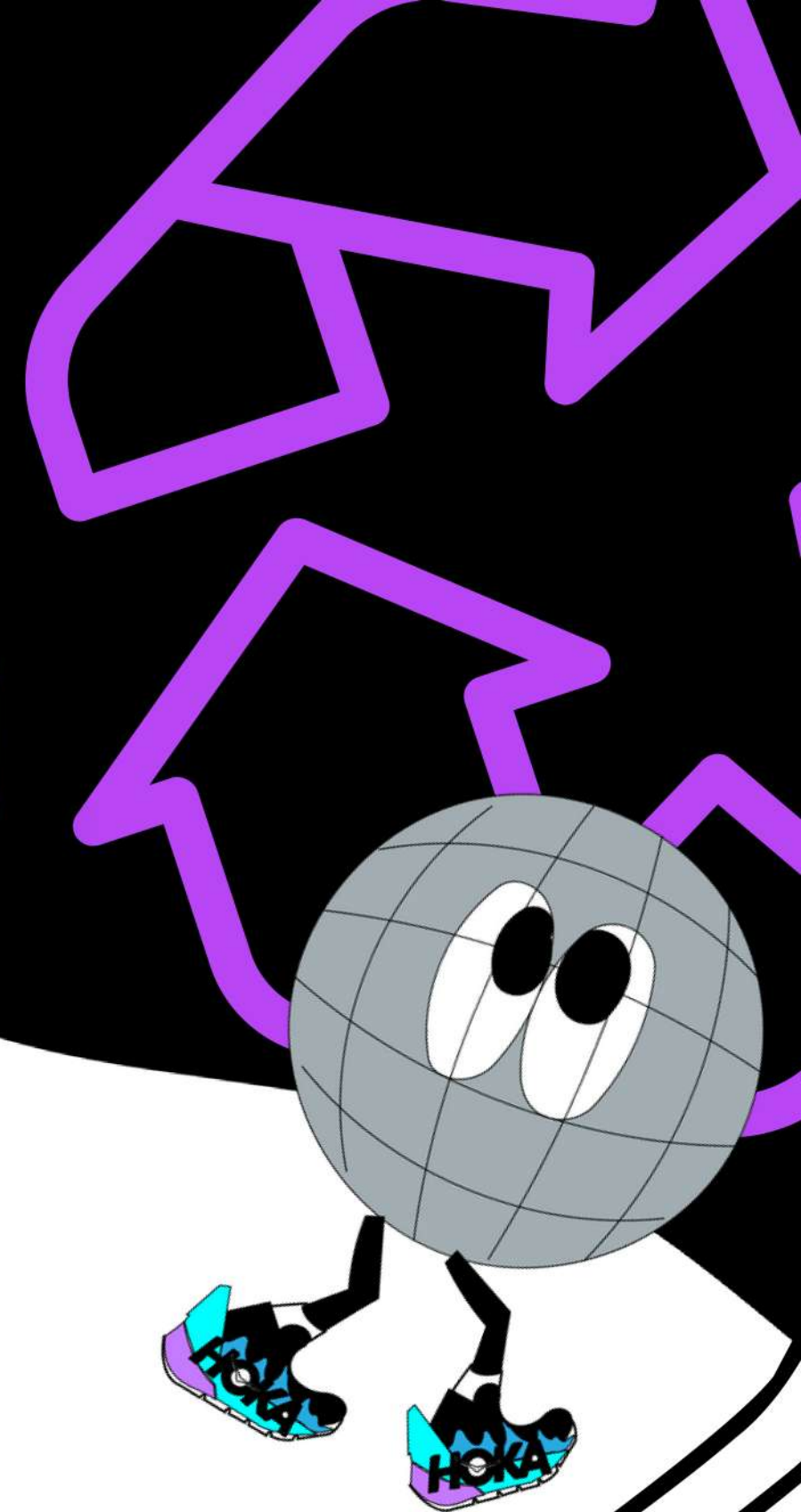


LOOPED

At LOOPED, we envision a **CIRCULAR** environment where collaboration thrives, uniting fitness brands with a sustainable ethos to **co-create** circular collections. Our peer-to-peer business model seamlessly connects brands with a circular supply chain, empowering them to **future-proof** their identity while championing environmental responsibility.”

”



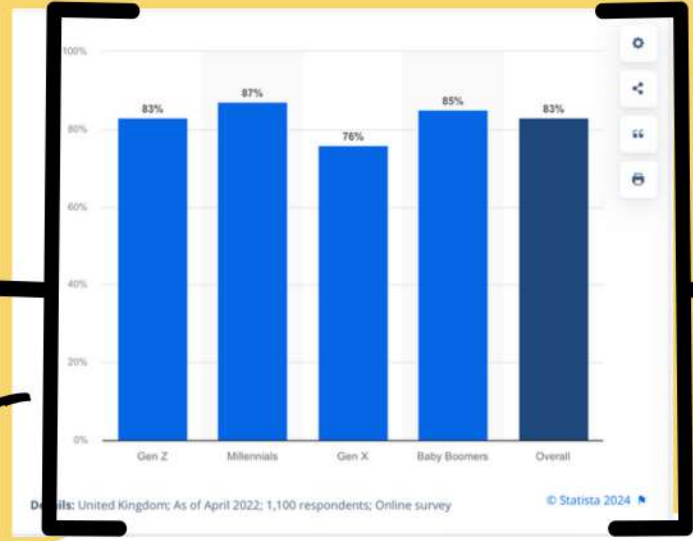
CONSUMER PROFILE



92% of Gen Z individuals believe that the community associated with a brand influences their perception of the brand (marketing dive ,2023)

ENHANCED CUSTOMER LOYALTY
 In a study by IBM, it was found that 56% of Gen Z individuals feel that businesses should consider responsibility for environmental concerns ,and 72% think companies should be answerable for their environmental footprint.(patton,2023)

Millennials give their loyalty to brands demonstrating respect for their workforce(Cusson,2022)

