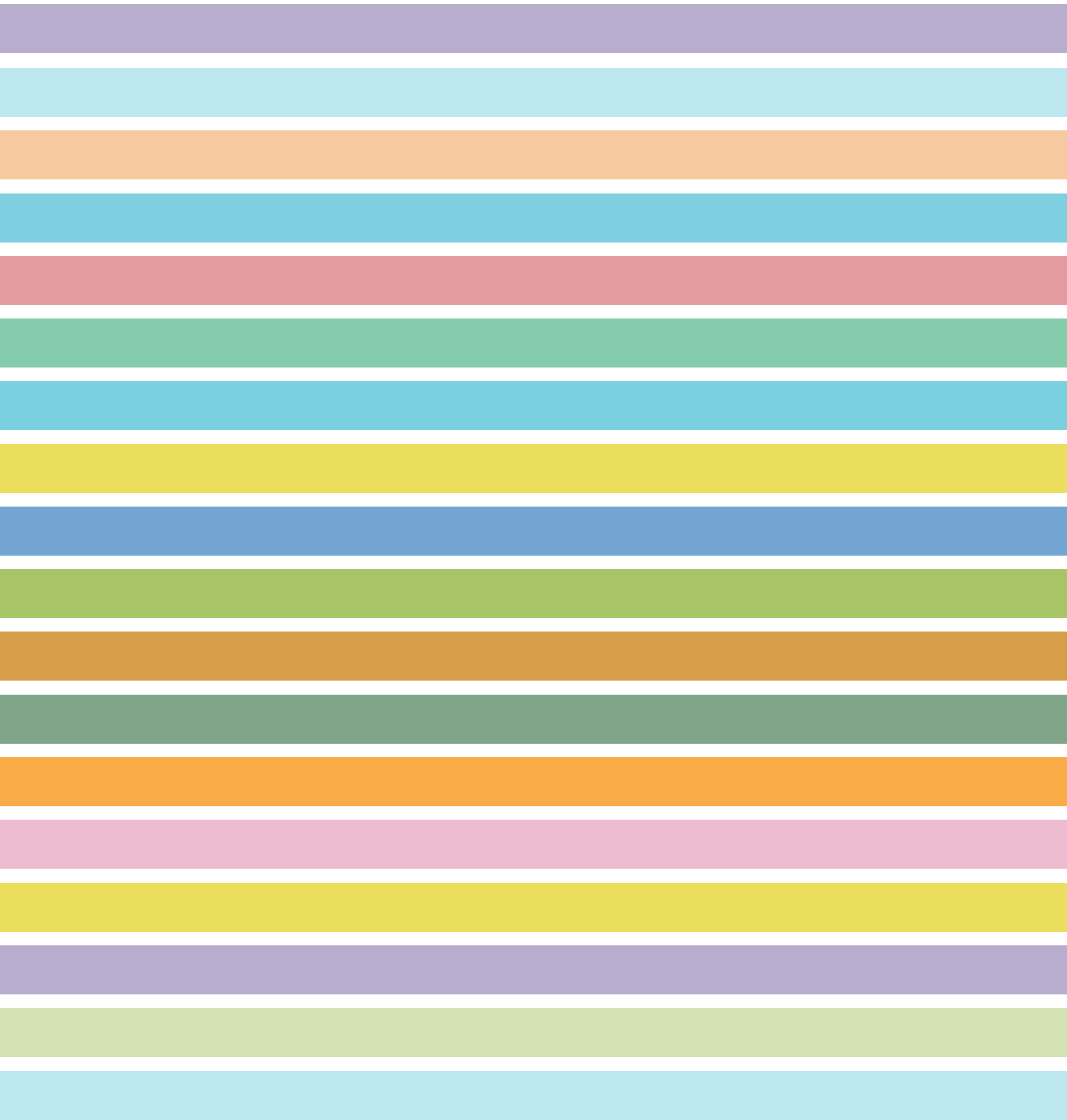




**CLOTHING LOOP**

**IMPACT RAPPORT**



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# EXECUTIVE SUMMARY

The Clothing Loop has an unexpected impact. Since its inception at the start of the Covid-19 pandemic, an estimated 450.000 items of clothing found a second (third, fourth) life. The surprising reason being, most probably, that the Clothing Loop increases social bonds and well-being; people are having fun while doing good.

