

Fashion & Luxury Intelligence Report



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Circular Business



Circular Business

Leadership to drive change from linear to circular.

Linear growth causes global instability. Leadership teams must work in unison with government institutions, educational institutions and companies to address the fundamental causes and to create and empower a circular economy and products. This requires a leadership style that is focused on listening to all stakeholders in the value chain and adept strategies accordingly to minimize disposal and incineration. Unfortunately, from my own experiences with investors and C-level teams there is yet a minimal requirement for sustainable mindsets and experiences in job orientations let alone job descriptions. And we know change is accelerated at the top.

Circular leadership is primarily about vision and humanity.

As leaders, we have the once-in-a-lifetime opportunity to play a huge, positive role in sustaining our ecosystem for future generations. These future generations should have a strong voice and be included in all important decision-

making processes. Young people should certainly have a seat at the table; their influence is vital. This is not only because they will be facing the future consequences of the decisions we make today, but also because they are still open-minded and flexible in their thinking.

Guiding principals for Circular Leadership

Here's my selection of five guiding principles for circular leadership.

1. The future has a seat at the table. A new governance structure includes the voice of the future in every decision-making process. To take responsibility and action together, to mobilize the necessary creativity and innovation within the younger generation and merge it with the network & experience of the older generations.

2. System follows leadership. In circularity, leadership is the necessary existential dimension: a circular leader embodies leadership more than he/she imposes authority. Out of being deeply grounded, a circular leader connects with others and shapes a new reality.

3. We take it personally. A circular leader navigates the complexity and unpredictability of the world with their personal moral compass. Self-reflection, vulnerability, transparency, openness

and reciprocity are not only the relevant leadership skills in a circular economy, they shape the new economy.

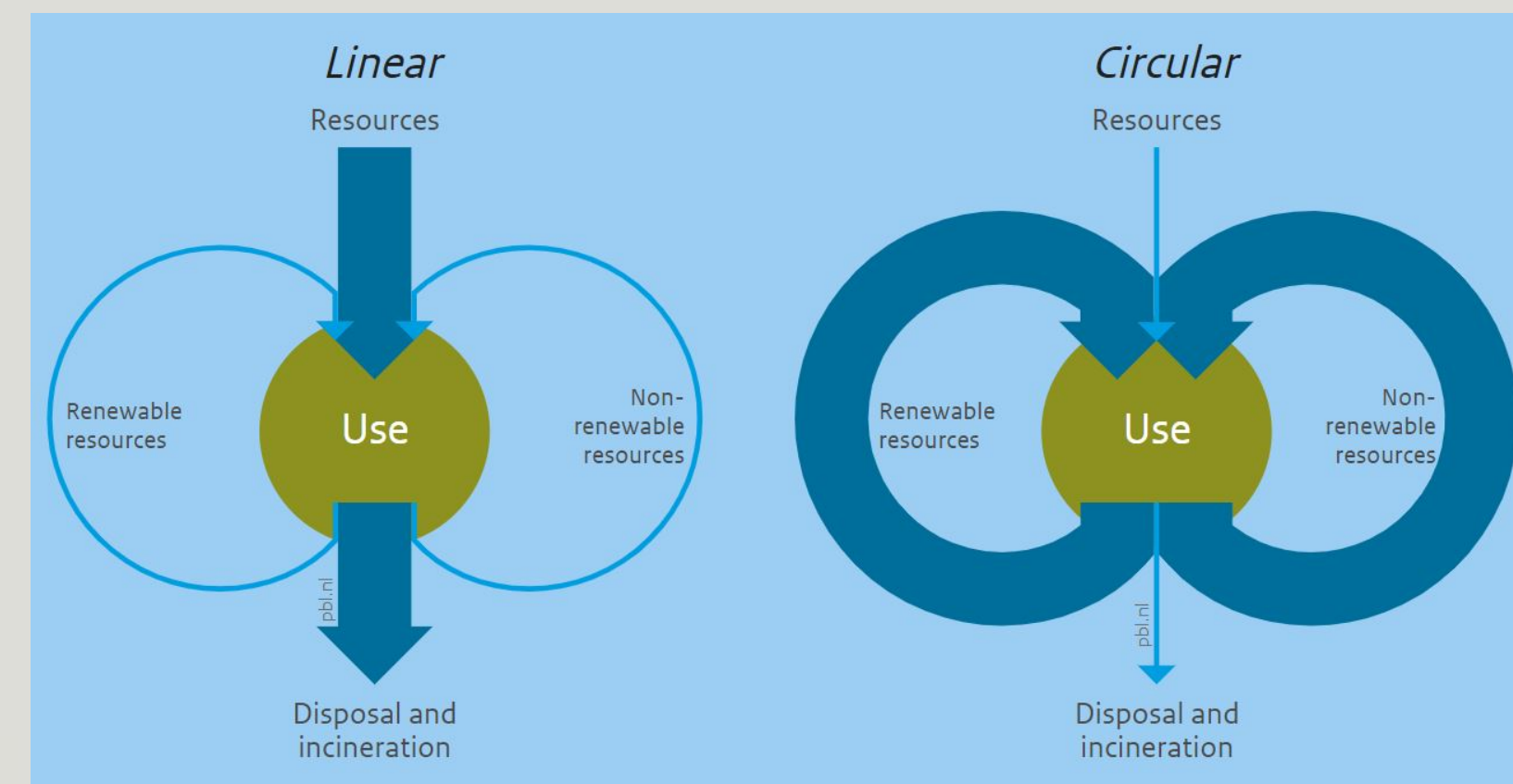
4. The game is changed. Leadership requires one to make challenging choices and bold moves that optimize quality and meaning of the economic order. If necessary, a circular leader dares to leave economic paradigms when they do not serve the well-being of humankind, society and the earth and builds a new paradigm.

