Extending product lifetime
Case study

SAVE YOUR WARDROBE

- **Website:** saveyourwardrobe.com
- **Country:** England
- **Sector:** Fashion
- **Strategy for product lifetime extension:** repair, reuse, and education

The problem

More than 15 kilograms of textile waste is generated annually per person in Europe. Consumers' discarded clothing and household textiles represent about 85% of total waste in the sector[1]. Hasna Kourda was born and raised in Tunisia, and since she moved to London, she has been stunned by these social and environmental problems related to fashion overconsumption. Raised in a family with strong values of circularity and zero waste, she decided to found Save Your Wardrobe. This initiative brings technology to help consumers commit to buying only what they need and having access to alternatives to extend their garments lifetime.

What they do

Save your Wardrobe was launched in 2020, precisely 10 days before the COVID pandemic. It is an app and a platform to guide people to make the most of their clothes, encouraging them to buy less by giving access to an ecosystem of aftercare solutions: eco-friendly cleaning, repairs, alterations, upcycling, and customization. Save Your Wardrobe also works with brands and retailers helping them achieve their circularity goals and increase their circular services. Nowadays it's present in the UK and in Germany.

▶ Watch a video here

The app helps people to make the most of their garments
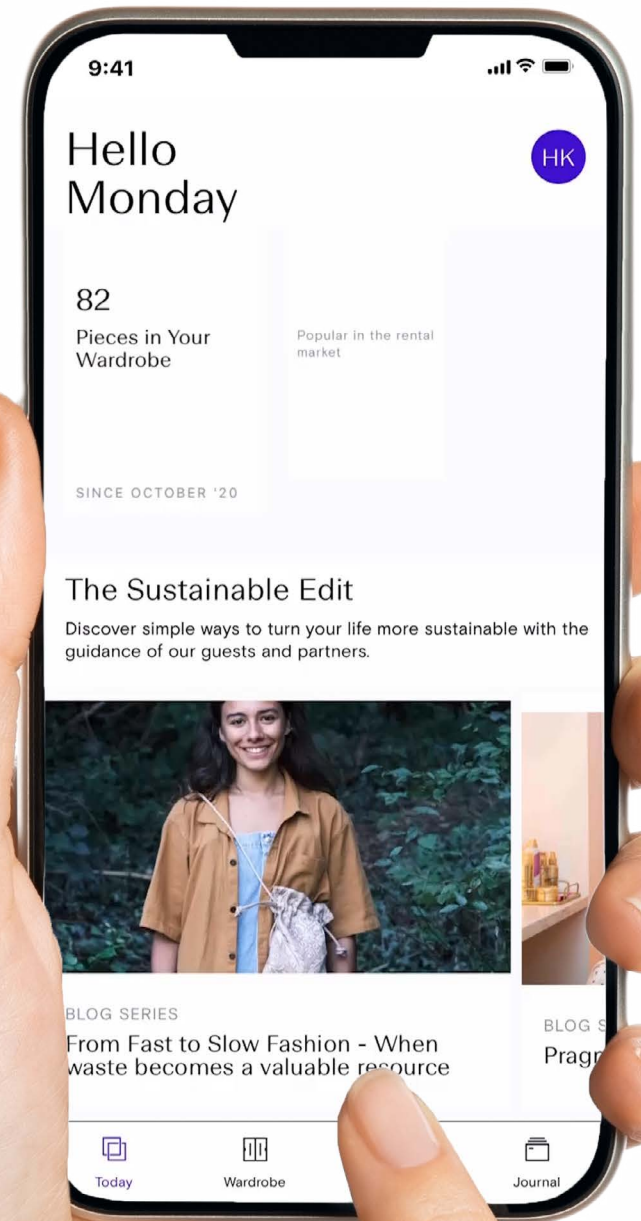
How they work

For consumers

1. **Reconnecting with your clothes:** with the app, consumers can make an inventory of their wardrobes by uploading pictures of their garments or letting the app scan online receipts found in their emails and online shopping accounts. The app uses AI to recognize the brand and colour of each item. With the digital wardrobe, the app can understand the user's personal style (such as the most owned categories of items, preferred color palette, top brands used, and others) and suggest outfits based on the day's forecast. This way, the user is encouraged to make more with the clothes he already has.

