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Programme

SCIRT

Innovation Action (IA)

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SCIRT.

Collection of circular dresses available in Bel&Bo stores at a reasonable price

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SCIRT.

SYSTEM CIRCULARITY & INNOVATIVE
RECYCLING OF TEXTILES

Innovation Action

H2020-SC5-2020-2

Collection of circular dresses available in Bel&Bo stores at a reasonable price

Deliverable D3.4

Version N°1.0

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Disclaimer

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Table of contents

1	Introduction and objective	5
2	Description of the result.....	5
2.1	Final product	5
2.2	Material composition.....	7
2.3	Circular design	7
2.4	Marketing and sales.....	7



1 Introduction and objective

The objective was to redesign and redevelop a bestseller product: a 100% viscose woven dress. A closed-loop system was intended to be set up, encompassing collection, recycling, and reselling of the dress in stores. The dress, which was a printed style in Nm 47, was responsible for 1% of yearly revenue in 2019. The most important criterium for the dress is affordability.



2 Description of the result

1.1 Final product

Intention to produce 200 knitted women's shirts in sizes S-L.

First prototype:

- Oversized women's polo
- Piqué fabric
- Flat knit borders



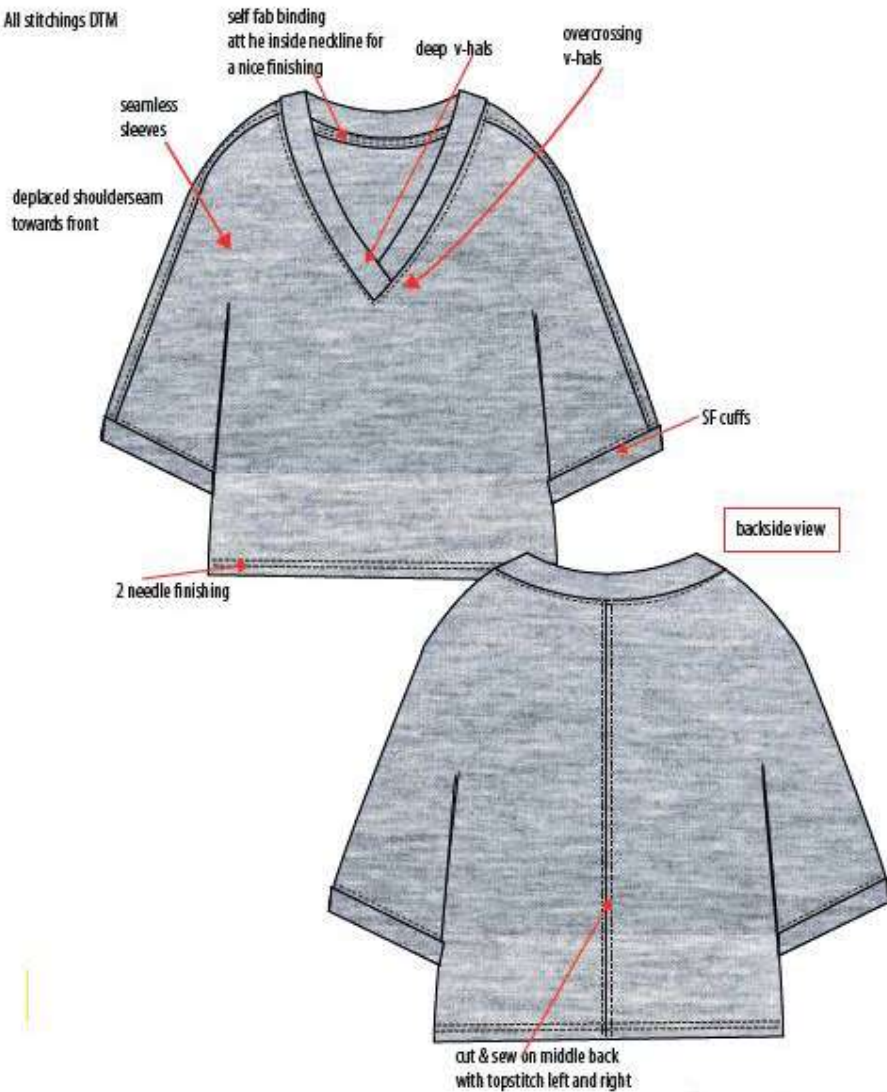
Second design:

- Piqué fabric
- No round knit borders
- Production on hold

DESCRIPTION:

- style as per sketch: see also pictures hereby to follow

All stitchings DTM



1.2 Material composition

Composition of the **yarn** developed within SCIRT (spun by ESG):

- 50% recycled viscose
- 50% Tencel
- Nm 40

The recycled viscose was post-consumer viscose sourced and sorted by SCIRT partner Valvan.



Fabric composition (piqué fabric):

- 50% recycled viscose
- 50% Tencel

1.3 Circular design

- Avoided use of elastane
- Stitching: Cotton yarn
- Garment labels: Cotton
- No embellishments or buttons

1.4 Marketing and sales

Sales:

- Own stores: Selection of 10 (out of 95) best selling stores with good distribution across Belgium.

Launch:

- Launch was planned 21/10/2024: delayed because of problems with knitting



Client feedback:

- Short survey was planned on Instagram stories and in our online newsletter.

Marketing:

- Planned marketing:
 - o Photo shoot
 - o Social media content (Instagram stories, reel, linkedin post)
 - o Newsletter
 - o Press release
 - o Possible interview with Belgian magazine (Knack Weekend)