5. Circularity as a profitable business model is the new normal. The true price of linear growth is becoming more and more visible, Companies will increasingly be held accountable. Their true value will no longer (only) be financial but more so their stakeholder-support bas

Circular Leadership

Programs:

- Academy for future leadership via [Nieuwbestuur](#).
- [Brand Leaders Summit 2022](#) - Circular Fashion on the 2nd of November. 14.00-18.00 GMT Online.
- [Circle Economy](#): Helps businesses to embed circular principles at the core of their organization: both in the strategy and in the mindset and behaviors of employees.



Circular Inspiration



Circular Inspiration

Circular Textile Days 2022

My personal inspiration for change is new connections. Through the great work of the [Ellen MacArthur Foundation](#) I got inspired to personally contribute to the circular movement which led me to some new initiatives. One of them are the people of the Circular Textile Days in The Netherlands.

The Circular Textile Days is a business event that offers a great opportunity for meeting new partners in the sustainable textile business and for discovering and discussing innovative circular textile solutions.

The second edition of this fair and symposium took place on September 13th and 14th in Den Bosch. I had the honor and pleasure to be the presenter and moderator of this 2 day seminar, including a Lunch Caffe and paneltalk titled:

“Which design choice do you make to enlarge the impact of circularity?” My panel guests were [Arnoud van Vliet](#) (CSR Manager at Zeeman), [Stijntje Jaspers](#) who represented Fibershed Nederland, [Anisha Sharma](#) (Sustainability Researcher at ByBorre) and [Annemieke Koster](#) (Founder of Enschede Textielstad and Board Member at Texplus)

As a former designer myself: it all starts with a design. Clearly we need to transition to Circular Design. So if we want to change our products and textile and fashion system into a circular model,

we have to make these the main drivers for product design and....product designers.

The panelists shared ideas, struggles, thoughts and projects on circularity with an audience of over 75 people. Together we created a great positive vibe, with a lot of interaction and questions by people in the audience which was a great mix of designers, manufacturers, governmental and policymakers and entrepreneurs. The summery in general was simple and important: We need to connect , be adaptable and share for collaboration and change. My humble contribution to this summery was: Conversation is the new currency!

