

# Value creation on the secondary market through design

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Wardrobe study,  
Winter 2023



# TRACE

## A transition towards circular economy



Plastics

Textiles

Common

About Trace

Contact

Trace Calls

Become a member

## Textiles

Five projects are submitted for the textiles track, pool 1. These show both strong independent agency and a great potential for cross-pollination and synergies.

Read more

See all Textile Projects



## Textile Projects

PROJECTS CONCERNING TEXTILES

## Latest in Textiles

NEWS & EVENTS CONCERNING TEXTILES



Royal Danish Academy

Architecture, Design, Conservation

# Is resale sustainable?

## Barriers and potentials for resale to support circularity

- Will resale increase product use and lifetimes?
- Will resale decrease production and waste volumes?
- Green claims must be reliable and backed by evidence!



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# 4R framework (EU waste hierarchy)

Reduce

Reuse

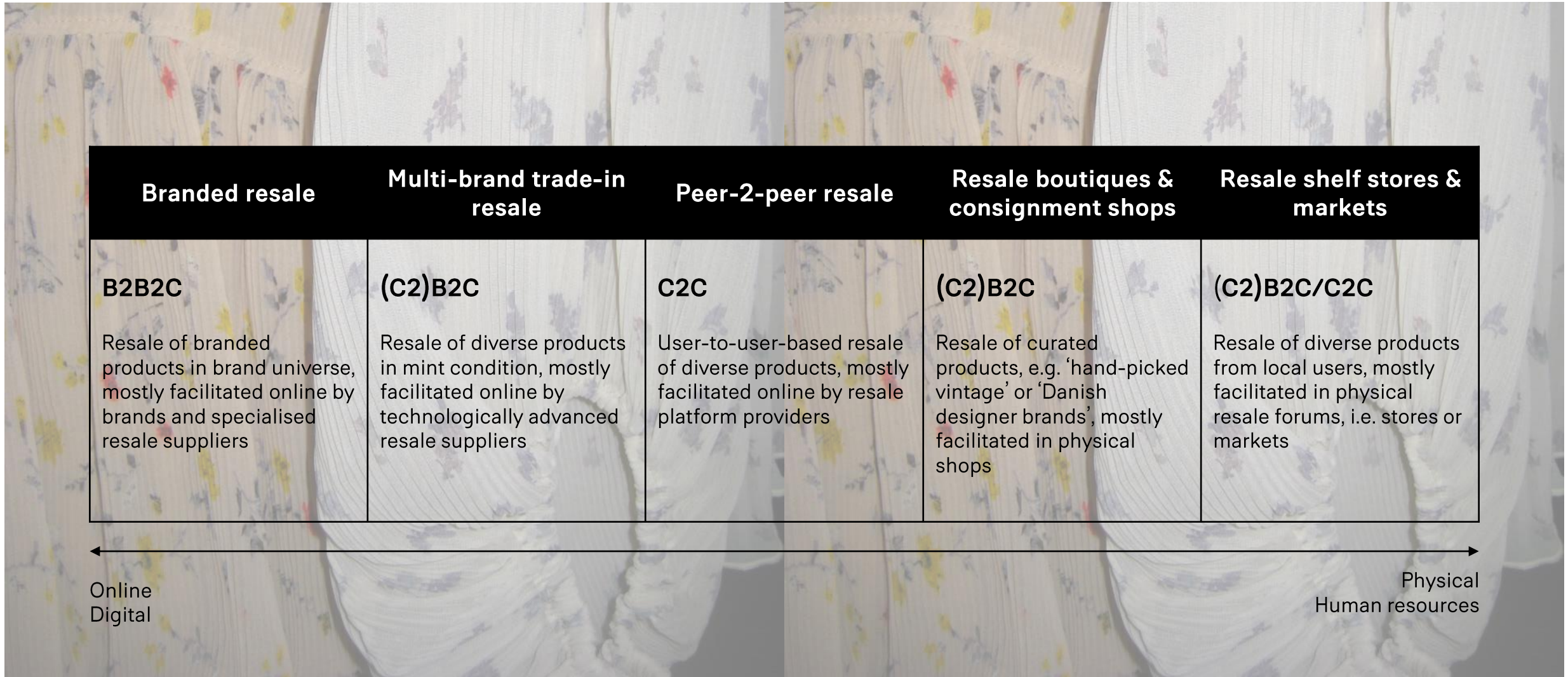
Recycle

Recover

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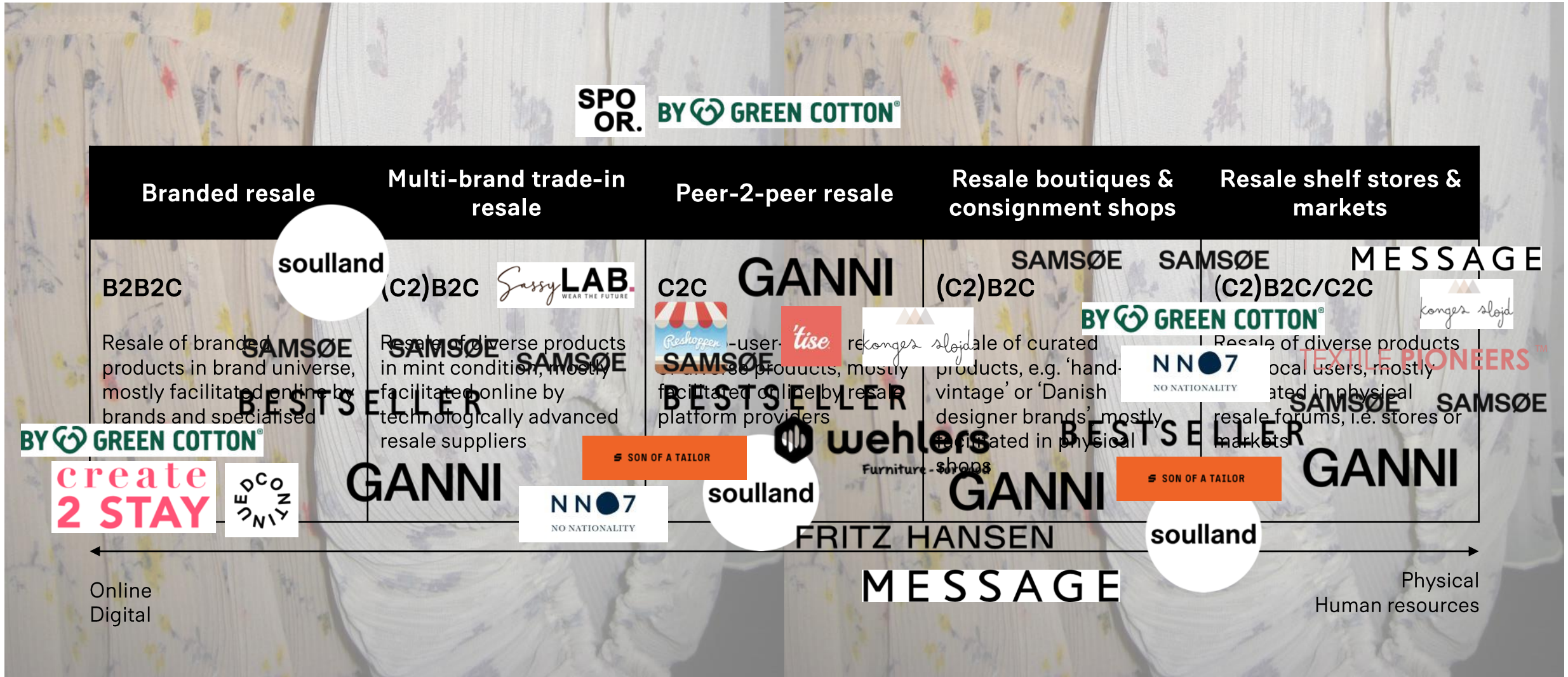
# Resale business models in DK

## Garments can circulate in various ways



# Resale business models in DK

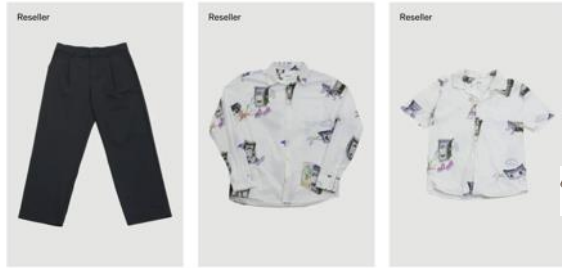
## Garments circulate in various ways



# Garments travel: Different resale options in DK

## Where will the user go when seeking to resell the sweater?

soulland NEW ARRIVALS MEN WOMEN PROJECTS



Reseller Aidan Pants 746 kr 1-040kr  
Reseller Charlie Roberts Shirt 448 kr 1-641kr  
Reseller Charlie Roberts Orson Shirt 373 kr 1-492kr

Holzweiler Re:vive

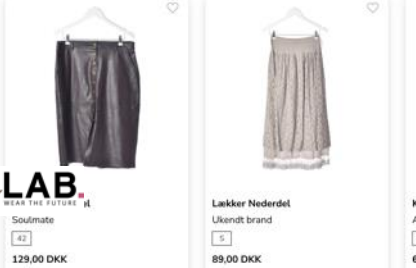


W. Hanger Crop Longsleeve Green Used: 770 NOK New: 1:000-NGK  
Dais Shirt White Used: 1:750 NOK New: 2:500-NGK

Branded resale (if possible)