With the pandemic (hopefully) ending, the success continued. Knowledge about the broken fashion system combined with the joy factor of this alternative, seem critical factors for growth. Simply increasing visibility increased social acceptance, which was enabled by the extensive media coverage. Thus social, economic and environmental impacts are combined.

Due to decentralised organisation, the costs relative to impact are low. Based on the results in this impact report, increasing organic growth is expected with moderate investments. Keeping the web platform free of charge is a key factor for succes. For this reason, philanthropy and government partners are warmly invited.



# Key insights:

# 51%

More than half of our participants had never swapped clothes before

# 63%

63% of respondents feel more connected to their neighborhood



On average a participant will get to know 2,6 new people



Participants give the Clothing Loop an average of 4.2 (out of 5) for recommending to others. The longer the participation, the higher the recommendation score (3.8 --> 4.4)

# 46%

46% of respondents say they buy less, and more conciously than before

# WHAT WE DO

The Clothing Loop is an initiative that allows people to easily swap clothes with others in their neighborhood.

We help setup local networks, among which bags of clothing are passed along from address to address.

We help set up these Loops and connect Loop hosts with participants on our web platform.

We facilitate potential Loop hosts with an elaborate toolkit including a template to make your own app, press releases, promo images and visuals. We also host a help-desk to help out when Loops are not running smoothly.

To drive growth we actively pursue national and local press, both on and offline. We are also frequently invited to give guest lectures, panel discussions and talks.

Our goal is: to facilitate and inspire as many people as possible to explore the fun of sourcing outfits outside of (fast fashion) stores.

By decreasing demand and changing consumption mindset, we are making an impact on the fashion industry. Leaving the world better than we found it.



## Guided by the SDG's

The Sustainable Development Goals provide a roadmap for solving global challenges by 2030.

On the one hand we critique these goals by their determined presumption of simplified pragmatism. On the other hand, The Clothing Loop also works with them, to be able to map and help solve global challenges.

The Clothing Loop mainly targets goal #11, sustainable cities and communities, and #12, responsible consumption and production. The Clothing Loop may also be a welcome solution for people with hidden poverty (SDG#1), but we do not actively pursue this goal; everybody is welcome, regardless of their income, social status or background.

# HOW IT STARTED

**The idea arose during the first lockdown in The Netherlands in 2020, when live clothes swap parties were no longer possible due to the Covid-19 pandemic.**

But one of the first things people started doing during lockdown was cleaning out their closets! Someone in my local swap community texted that she had a bag of clothes ready for the next swap, yet with no date in the near future, it stood in her way. She asked the community if someone wanted to take a peek, and when multiple people responded, we decided to make a route to let it circulate. That bag has been traveling ever since!

Now, -two and a half years later- this simple idea turned into a movement, making serious impact. The Clothing Loop already turned out to be a success in The Netherlands, and is currently in the process of launching worldwide. We know that a more sustainable future requires big -systemic- changes, and we want to lead by sharing a fun and valid alternative.

In this impact report, -based on our survey answered by 1547 respondents-, you'll read about our impact on both social, geographical and environmental levels.

The Clothing Loop is a movement with a backbone of hundreds of community members and -leaders. We educate, support and guide them in creating their own local Loop, making this project great one Loop at a time. Together we are reducing waste, connecting communities, and providing free clothes.

Nichon Glerum  
*Founder of the Clothing Loop,  
previously Ketting Kledingruil.*

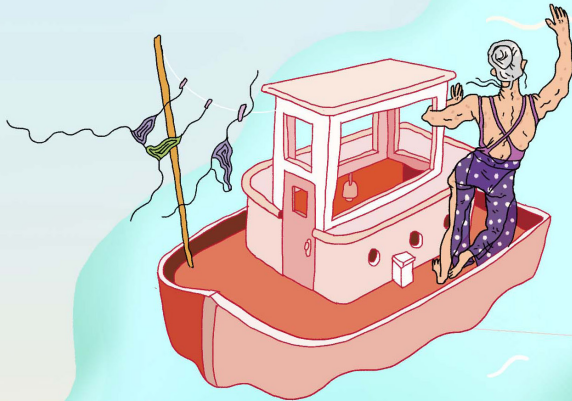






DELIVER

ADD



REPEAT!