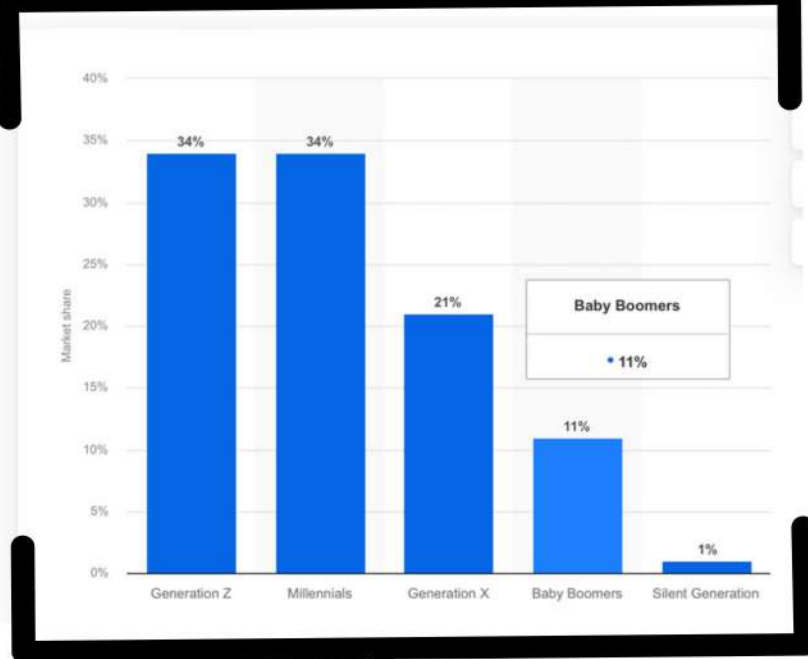
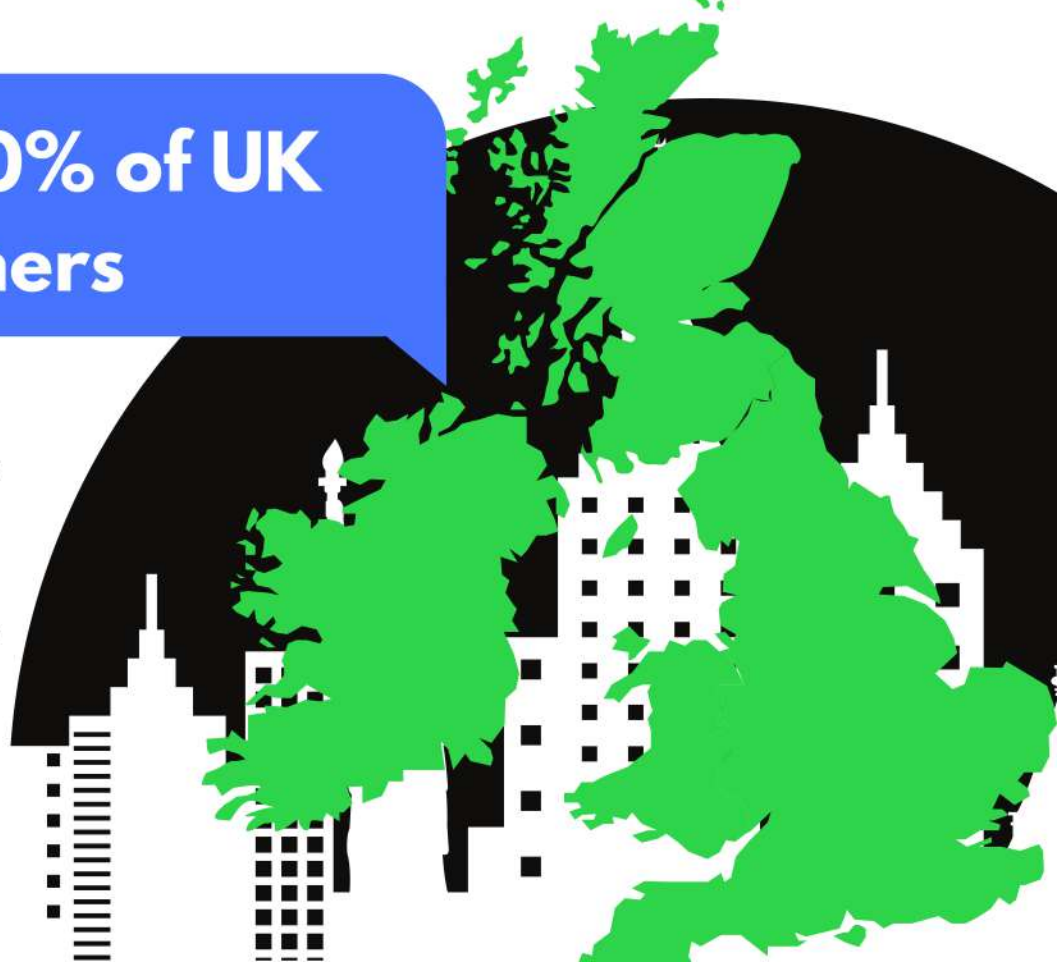


Generation Z is highly concerned about sustainability, with **82%** worried about the planet. 72% have already modified their behavior to lessen their environmental impact. (shaw,2022)