[Visit the next Circular Textile Days](#)



Circular Inspiration

EIIS Rome. Fashion & Sustainability Management Certificate Program

The other part of my circular orientation led me to the people of the European Institute of Innovation for Sustainability (EIIS). EIIS, located in Rome, offers online and offline certificate programs for sustainability and circularity.

This year I joined the board of Course Experts. This October a 3 Month online certificate program on Fashion and Sustainability Management will start. As a lecturer in the faculty as an industry expert presenting and discussing a variety of topics around sustainable fashion, inclusive design, fashion-tech, talent development and leadership.

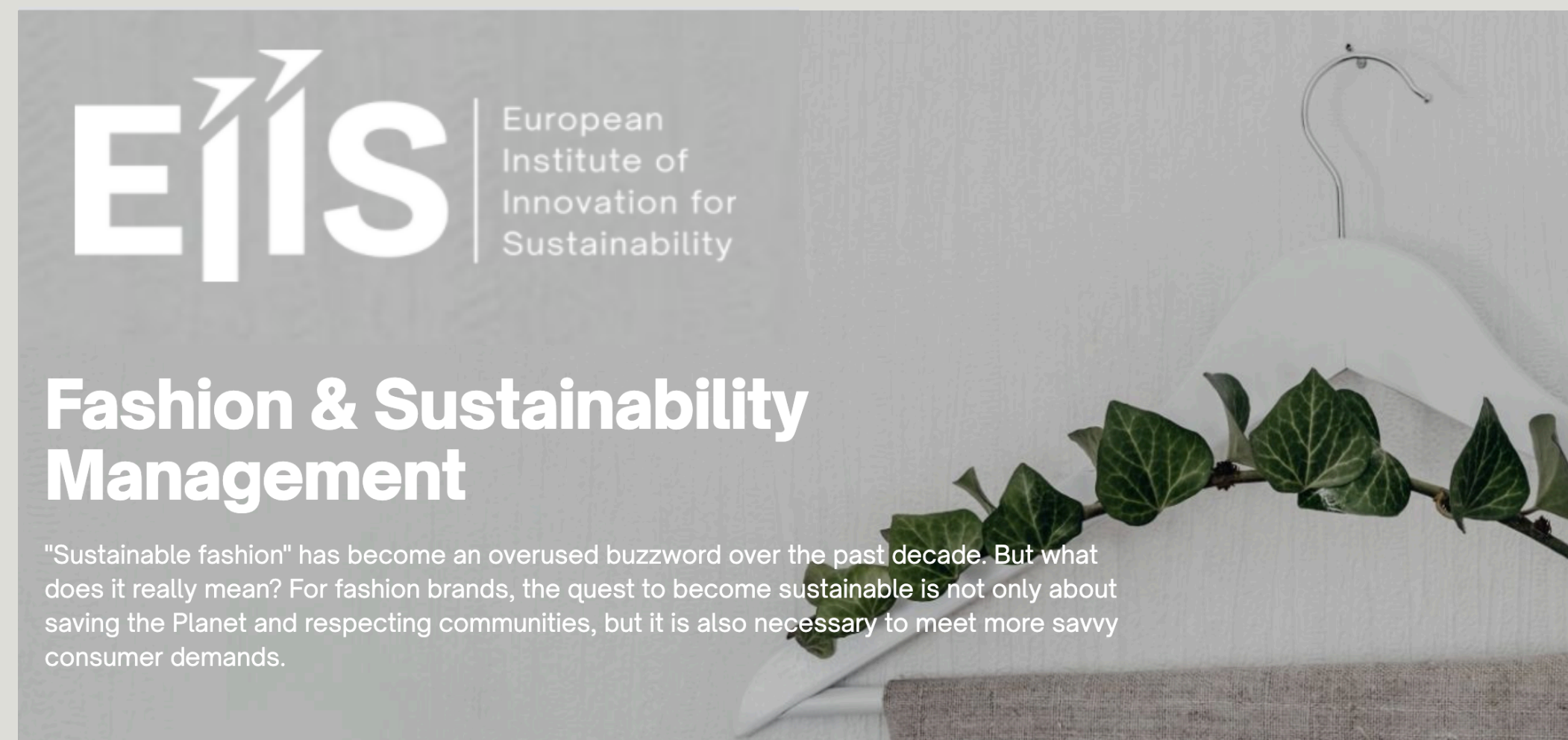
Opportunities for this course are:

- Deep understanding of the key role sustainability must play in the Fashion Industry, in order to successfully face current and future challenges
- High educational value: you will be able to attend lectures and interact directly with some of the greatest fashion experts worldwide.
- Putting knowledge into practice: By tackling a proposed challenge, you will be able to grasp

the problems and face the fashion industry in a sustainable way. This challenge represents our learning

- Community: You will be part of a community of people committed to sustainability. Throughout our Digital Campus, EIIS Talks and On-Site events, we give our participants the opportunity to interact and get to know each other in a more informal way.

[More about the EIIS program](#)



Circular & Sustainable Fashion Agenda 2022

- [Circular Textile Days](#). A circular business platform (Took place in September 2022, upcoming event date to be abounded)
- 6-12 October 2022: [Dutch Sustainable Fashion Week](#).
- 20 October: [Circular Fashion Festival](#) (online)
- 28-30 October 2022: [Diversity Fashion Week](#)

Brandy to Watch



Brandy to Watch

RÆBURN

Isrid Agency visited The London Fashion Week. We were focussed on sustainable, circular and inclusive brands. This is where we discovered the brand RÆBURN and we spend a lovely time and visit to their store at 2 Marshall St, Carnaby and met their dedicated staff.

RÆBURN is a collaborative, creative fashion studio where daily design meets responsible production, alongside monthly events, discussions and workshops. Christopher Raeburn has established his eponymous brand with responsible and intelligent fashion design for a global audience. The RÆMADE ethos in particular has pioneered the reworking of surplus fabrics and garments to create distinctive and functional pieces.

The philosophy has its origins in his fascination with military materials and utilitarian clothing. Established in 2009, Christopher's never-ending 'archaeological' discoveries led to his first full collection using de-commissioned military stock to create limited edition outerwear for both men and women. From wool field jackets to nylon parachute canopies, each style is produced by meticulously deconstructing the original and reworking the materials into unique and ethical garments.



RÆBURN LAB

The RÆBURN Lab in Hackney, London was previously home to the Burberry Textile factory and underwent a €39.00 million refurbishment which has involved conversion of two conjoined structures on Chatham Place, creating residential and commercial accommodation that displays clear references to the buildings' industrial past.

The RÆBURN Lab is home to the company archive and military archive and features highlight RÆMADE and collaboration pieces from the past decade. The whole archive has also been digitized allowing the design team to utilize this information for reference points and inspiration.

Go behind the scenes of RÆBURN's studio in the heart of Hackney, East London. You will get a private tour of the RÆBURN Lab by our talented team and discover the experiential retail space, extensive brand archive and making atelier. You'll get a real insight into how a successful responsible design company operates.

[Book a RÆBURN LAB tour](#)



Zeb Esser at the RÆBURN store. Zeb is Gen-Z luxury retail and digital recruiter at ISRID AGENCY.

Brandy to Watch

Soft Revolt

In 2020 Elles Roeleveld left a financial career behind to found Soft Revolt. While working in a lingerie store to better understand the wishes and needs of today's women, she met Anet van Haaster, a specialist in market and consumer research. Elles and Anet decided to join forces to bring a soft revolution to the traditional lingerie market. Later they were joined by experienced entrepreneur Kim Bakker.

It took them exactly 47 tries to get their knitting technique right, which is why they named their first seamless one-piece bra CLEO47. The knitting and assembling is all done in one location, which drastically reduces both waste and carbon footprint. Compared to traditional production methods, their way of working saves at least 3 kg of CO2 per bra. This eco-conscious attitude also extends to their packaging and labels, which are specially designed to leave little behind.