CLOTHIN



XS-XL

plus size

Kids 5-12

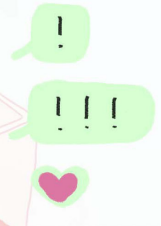
men

JOIN  
a LOOP

[www.clothingloop.org](http://www.clothingloop.org)



> SHARE



A ghost rider bag travels in the other direction

RECEIVE

SHOP



# WHY WE DO WHAT WE DO

*“Small acts, when multiplied by millions of people, can change the world” (Howard Zinn).*

Thanks to falling costs, streamlined operations, poorer quality and rising consumer spending, clothing production doubled from 2000 to 2014, and the number of garments purchased per capita in that same timespan increased by about 60 percent<sup>1</sup>. On average, one piece of clothing gets worn 40% less than 10 years ago.<sup>2</sup>

In 2021, the fashion industry and its supply chain was the world's 3<sup>rd</sup> largest polluter, producing 5% of the world's GHG emissions.<sup>3</sup>

When it comes to disposing of clothing, current technologies cannot reliably turn unwanted apparel into fibers that could be used to make new goods. Recycling methods such as shredding or chemical digestion have been found to work poorly. And there are not markets large enough to absorb the volume of material that would come from recycling clothes.<sup>1</sup>

As a result, every second a garbage truck of textiles is wasted or incinerated.

Yet clothing consumption is set to rise by 63% by 2030<sup>2</sup>. Fashion needs to be fixed; we must change our approach. We like to do so by offering a valid and fun alternative: the Clothing Loop





*Textile waste on a beach in Ghana.  
Credit: Ridwan Karim Dini-Osman/The World.*