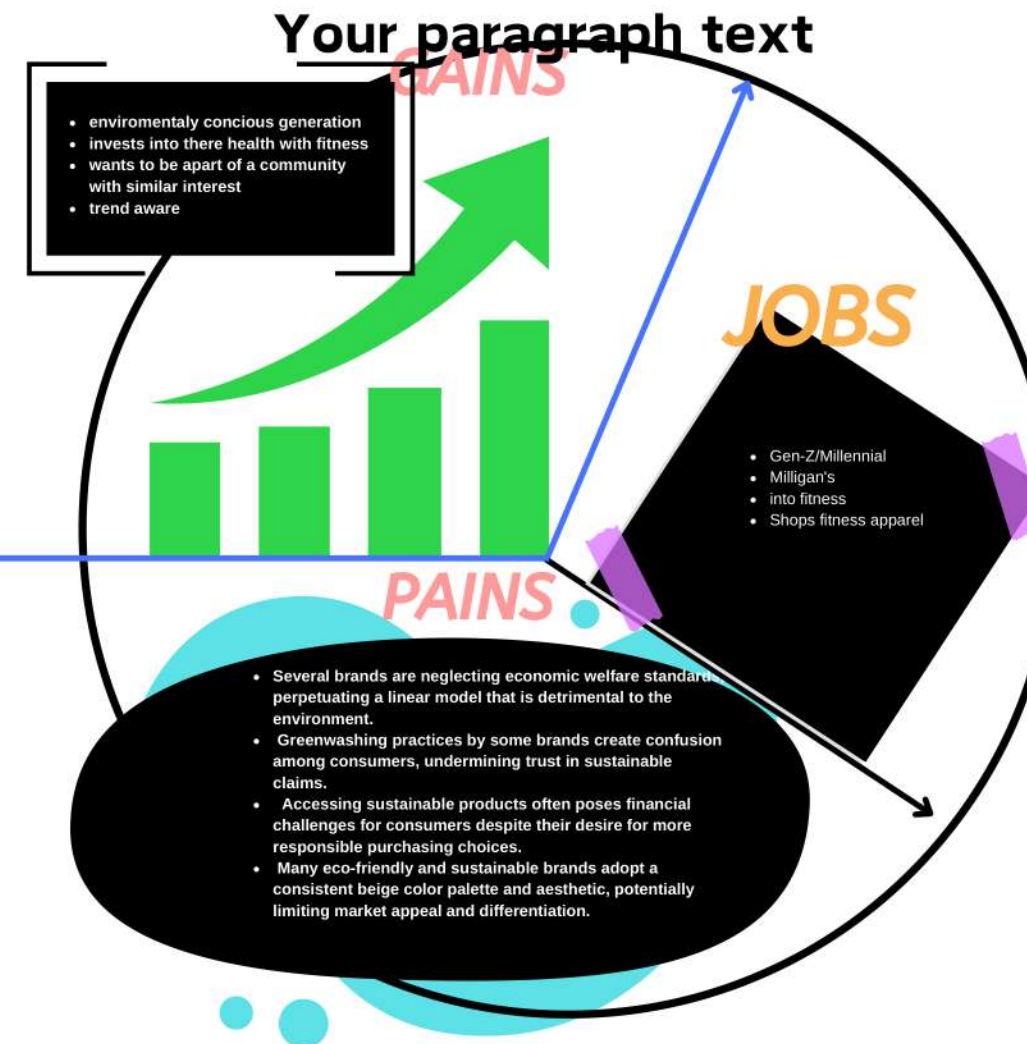
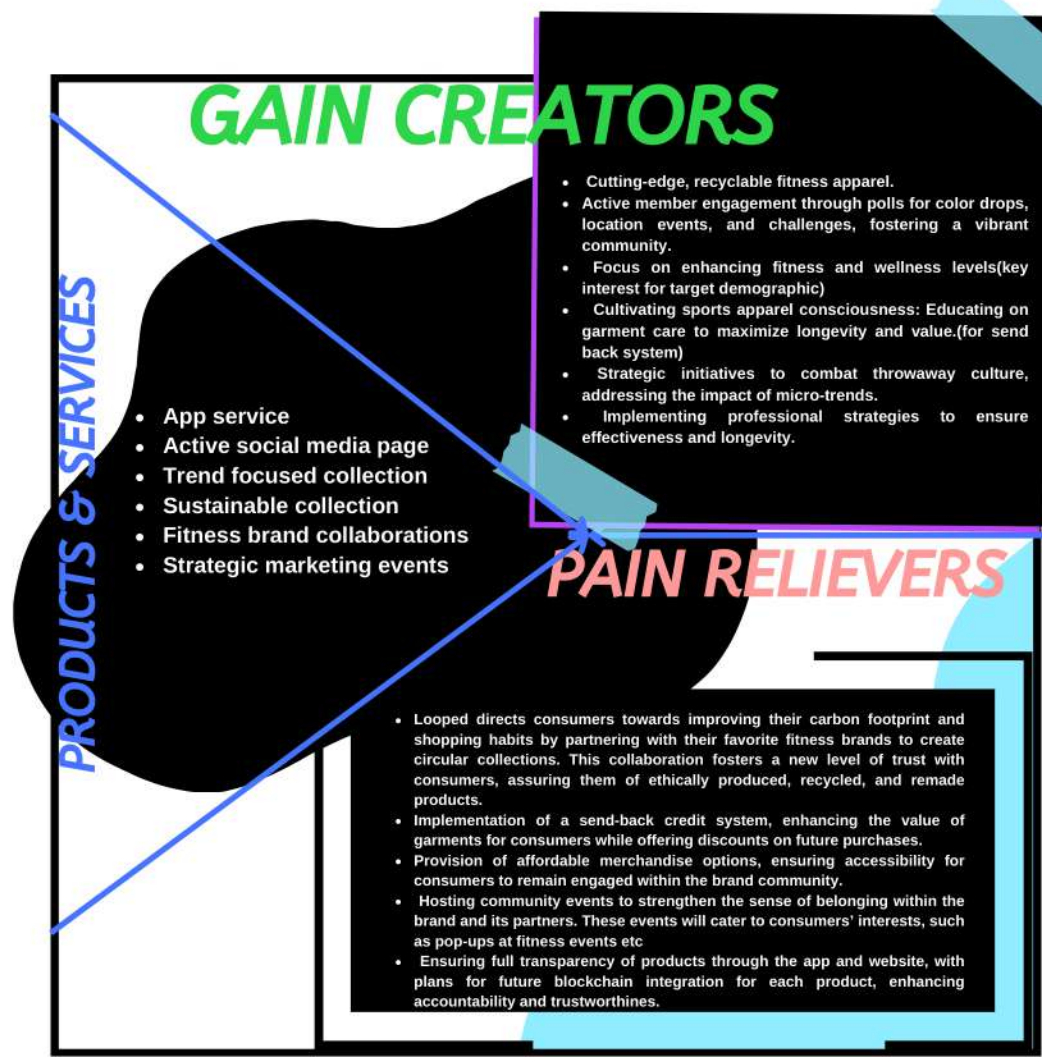
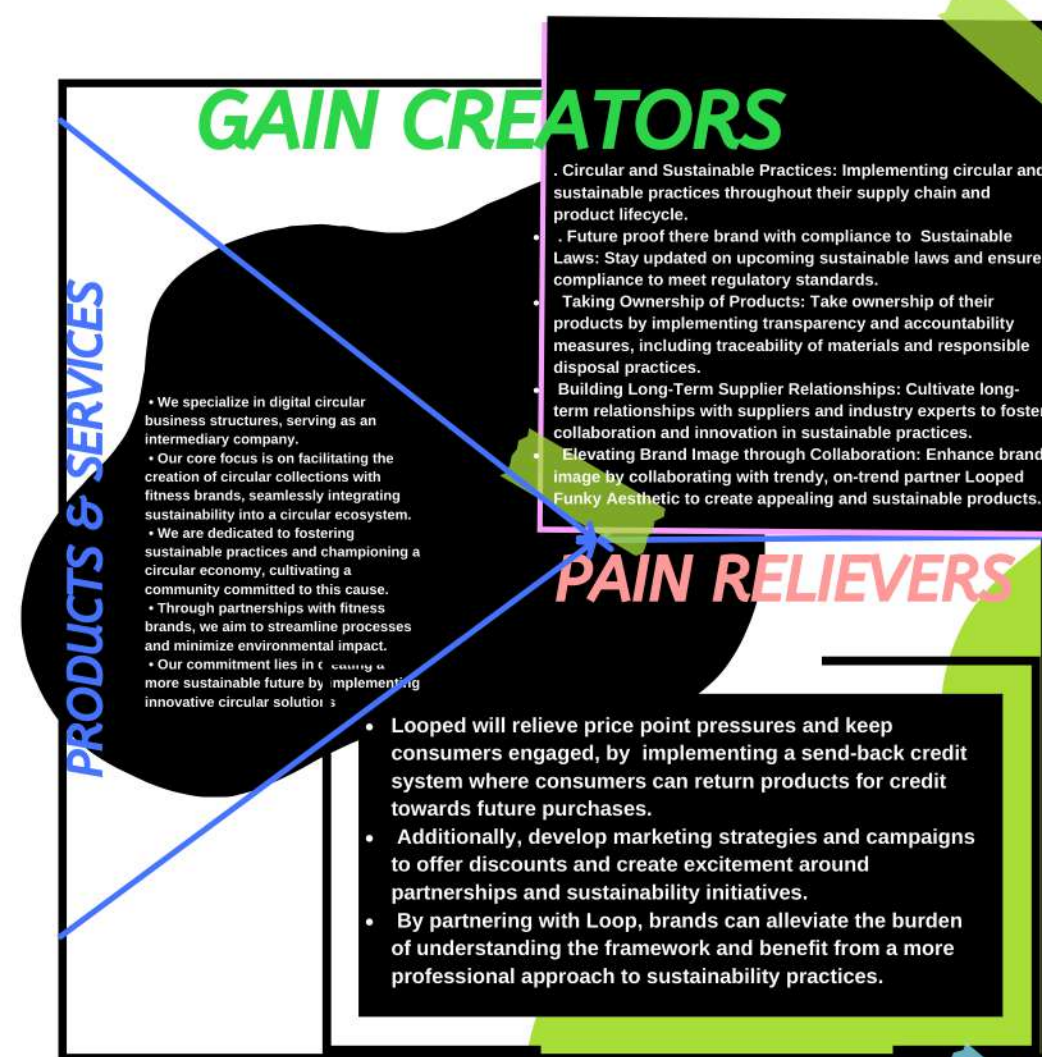
Millennials and gen-z were forecasted the **LARGEST** share of sustainable apparel market in uk making up 2/3 of the market (statista,2023)

TARGET LOCATION:

80% of UK consumers



expressed a willingness to pay a minimum of 10% extra for sustainable products. Specifically, nearly 90% of UK millennials were the most inclined to pay a premium for sustainability (Statistics, 2024).





In the UK, around

1 MILLION TONNES

of textiles are discarded annually, with a portion ending up in landfills or being incinerated.

