

35th INTERNATIONAL COTTON CONFERENCE BREMEN 2021



Presentation

- Session: **Panel Discussion: Circular Economy (C5)**
- Title: **Holistic Circular Fashion and Textiles**
- Speaker: **Rolf Heimann**, hessnatur Stiftung, Berlin, Germany

Presentations are available on the conference archive: <https://baumwollboerse.de/en/cotton-conference/lectures/>

Conference Organization

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International Cotton Conference Bremen 2021

Holistic Circular Fashion and Textiles

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Rolf Heimann

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About

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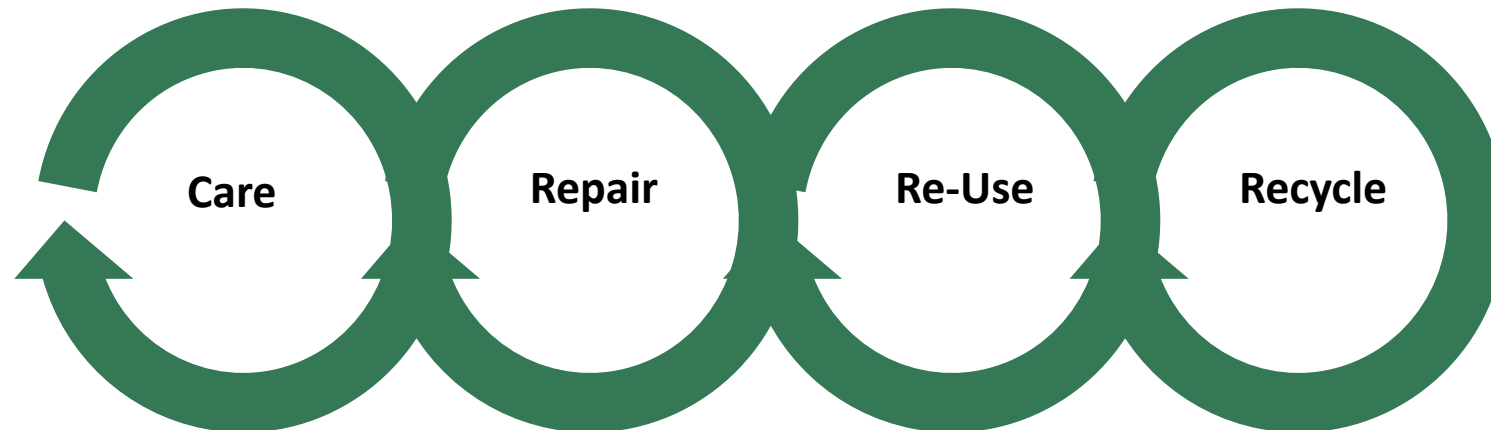
The Holistic Circular Fashion Concept

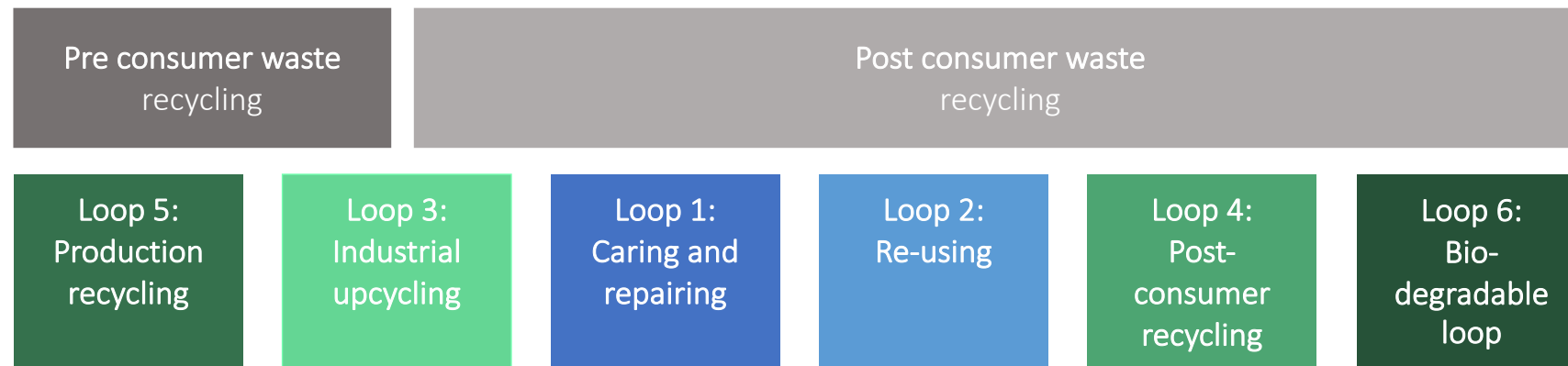
Introduction of the four pillars

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- Circular Economy ≠ Recycling
- Circular Economy = [...] A regenerative system to slow down, reduce and close.
- There are many frameworks for the textile circular economy and there is widespread consensus that the following loops need to be closed:





„We need to move away from pre- and post-consumer thinking“

„A shirt, a skirt, a bag“

- The textile cycle needs a change in mindset
- Designers need to think about circularity in product development, e.g. by considering monomaterials

„To drive technical implementation, investment in recycling is necessary“

- Few from a growing variety:





- There is not only one cycle and thus not only one solution!
- Circuits must be closed locally as well as globally, in the companies and with the customers
- This requires the will and willingness of companies and technologies to cooperate
- With the right framework conditions, many cycles can build one cycle!



„Circular economy needs holistic thinking and acting from different perspectives“

- Circularity Design Development
- The Holistic Circular Fashion Concept
- Implementation of Technical Innovations
- Collaboration is Key!

Thank you very much!

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