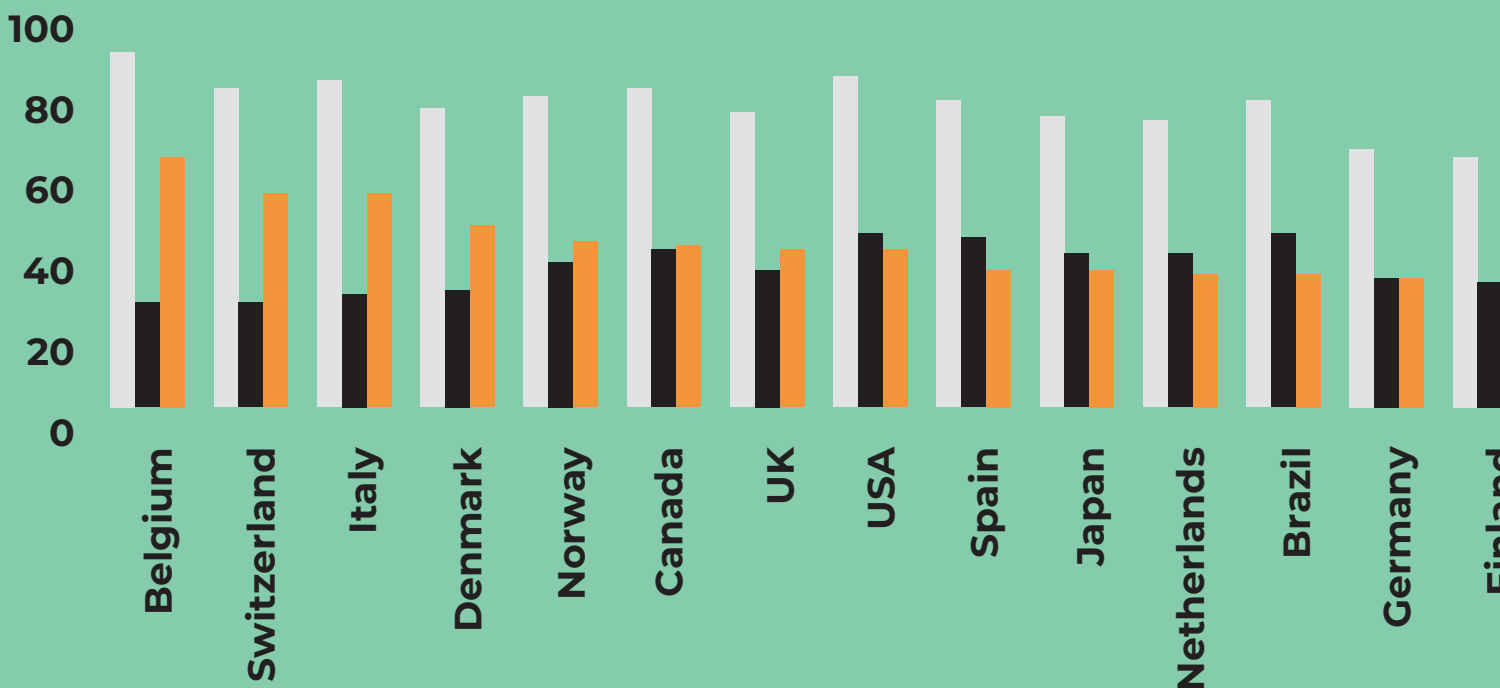
# DELUSION PERCENTAGE

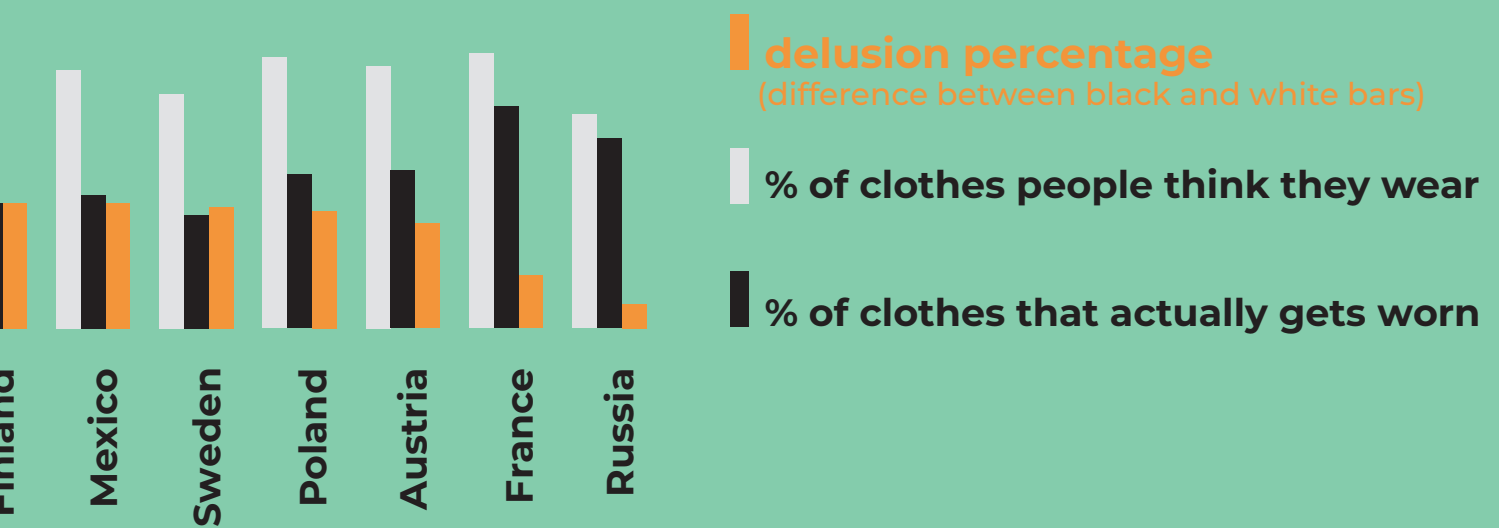
Every community that has been victim to overconsumption, is able to join to fight our current toxic disposability-culture.