The fashion industry contributes up to 10% of global CO2 emissions, with sportswear, often made of non-biodegradable polyester, playing a significant role. Polyester clothing releases harmful microfibers into the environment as it takes hundreds of years to decompose. (reason, 2024)

Transitioning to a circular model

.CIRCULAR MODEL

poses challenges for brands due to limited capabilities. The growing consumer demand for wellness and eco-friendly products has led to a thriving market. Brands encounter obstacles in reusing returned items and require collaboration with specialized partners to implement circular practices effectively. (reason, 2024)

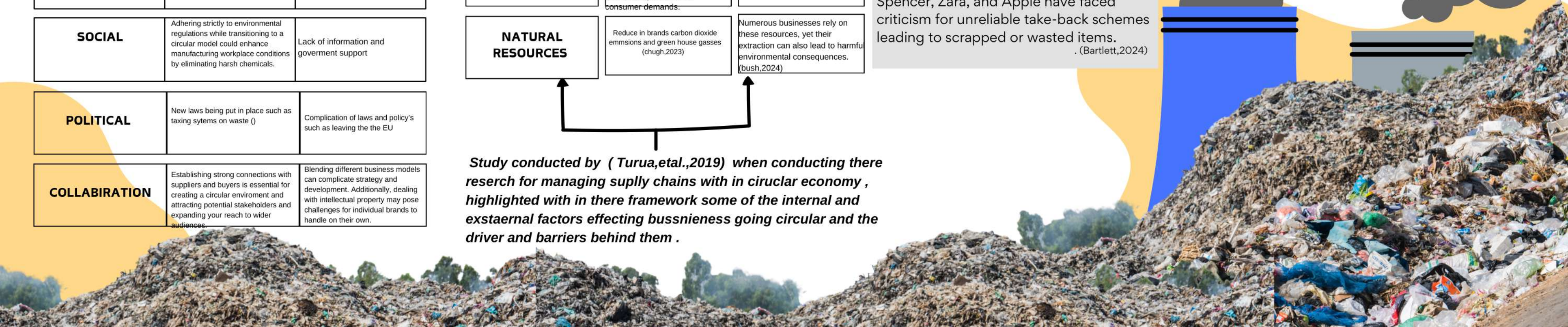
Where clothing goes to die.

INTERNAL	DRIVERS	BARRIERS
ECONOMICAL	Shifting to a circular business model can reduce energy expenses, resulting in a greater profit margin.	Higher start up costs
SOCIAL	Adhering strictly to environmental regulations while transitioning to a circular model could enhance manufacturing workplace conditions by eliminating harsh chemicals.	Lack of information and government support
POLITICAL	New laws being put in place such as taxing systems on waste ()	Complication of laws and policy's such as leaving the EU
COLLABORATION	Establishing strong connections with suppliers and buyers is essential for creating a circular environment and attracting potential stakeholders and expanding your reach to wider audiences.	Blending different business models can complicate strategy and development. Additionally, dealing with intellectual property may pose challenges for individual brands to handle on their own.

EXTERNAL	DRIVERS	BARRIERS
CONSUMER BEHAVIOUR	Increasing demand for sustainable products, brands increase focus on their environmental impact and delivery to the new generation of consumer demands.	Throwaway culture which is accelerated by micro trends from social media
NATURAL RESOURCES	Reduce in brands carbon dioxide emissions and green house gasses (chugh, 2023)	Numerous businesses rely on these resources, yet their extraction can also lead to harmful environmental consequences. (bush, 2024)

Fashion brands face challenges with social media impact on consumer behavior and clothing waste contributing to environmental issues. Large amounts of clothing waste from Europe, Asia, and North America end up in Northern Chile annually. Major brands like Nike, Marks and Spencer, Zara, and Apple have faced criticism for unreliable take-back schemes leading to scrapped or wasted items. (Bartlett, 2024)

Study conducted by (Turua, et al., 2019) when conducting their research for managing supply chains within a circular economy, highlighted within this framework some of the internal and external factors affecting businesses going circular and the drivers and barriers behind them.



RPET BREAKDOWN

FABRIC TRENDS

POLYESTER

biodegradable

CHEMICAL USAGE

Energy use

HARMFUL

NO

HIGH

Polyester is popular in the fitness industry for being

- LOW COST**
- FLEXIBLE**
- MOISTURE-RESISTANT**
- HIGH ENERGY**

However, its production consumes and heat, contributing to environmental concerns. Polyester's **Slow degradation** leads to waste accumulation, and microfibers harm wildlife and humans. The industry needs more sustainable practices.(sports casual,n,d)

RPET FABRIC THE BETTER ALTERNATIVE

NYLON

biodegradable

WATER POLUTION

Energy use

HIGH

NO

HIGH

Nylon is popular in fitness brands for

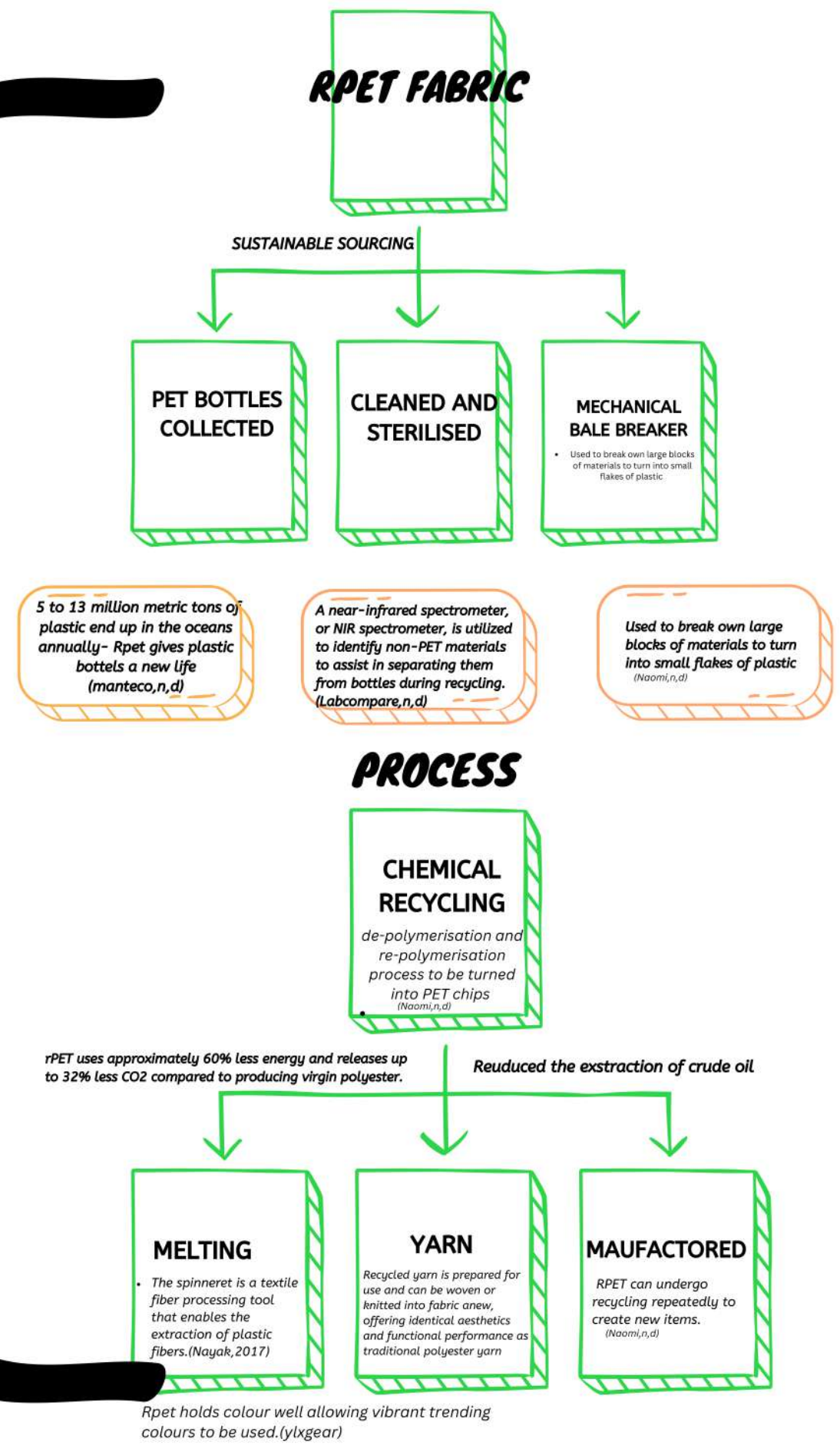
- LIGHTWIGHT**
- DURABILITY**
- BLENDING PROPERTIES**