SassyLAB. KVINDER MÆND BRANDS NETOP TILFØJET

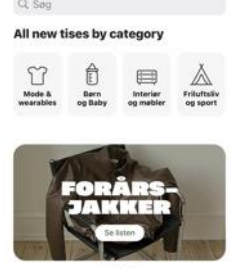


Lækker Nederdel Usædnt brand 129,00 DKK 89,00 DKK

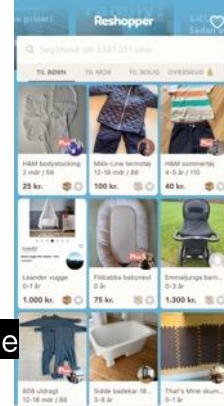
Multi-brand trade-in resale



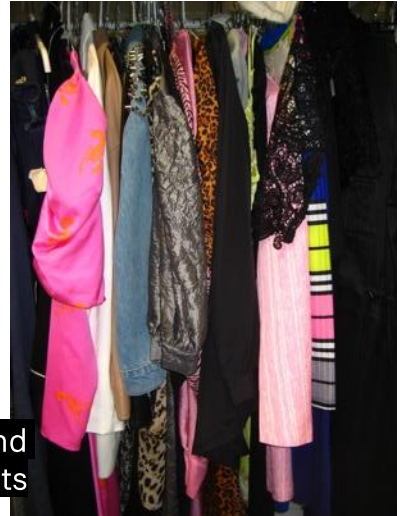
Udforsk



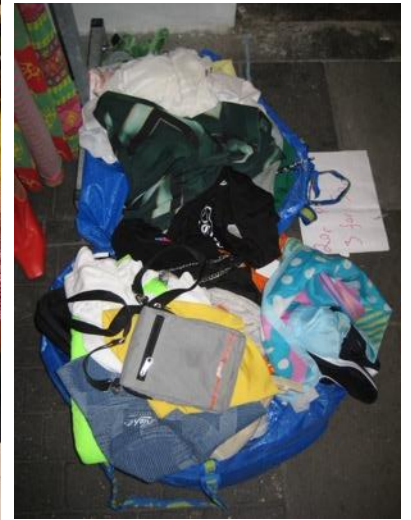
Peer-2-peer resale



Resale shelf stores and flea markets



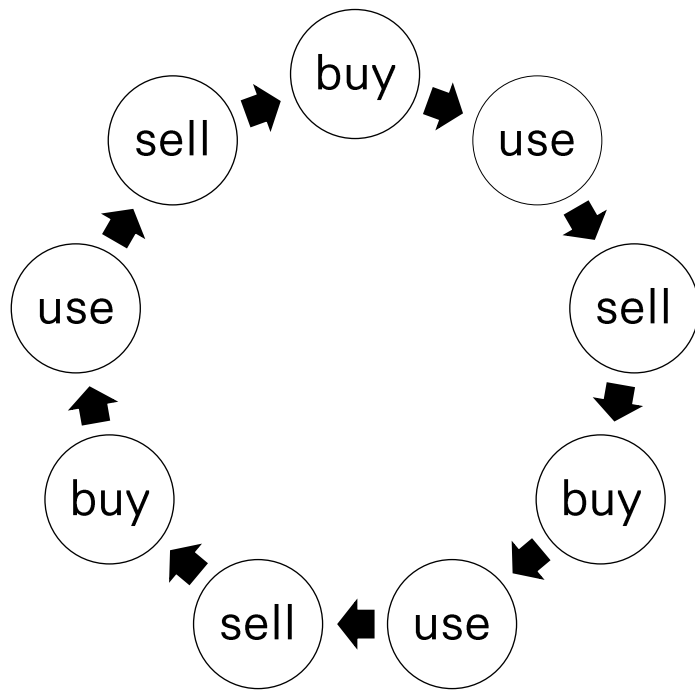
Resale boutiques and consignment stores



# Example

## Learning from resale wardrobes (and the value of design)

Wardrobe rotation →  
buying with resale  
possibility

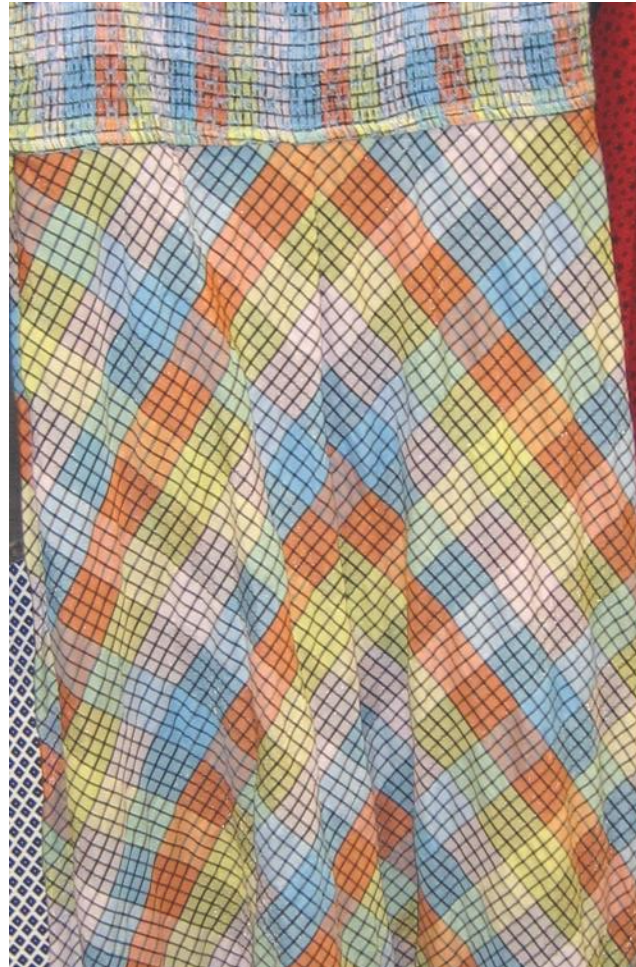




# Scaling the resale market

## Steps to transition towards circular economy

- Explore: Follow your garments and get close to your users
- Experiment: Get (more) experiences and learn with them
- Expect: Challenges and new opportunities
- Effect: by partnering our project you are contributing to inform policy and public debate for promoting resale and downscale overproduction



# Is resale sustainable or not?

- Resale is key in utilizing what has already been produced