Most people don't wear every single piece of clothing they own: the percentage of clothes that go unworn is a lot higher than most consumers think. 18,000 heads of households in 20 countries were invited to participate in a study where they had to answer the following question: "What percentage of your wardrobe do you think hasn't been worn in the last 12 months?" Then the researchers compared the perceived quantity of unworn clothes to data collected directly in households.

Turns out: the majority of consumers around the Global North are highly delusional about how much of their clothes they actually wear.<sup>4</sup>

The countries on the left side of the graph below will be our first focus in the international expansion of the Clothing Loop.

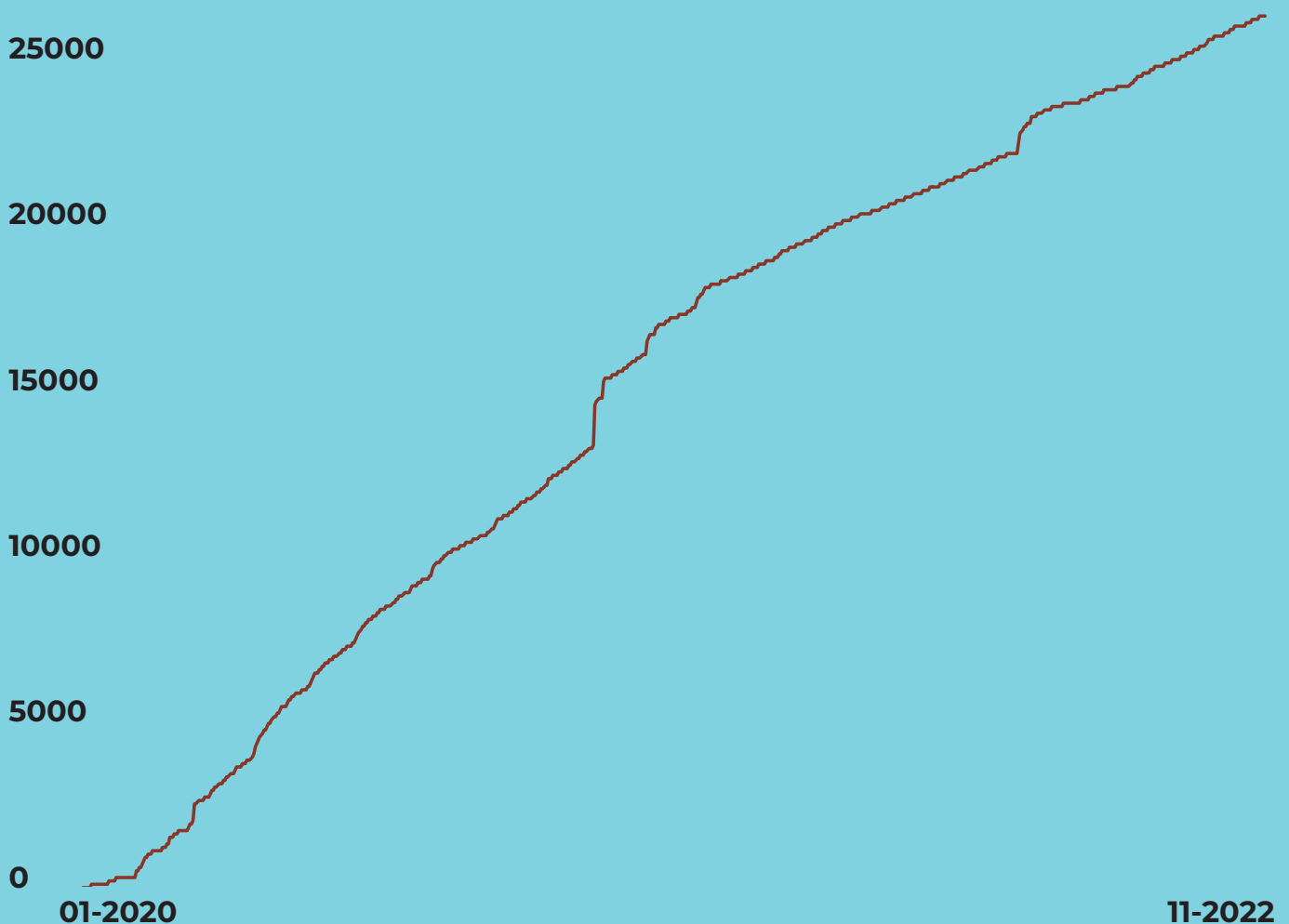




Source: Movinga

# OUR METRICS

- **Jan 2021-Nov 2022**
- **428 loops**
- **Biggest Loop: Hilversum 183**
- **Average number of participants per Loop: 39**
- **>15000 participants within The Netherlands**
- **96 press publications and counting**
- **Loops committed to start or starting in Belgium, Zwitserland, Germany, France, Portugal, New York City and Singapore**



**CUMULATIVE GROWTH OF PARTICIPANTS**





Photo: Anke Teunissen



**onder** NL

video: [beenderen@agmedia.nl](#) | [witten.com/DaDeWander](#) | [facebook.com/DaDeWander](#)

actueel nieuws | woonwonder | **elk uur** | contact

**altijd in de buurt!**

**Nieuwsbericht**

**Bijzondere huurders met bijzondere natuurwaarden**

**Ni. Alent ontvangen? Wees alert!**

**Stop online naar duurzamer wonen met voorlichter**

**Met gratis voorlichter werken**

**AD Zoetermeer**

maandag 2 mei 2023

**Ketting Kledingruil nu ook in Zoetermeer**

Het werkt heel kleding die je aantrekt, doe je Ketting Kledingruil die! garderobe kos tas gaat sinds Zoetermeer ro wijk. De Zoë Saskia Vermeij introduceerde manier van sh

**'Je gaat met een tas van A naar B en het kost niks'**

Hervik van Uken