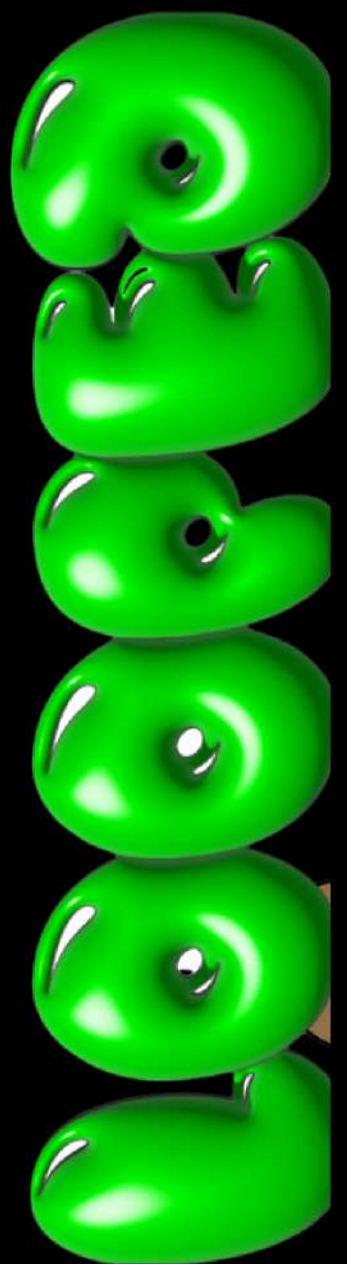
It blends well with fabrics like spandex and polyester, improving breathability in sportswear.

Nylon has benefits but drawbacks outweigh them. Such as the fabrics Limited recycling resources

HIGH CARBON FOOTPRINT

due to **nitrous oxide** emissions are major concerns. (cariki,2023)



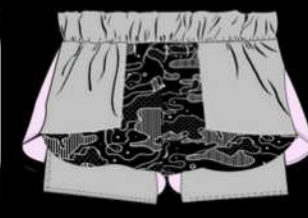


BUSINESS MODEL BREAKDOWN

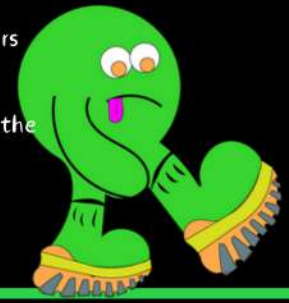
Todays economy is currently based on a linear model may companies are adopting this cheaper mode of

TAKE MAKE WASTE

Currently, products are not designed with recycling in mind. This makes it difficult to recycle a product and return it to its original form if the end process has not been thought through sustainably. companys design process should possess the ability to reflect on and critically evaluate their work. They should also be capable of articulating their decision-making process at each stage of developing their sustainable collection. Looped bussines model will aid brands with a approach from the begging stage by working with brands in creating there circular collection the end result will be at the core of there design such as:



- Material and Fibers
- Dying process
- Breaking down of the garment



DESIGN CARD

Date: 06/03/2024
Season: SS
Designer: JC

Size Range: XS-XXL
Sample Size: S
Fabric:
Style Name:
Description:
Article No.:
Color/Mark:
Fabric:
Color/Mark:
Fabric:
Color/Mark:

	S	M	L	XL
A	8	8	10	12
B	2	2	2	2
C	26	28	32	34
D	9.5	10	12	14
E	14	16	18	20
F	30	30	32	34
G	9	9	10	12

DESIGN

During a primary research interview with an Olympic sportswear designer, the focus was on movement, garment performance, and the impact of recycling on garments. Mrs Sally Cowan made it clear to me that Recycling may affect garment performance due to fiber degradation. Collaborating with brands like Loop emphasizes considering a garment's life cycle. From primary reserch the garment will undergo a three-stage recycling process to enhance sustainability and performance by using fewer fiber components.



LIFE CYCLE ASSESMENTS

Investing in Life Cycle Assessments (LCAs) is a strategic move for Looped in there future development , especially amidst rising demands for sustainability and consumer distrust towards greenwashing. LCAs offer scientific insights into a product's environmental footprint, fostering transparency and trust between consumers and stakeholders.(Zamani,2023)

Expanding Looped's investment into LCA databases brings numerous benefits,

- Full Environment Disclosure
- Easier sourcing decisions

Additionally, LCAs aid in identifying design weaknesses and pinpointing which parts of a product have the most significant environmental impact. This data-driven approach enhances decision-making and fosters a more professional,

SOURCING

Looped will form a partnership with WasteAid, a distinguished UK-based charity dedicated to improving waste management and recycling practices in developing countries. Looped sourcing model will recognise the urgent need to address the **global plastic waste crisis**, particularly in economically disadvantaged regions where recycling infrastructure is lacking.



RPET FABRIC

Through the collaboration with WasteAid, Looped will actively engage with local communities to

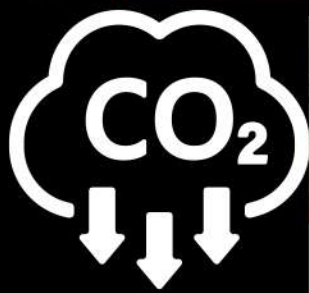
COLLECT PET BOTTLES

transforming them into valuable resources. By purchasing plastic bottles directly from these communities, we not only **contribute to their economic empowerment** but also mitigate the harmful impact of plastic pollution on their environment.

It's imperative to acknowledge that many affluent nations disproportionately burden poorer countries with their plastic waste, exacerbating environmental degradation and socio-economic disparities.(Bartlett,2024) By partnering with WasteAid, we aim to disrupt this damaging cycle by creating sustainable trade opportunities and fostering community-led initiatives for waste management and recycling.

Together, Looped and WasteAid are committed to promoting environmental stewardship, fostering economic development, and improving the quality of life for the most vulnerable populations. Join us in our mission to create a cleaner, healthier, and more equitable world .

