

Extending product lifetime Case study



REVOADA

- **Website:** revoada.com.br
- **Country:** Brazil
- **Sector:** Fashion
- **Strategy for product lifetime extension:** Upcycling, circular design, and education

Bag made of
truck tire tub



The problem

The fashion industry generates a huge amount of waste, especially through the fast fashion current business model. It is estimated that 92 million tons of garments are discarded annually worldwide¹, and only 1% or less is recycled as clothing². Revoada was born to show that it is possible to create quality products from waste, encouraging a circular economy capable of impacting many people's lives positively: from the beginning of the supply chain to the final consumer.

What they do

Revoada was founded in 2013, in Porto Alegre, Brazil, to give a new life to the country's unused waste. The founders Itiana Pasetti, a stylist, and Adriana Tubino, a communication professional with experience in branding and design, chose the truck tire tube and the fabric of discarded umbrellas as raw materials for their designs. After being treated, what once was waste is transformed into bags, wallets, fanny packs, and jackets that stand out for their quality, durability, and timeless design. Revoada also provides consultancy to companies that want to think about solutions for the waste generated in their supply chain, from creating new products to implementing more circular production processes.



(1) Fashion Revolution, (2) European Parliament

How they work

Revoada operates on two different business fronts: production of clothing and accessories and design and circularity consultancy for companies.

Products — B2C

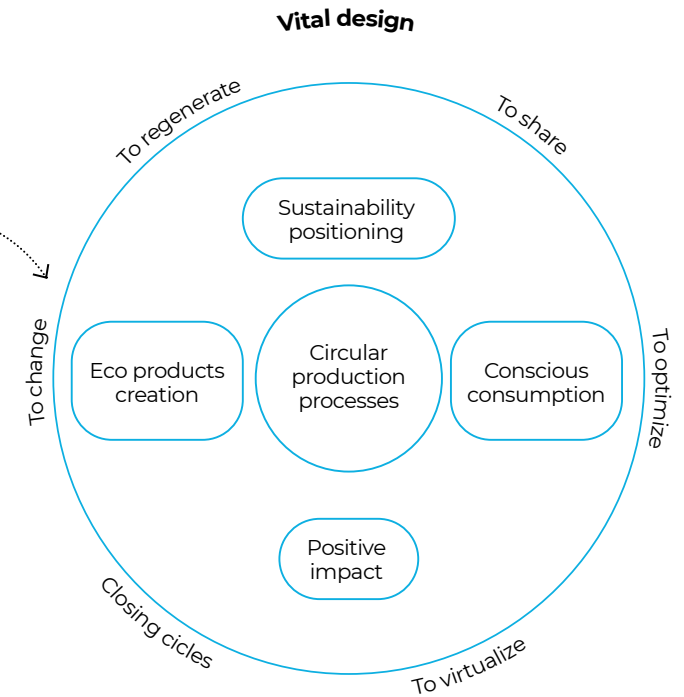
Revoada's production process consists of four steps:

- 1. Fair trade operation:** although tire repair workers and waste collectors were willing to donate discarded tire tubes and umbrella fabrics since they had no market value, Revoada agreed to purchase the materials for a fair price with each one of them.
- 2. Sustainable washing:** a partner of the brand guarantees the washing of materials in a sustainable way, with rainwater harvesting, adequate treatment and reuse of water, and the use of biodegradable soap.
- 3. Women empowerment:** after being treated, the material is sent to cooperatives, normally made up of women in situations of vulnerability, who are responsible for making the products.
- 4. Consumer engagement:** the products are only sold online and in batches: the brand announces which items it will manufacture and the consumers order their own. They receive notifications about the production stage of the piece, a strategy that works as an educational process on sustainability and conscious consumption. In addition, each product comes with a tag telling its story — origin, manufacture, and associated socio-environmental impact. There are also guidelines for returning the product at the end of its useful life so that Revoada can reinsert it into its production chain.

Consultancy — B2B

With the growing interest of companies in its business model, Revoada started to provide consultancy to those who also want to make their business circular. The brand developed the Vital Design methodology, with five pillars:

- 1. Sustainability positioning:** definition and clarity of the company's strategic positioning, with the identification of the business model, the actions to be carried out, and the impacts to be generated.
- 2. Eco products:** reassessment of what the company produces with an attempt to introduce waste as raw materials, biodegradable raw materials, or upcycling processes.
- 3. Circular production process:** redesign the production process, considering circularity as the central point of the proposal.
- 4. Conscious consumption:** incentives for a transparent relationship with the consumer, with their engagement and possible participation in company processes.
- 5. Positive impact:** identification and understanding of the impacts generated, with emphasis on the positive changes brought about in the lives of the people involved.



Success factors

- (✓) The expertise of the founders in the fashion and design sectors
- (✓) Branding investment
- (✓) Internet sales, making it possible to reach the whole national market
- (✓) Expansion of activities for B2B
- (✓) Yunus Acceleration, in 2015, to measure the impact

Impact

25 thousand units of reinvented umbrellas

20 tons of recycled tire tubes

+10 thousand people (waste collectors, tire repair workers, and seamstresses) benefited from income generation

+200 thousand people reached by sales or communication approaches

Big Corporate

Clients such as Latam, Toyota, FedEx, and Abit

The strength of a partnership

In 2022, Revoada carried out a project in partnership with Latam to upcycle 10 tons of the company's uniforms. Among the results achieved are:

6.6 tons transformed uniforms

3.4 tons tons co-processed, as they cannot be used

5,500 job opportunities, 3,000 of which for women

1,000 garments and bags created through upcycling

▶ Watch [here](#)

The founders working with seamstresses' cooperative



Revoada is a project of happiness. We not only seek to minimize the impact but to regenerate the entire system

Adriana Tubino | Revoada's Founder

Next steps

The brand intends to intensify circular economy projects in partnership with companies, as they have greater potential for transforming businesses and generating a positive impact for people. Revoada is also working on expanding its activities to other regions of Brazil and abroad.



Click [here](#) to know more

This case study was compiled within the framework of the One Planet network Consumer Information Programme and produced by the Working Group of Product Lifetime Extension, led by UNEP and Akatu Institute. The aim is to provide real-life examples of different approaches that can be used to extend the lifetime of products.