[Shop Soft Revolt](#)



Modeling for Soft Revolt



The Soft Revolt power ladies team

Hul Le Kus

Hul le Kes was founded by Sjaak Hullekes and Sebastiaan Kramer who I have known, followed and appreciated for many years already. They have been dedicated to authentic and slow fashion ever since they left the academy and developed Hul le Kes as an answer to the fast pace and polluting practice of modern-day fashion. Hul le Kes is a fashion label that relies on the power of care taking, creating, empathy and aesthetics. With this brand Sjaak and Sebastiaan created an alternative and holistic system, one suitable for our changing environment.



Sjaak Hullekes and Sebastiaan Kramer

Hul le Kes works with existing materials, over 95% of our materials were made for another purpose before. For example the antique linens they use are from France and often carry family initials embroidered on them decades ago. But most of our materials are found at flea markets and at recycling centers. Old oil lamp wicks became our Hul le Kes main label and vintage blankets are used for our pillow cases and jackets.

All Hul le Kes items are carefully thought of and made by their own employees in their own [Manufacturing Studio](#) in Arnhem. This offers more than transparency alone, it allows them to bring back a profession nearly extinct in Western Europe. Apart from making garments the company offers a place for recovery, craftsmanship and creativity.

[Shop Hul Le Kus](#)

Brandy to Watch

Top brands circular fashion index

The Circular Fashion Index (CFX) from Kearney measures a brand's efforts to extend the lifecycle of a product. 150 global brands were assessed from 20 countries, over six categories, including luxury, premium and affordable luxury, mass market, fast fashion, sports, outdoor lingerie and underwear.

A company's circular fashion performance is scored based on seven dimensions that affect the garments' longevity. These dimensions include two perspectives: the primary market (affecting new product sales to consumers) and the secondary market (such as the secondhand market or recycling). The scores for each dimension are weighted, giving the most weight to secondhand sales, rental services, and reuse of returned clothes as raw material or for donations. Next, it combines the scores to give an overall score between 1 and 10, with 1 representing the lowest score and 10 the highest.

Patagonia In addition to what Patagonia founder Yvon Chouinard is already doing by placing his shares in two funds to save the planet, Patagonia scored 8.50 out of 10, applauded for its equipment rental program and use of recycled fabric.

Levi Strauss scored 8.20 out of 10, improving its score largely through new rentals: it launched a rental-only capsule collection of up-cycled denim made with vintage jeans under the Ganni brand.

The North Face scored 8.05 out of 10, able to slightly improve its share of recycled fabrics.

These and many other companies and brands from this index list are a tremendous example of "good growth" as they pair "sustainability in action" with excellent financial performance. Patagonia's mission statement is "We're in business to save our home planet" and they keep putting their actions where their mouth is.

The Kearny report notes that since 2020, industry and consumer awareness and activity have increased, resulting in a heightened awareness of the role fashion plays—or doesn't play—in creating a more sustainable environment. Google searches for sustainable fashion are up by 350%. Secondhand platforms are experiencing double-digit growth.

But the research also revealed only 7% use recycled materials to any credible extent; 54% use recycled materials for a few selected items or a few product features, but 39% use no recycled materials whatsoever. While communication and promotion of circularity efforts are the easiest and fastest measures to implement, 44% of brands don't do it at all, and 40% settle for giving the minimum amount of care instructions required by law. There is a lot more the fashion industry could be doing and I hope this report and my humble contribution to education, seminars and talent recruitment advice will empower and inspire my network to keep up the good circular work or re-think their processes for how they can do better.

Google searches for sustainable fashion are up by 350%.



Sourcey

McKinsey / BOF | The state of fashion 2021
The Business of Fashion | Professional
Vogue | Business
Dutch Circular Leadership Conference
EQUIS European Institute of Innovation and
Sustainability
Dept Agency
Fast Company
Gartner
LinkedIn
McKinsey Insights
Nieuwbestuur
IAF
Ellen MacArthur Foundation
Just-Style.com
Amy Webb
The Future Institute
Sustainablebrands.com
Circular Textile Days
The Guardian
The Future Laboratory
The Global Fashion Agenda
Hul Le Kus
Soft Revolt



Get in touch

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