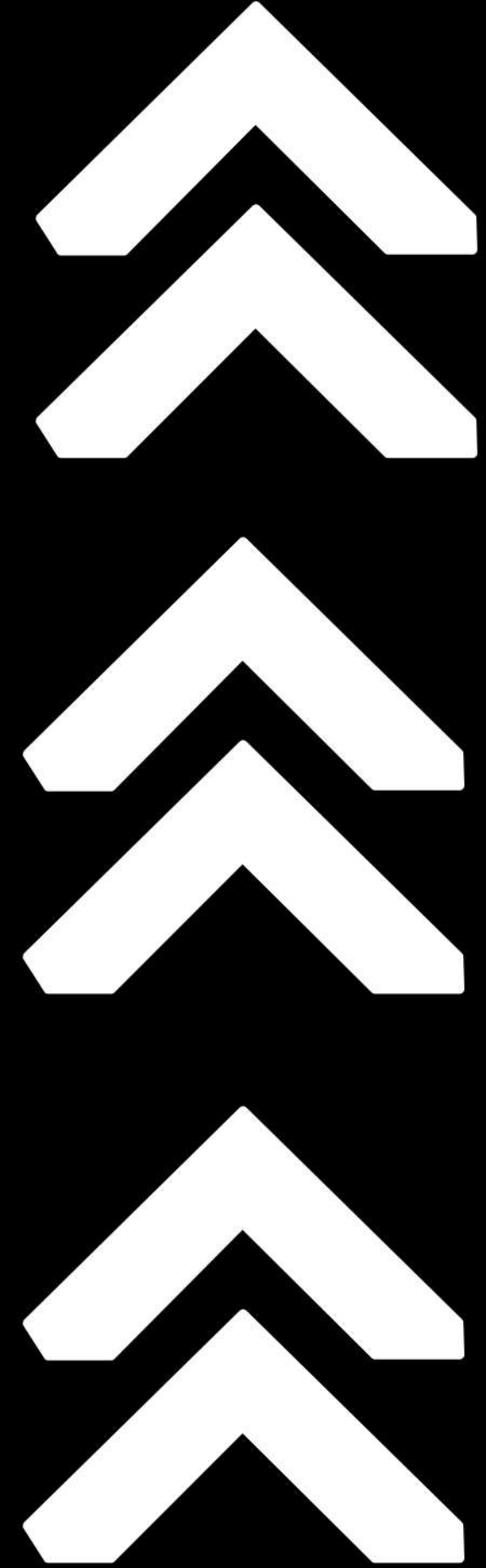
SOCIAL RESPONSIBILITY



PRODUCTION

Tiruppur excels in producing casual and sportswear garments with a focus on circularity and sustainability, led by Sulochana Cotton Spinning Mills. The mill pioneers RPET recycling and aims for carbon neutrality by 2027, aligning with Sustainable Development Goals. (Preetha,2023)LoopEd plans to partner with them, combining expertise in RPET fabric and chemical-free practices for sustainable innovation in sportswear.

Waste Aid operates numerous waste management programs globally. Collaborating with their initiative in India, Which Tiruppur is located in , presents a strategic opportunity. Given Tiruppur's location in India, LoopED can optimize transportation logistics, particularly for PET bottles, leading to cost efficiencies and reduced carbon emissions, aligning with LoopED's sustainability objectives



SORTING

Today, textile sorting is done manually, and only a small portion of the output material is suitable for recycling. (Textileworld, 2023)

Brands may hesitate to use recycled materials due to the complexity of sorting, especially in sportswear with diverse fabric compositions. LoopEd tackles this by designing products for easier recycling, avoiding costly identification and sorting processes, prioritizing sustainability and cost-effectiveness. (Taylor, 2023)

Stadler a German-based recycling company

Recognizing the potential in this opportunity involving the necessity of sorting equipment, CEO Willi Stadler emphasizes the vital role of seamless communication throughout the entire supply chain for a successful closed-loop system. LoopEd is dedicated to sustainability by

- utilising limited materials,
- ensuring transparency in material sourcing and production making manual sorting processes initially more suitable.

But as Looped expands, a collaboration with Stadler and their **SIPTex project**, a textile sorting technology, becomes a possibility. This partnership resonates with LoopEd's goal of promoting innovation and sustainability in the sportswear sector. (Taylor, 2023)



LoopEd is proud to announce a strategic partnership with UNFI, a renowned global leader in fiber science and sustainable synthetics. This collaboration will focus on recycling garments that are returned, leveraging UNFI's expertise and innovative solutions such as REPVEVE TEC, a cutting-edge technology for recycling fibers. UNFI's extensive experience working with industry giants like Nike and ASICS further strengthens LoopED's commitment to sustainability and circular economy practices within the textile industry (unfi, n.d)



RECYCLING



- Ideal for fabrics made of a single component, not suitable for blended materials
- Water-free operation
- Most effective with fabrics containing loose knitted yarns; dense yarns may lead to fiber tearing
- Not advised for prolonged use as it may compromise material quality. (Fashionforgood, n.d.)



44% increase in sales
(santana,2023)



Hoka , owned by Deckers, has experienced its most significant quarterly growth in history, with a 44% increase in sales, contributing to Deckers' overall success with a 21.9% rise to \$492.9 million in sales (Garner, 2024; Miller, 2024).

Current consumers
Hoka is seeing large growth with Hoka is seeing significant growth in the 18-34 consumer demographic with in women driving sales.(santana,2023)

Community Building and Influencer Marketing:

The brand has fostered a strong sense of community through strategic partnerships such as moncler and cotopaxi with influencers and relatable ambassadors. This approach has resulted in positive word-of-mouth marketing, further enhancing Hoka One One's brand image and credibility. A major success for Hoka is that it has created its own category of community with almost a cult-like following (Description, 2023).

Market Expansion and Audience Reach:

In the past two years, Hoka One One has expanded its retail footprint, catering to its existing loyal customer base while also capturing new audience segments. Through clever marketing and closely following the product adoption curve strategy , by successfully engaging younger demographics and casual runners, in addition to professionals, tapping into post-pandemic consumer needs with the rise in fitness and wellness .With this hoka has also expanded there omnichancel retail experience by investing in immersive retail exsperiences in key regions, with some retail pop ups offering VR running ,classes and welness services. (Chilingaryan,etal.,2023)

Brand Identity and Market Positioning:

Hoka One One has established a loyal fan base by consistently delivering high-quality performance trainers, solidifying its dominance in the running footwear category. The brand has maintained its distinctive DNA, characterized by chunky, maximalist aesthetic designs, which resonate with consumers seeking both style and performance.

Target audience- gen-z 18-24

. Hoka, On and Asics emerged as top choices on Strava in 2023, indicating a growing affinity for newer and innovative athletic brands among runners. (Dickinson,2024)



Hokas will form a partnership with Looped to collaboratively develop a circular sportswear collection, thereby future-proofing their brand. By engaging consumers in a circular buying process, together they aim to eradicate the traditional take-make-waste model, fostering sustainability and responsible consumption practices within the industry.

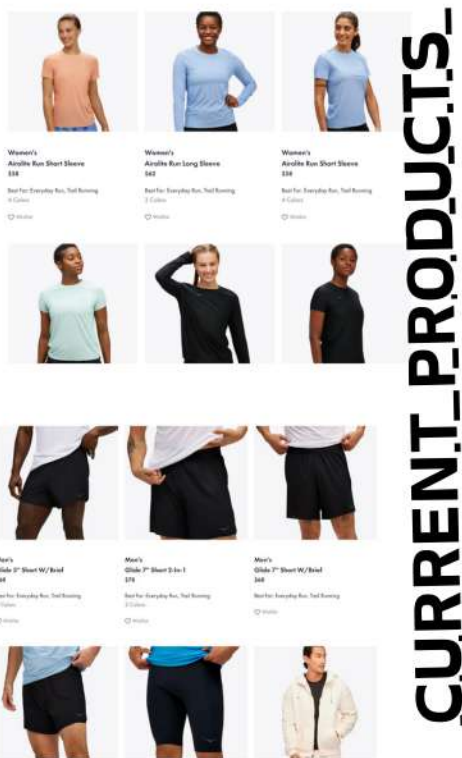
DEMOGRAPHIC
UNITED KINGDOM
AGE: 18-32

LOOPED



HOKA

1	1
2	2
3	3
4	4
5	5



The Rundown

A stealthy hybrid that blends the best of skirt and short, our new Sky Skort is crafted from stretchy spandex to maximize mobility. Offering disruptive performance on the trail, this do-all skort features an inner drawcord and built-in pocket that allow you to tuck your shirt to transform your look.

