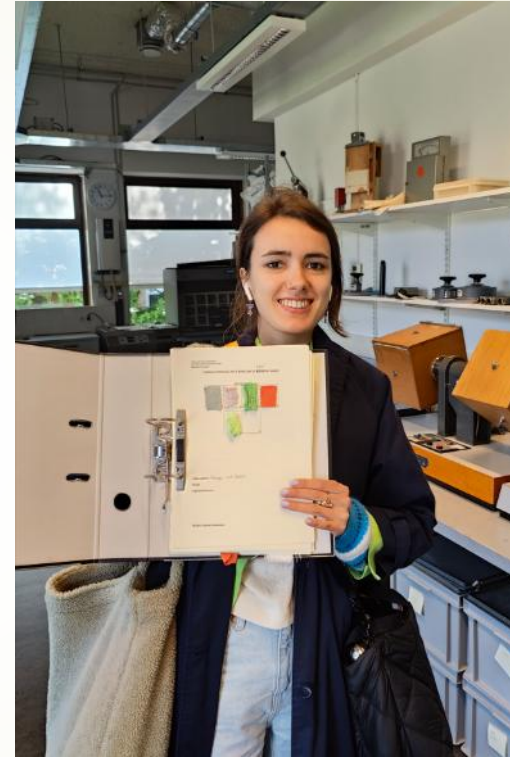


why circular business?

➤ future generations:



what are we leaving for them?



why circular business? (push & pull)



California Wants Fashion Brands to Pay for Waste

legislation
EPR, ESPR, CSRD
& more...



client's demands B2B&consumers
growing demand for
sustainable products



material availability
(future) scarcity
secure your business model



new business opportunities
using/supporting R-strategies



what we need for our future

▶ innovation



▶ knowledge



▶ positive spirit



that's why...



Circular Textile Days



learn



meet

experience



see



share





Circular Textile Days



circularity =
hope for future generations

importance of eco-design

"80% of a product's environmental impact is influenced by decisions made at the design stage.."

Ellen Macarthur Foundation

In the design process the key decisions are made for ecological, responsible, circular products!

From fabric choice to visual adjustments and choosing the right trims, every step needs to be considered carefully. No matter whether it concerns new products or applying circular strategies.

Plus... many opportunities for designers:
use (production) waste, 'deadstock' materials, leftover products.



so you could conclude

"80% of a product's environmental impact is influenced by decisions made at the design stage.."

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product design is a major driver for a circular future

THANK YOU !