2. **Searching for services:** the app connects users to an ecosystem of clothing aftercare services. Currently available for London postcodes, users can find and book on-demand services such as:

   ▸ Alterations to shorten hems, lengthen pants, or tailor items

   ▸ Repair services to broken heels or worn-out soles, to fix holes, tears, and zippers

   ▸ Eco-cleaning services, such as removing stains, odors, and sanitizing items

   ▸ Customization services, like personalized embroidery, visible mending, and upcycling services

3. **Educating:** users can find on the app information about the impact of the fashion industry and the connection between clothing consumption behavior and sustainability. The platform also educates users by providing the "Good on You" rating of the items within their digital wardrobe. This details things such as who produces them, what they're made from, their environmental impact, and how workers are treated.

For service providers

1. **Selecting the partners:** Save Your Wardrobe curates an ecosystem of services that is committed to sustainability. They check certain criteria: labor conditions, scalability capacity, and quality of service. Once these criteria are met, the services are available to be booked on the app. They also offer carbon-neutral logistics to provide pick up and delivery for the items that require servicing.

2. **Sharing tools:** the service providers that become partners have access to information that helps to know better the customers who are booking the services with end-to-end operations management tools.

3. **Sustainability journey:** the initiative realized that the service providers' partners also needed support to address more sustainability aspects and to work better digitally, so it started supporting them with information and tools on how to scale their businessess.

For brands and retailers

1. **Increasing circular services:** Save Your Wardrobe works with brands and retailers offering an ecosystem of aftercare services to be used by their customers. This way, they can add value to their businesses, bring customers back to their platforms, and foster customer loyalty post-purchase.

2. **Supporting local:** the initiative can connect brands and retailers to a decentralized network of local aftercare services.

3. **Accessing data:** the brands or retailers have access to a dashboard enabling a 360-degree view of orders and KPIs to track and understand their customer behaviours.
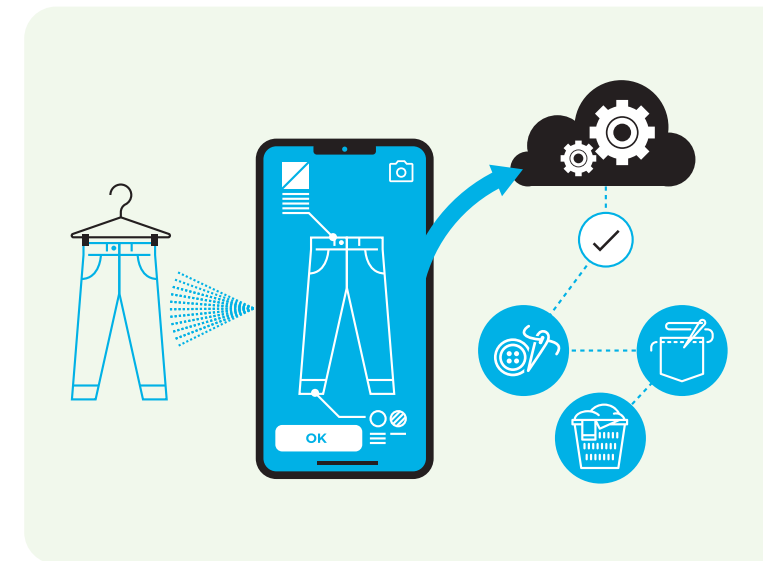
Success factors

(✓) **The right time:** during the pandemic, people spent more time at home, being able to inspect their wardrobes and digitalize them into the app

(✓) **The right place:** being a digital platform attracts people, especially the young generation, allowing an exponential growth

(✓) **Being open to partnerships:** besides Zalando and Hugo Boss, other companies are interested in engaging for a more circular fashion sector by working with Save Your Wardrobe

Scaling the impact

In 2021, Save Your Wardrobe scaled its impact by establishing a partnership with Zalando, a European fashion and lifestyle platform connecting customers and brands. They launched on the Zalando website a booking system (currently available for German consumers) of aftercare services created by Save Your Wardrobe. Users can see partners available based on their location, bio, services, and pricing. The booking page also aims to educate consumers on how to make the clothes last longer and provides Do It Yourself (DIY) content. The partnership goal is to enable at least the extension of the life of 50 million items by 2023.

Next steps

Save Your Wardrobe has plans to expand: its services and its impact. The initiative's goal is to launch its services in the United States in 2023 and to grow in Europe — the next probable market would be France.

> We have been taught to **believe** that **clothing** is a product we can **consume, and waste**, at will, without giving thought to its **consequences** to the planet

Hasna Kourda | CEO and co-founder of Save Your Wardrobe