Item No. 1135025

Erin is 5'8" and wearing a size XS

+ Designed For

× Features

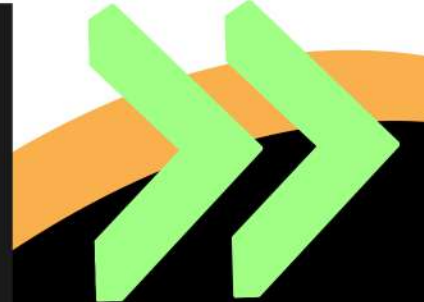
- High-rise skort with 3" inseam
- Comfortable stretch spandex
- Water repellent finish
- Inner short with elastic drawcord and built-in pockets
- Outer skirt can be stored in waistband
- RN 88276



Hoka has established a robust presence in the running and fitness industry with its footwear offerings. However, its clothing range is currently limited and not aligned with market trends. Collaborating with Looped presents an opportunity to develop a sustainable collection tailored to the preferences of their growing Gen Z audience. Leveraging their existing platform and loyal following, Hoka can capitalize on this opportunity to enhance their brand, increase revenue, and expand their market presence

Some of Hoka's current apparel openly use recycled fabrics, but many products on their site lack transparency about materials, suggesting non-recyclable fabrics are used.

Looped x HOKA to fortify hoka brand for the future by co-creating a circular, sustainable fitness collection. This collection will incorporate innovative upcycling practices and feature a send-back credit system facilitated by Looped, ensuring a closed-loop approach to sustainability



In women's active wear retail, tranquil and glacial blue hues reflect the futuristic aesthetic trend, linked to escapism for exploration and relaxation.(WGSN,2023)

Blues



The straightforward seams and basic construction will enhance future circularity, making it easier to disassemble and repurpose into a new product.

LAYERING

In retail displays, a trend of layering blocked colors with textual patterns is observed. This trend explores wearing shorts and bras in colder regions affected by climate change, allowing diverse styling options and providing necessary warmth.



Designed to be seen

CUTOUT SPORTS BRA

The cut-out structure provides style, while chunky straps offer support and freedom of movement, suitable for everyday active wear in the rising trend of athleisure fashion for women.

RESTORATIVE PURPLES

Purple has become the leading color in the UK, with shades like Violet Light and Dusted Grape at the forefront of the trend. This color symbolizes the importance of balance and serenity, a significant concept amidst growing concerns about men's mental health (Giustino.yeung,2023).



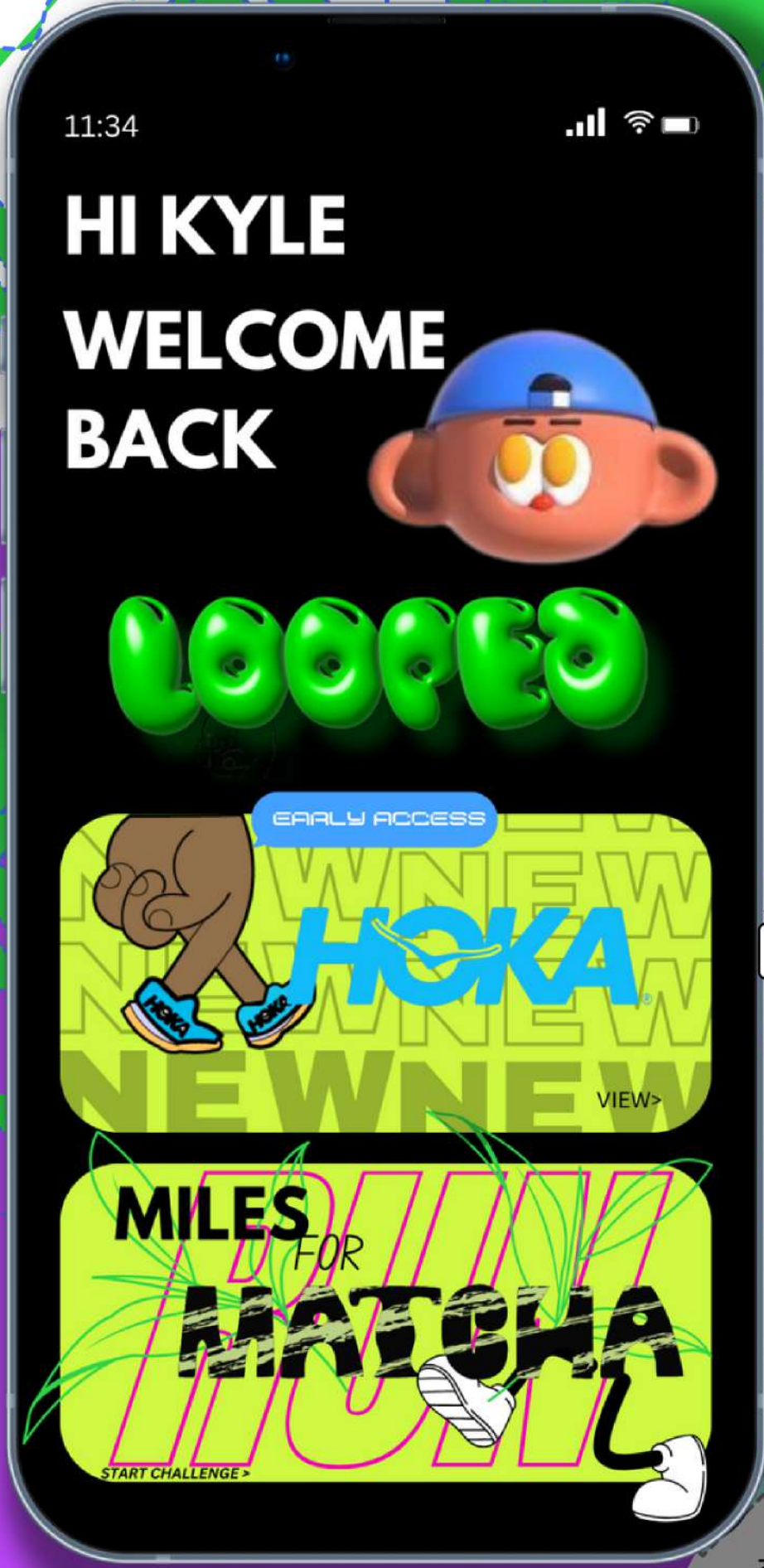
(F,Gorster,2022)

Amidst the surge in wellness trends, there's a notable inclination towards large-scale prints featuring contrast color blocking and ambient brights. These elements evoke a sense of outdoor escapism particularly appealing to Generation Z. Concurrently, there's a significant uptick in outdoor activities among younger demographics, necessitating clothing with vibrant colorways and reflective tones for enhanced safety during outdoor pursuits such as running.(Koski,2023)

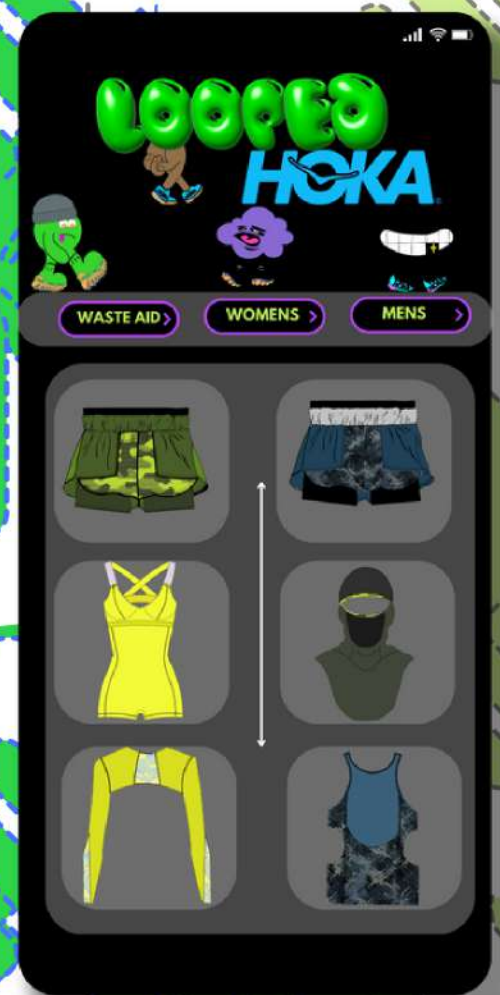


PRODUCT





COLLABORATIVE CHALLENGES TO RECEIVE DISCOUNTS



PRODUCT PAGE

COFFEE PARTNERS IN THERE AREA(GEOFENCING)