- Resale will support long-lived garments IF it replaces fast fashion

## DEBATINDLÆG AF

**ELSE SKJOLD** Lektor, ph.d. i design og bæredygtighed på Det Kongelige Akademi  
**METTE DALGAARD NIELSEN** Ph.d.-studerende på Det Kongelige Akademi

I den seneste tids debat er der blevet sat spørgsmålstegn ved genbrugstøjets klimavenlighed. Men der er ikke noget galt med genbrug. Der er noget galt med overforbrug af tøj, der ikke kan genbruges.

## **Ph.d. i design og bæredygtighed: Det er vildledende at omtale genbrugstøj som en del af problemet**

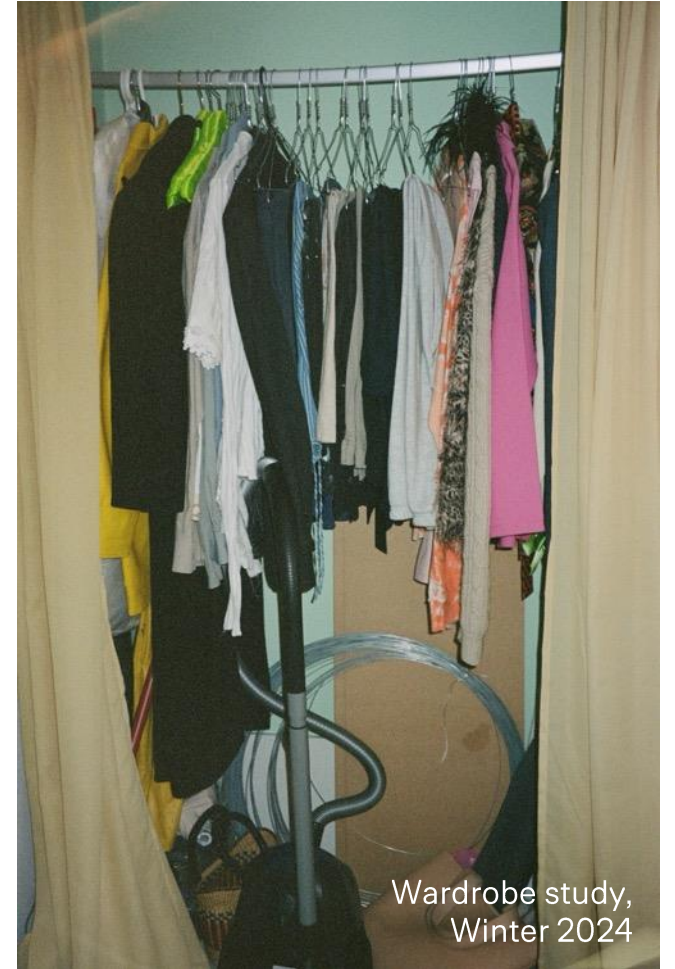
29.10.2024: <https://politiken.dk/debat/debatindlaeg/art10131095/Det-er-vildledende-at-omtale-genbrugstøj-som-en-del-af-problemet>



# PhD defence Greetings from NYC

You are all invited to attend Mette's PhD defence at Royal Danish Academy – Architecture, Design, Conservation in the Winter of 2025/2026

More info will follow 😊



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Thank you

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