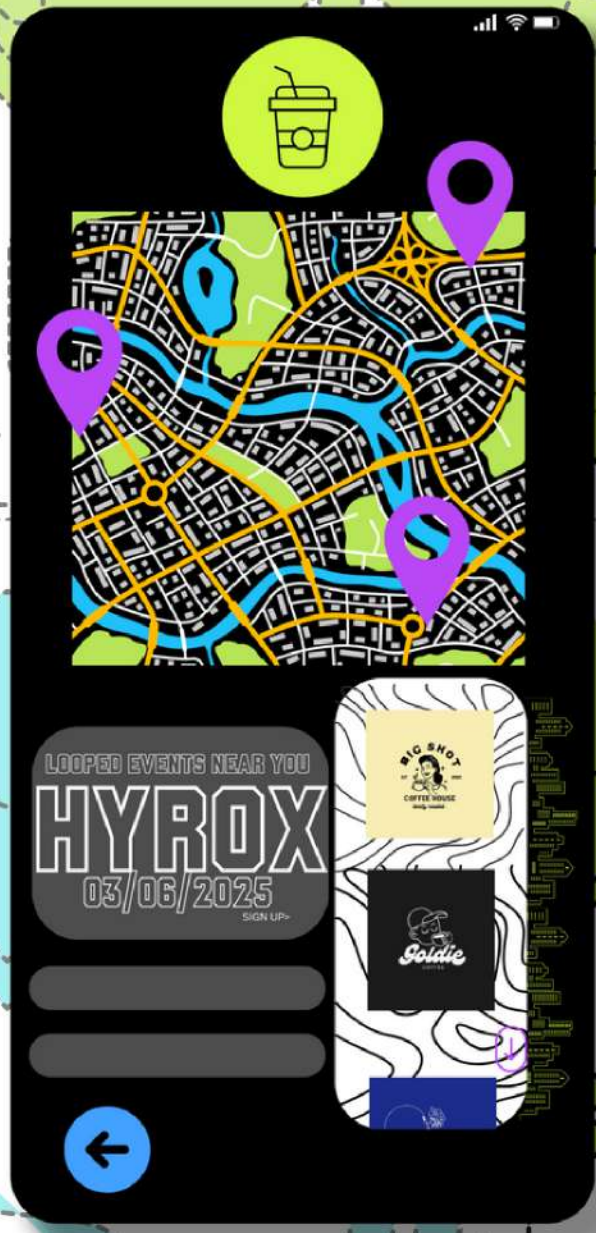
EARLY ACCESS TO LOOPED COLLABORATIONS



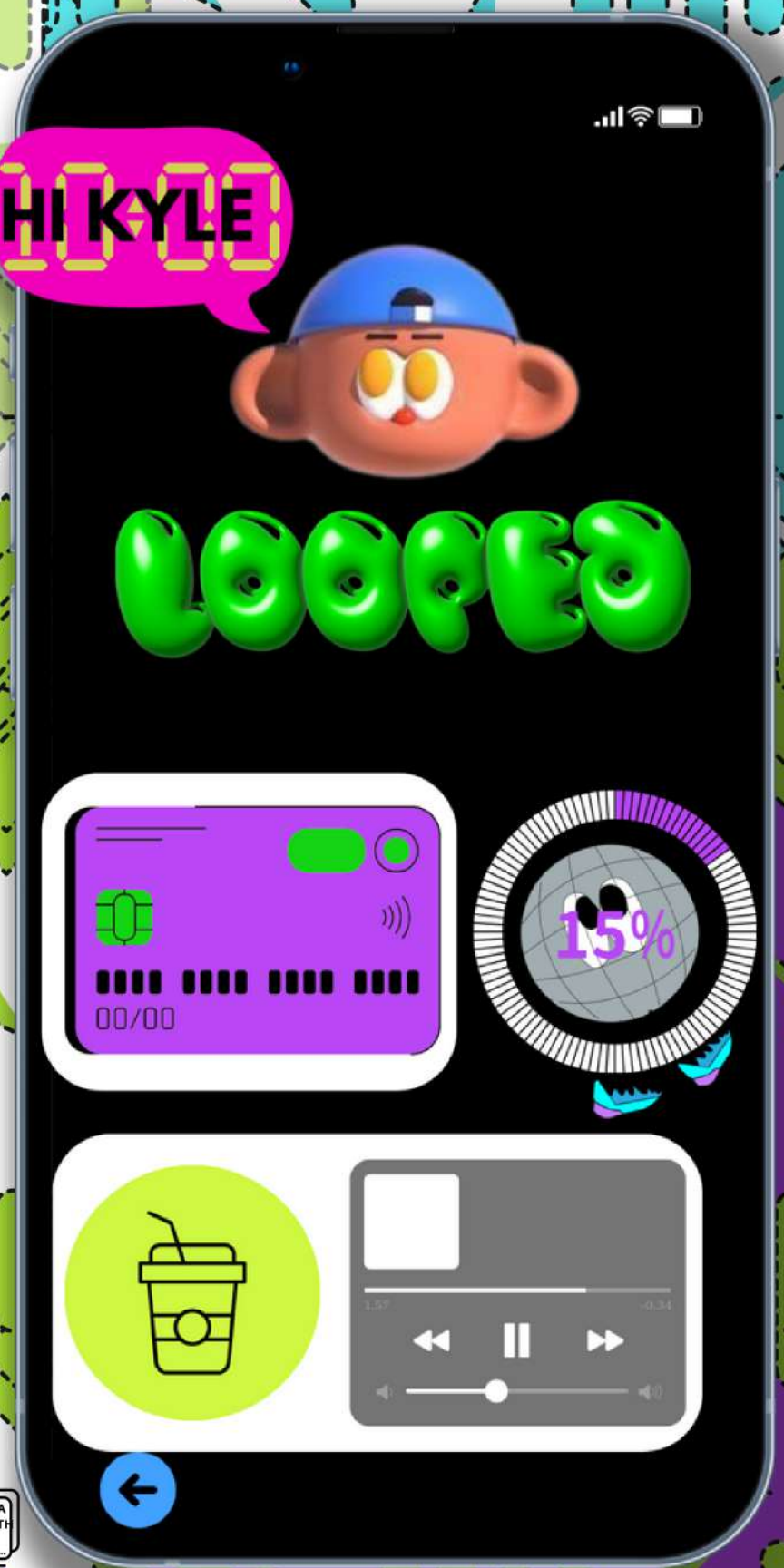
Amount of PET bottles were used to make the products

DISCOUNT RECEIVED WHEN SENT BACK FOR RECYCLING.

Styling recommendation with Hoka trainers.



COFFEE SHOPS IN USERS AREA THAT ARE IN PARTNERSHIP WITH LOOPED



Looped Virtual Credit Card - Available Discount

Looped shared running playlist in partnership with Spotify.

OXFORD STREET W2
CITY OF WESTMINSTER

BRIXTON MARKET

LIVERPOOL ST.

BRICK LANE .E.1

LOOPED

HOKA Merchandise

x birmingham