**PUTTEN** „Je stopt er gratis kleding in en krijgt gratis kleding terug“, vertelt Henneke van 't Ende de kettinkledingruil in Putten samen, waarmee ze een maand geleden is gestart. In Putten brengen er haken die deelnemers aan de kettinkledingruil – het zijn er nu vijftien, maar hun aantal kan en mag nog groeien – in een zaterdag een tas met kleding bij elkaar langs. Degene die de tas heeft, moet die volgens afspraak binnen drie dagen weer aan de volgende deelnemers doorgeven. „In het is niet de bedoeling dat je er alleen maar kleding uithaalt, maar ook dat je er af en toe zelf wat is

ruver past. Of omdat je merkt dat je een misplaatst van het kledingstuk hangen, kun je het dan uitsluiten. „Til nu toe Putten vooral om vroeger 't Ende, maar er gaat kinderklleding mee in de dingruil is heel laagde principe eigenlijk alleen te betrouwen, want je kunt halen. En het kost

Inwoners van Putten die ruil Putten willen aanvragen via de landingdingruil.nl. „Als je daar krijg ik automatisch een aanvullende informatie

**NOS Nieuws - Sport - Uitzendingen**

**Zelf iets bijdragen aan milieu: 'Ik draag schoenen waarop mijn bu...**

**TRUITJE UIT DE TAS**

Maandag 2 mei 2023 10:00 uur

**TRUITJE** UIT DE TAS

Maandag 2 mei 2023 10:00 uur

**Kledingruil gedijt overal in het Groene Hart**

**wekelijks krijg ik een tas, voelt steeds als een feestje'**

Deelname aan de kettinkledingruil is in het Groene Hart steeds meer populair. Deelnemers brengen hun oude kleding mee en krijgen er voor in ruil een tas met nieuwe kleding. Het is een leuke manier om de natuur te helpen en de kledingrecycling te bevorderen.

**as in Barendrecht**

(Ver) Rob... één... baar... alarm... in de... ream... AEE... niets... We... gaf... voor... mei... AE... Dai... vog... Ba... ook... bu... pak... er... vol... me...

...deelnemers en zijn er shoppers vol kleding die gaan. Via een app heb ik logische route gemaakt. Gemeente die de tas in het bezit is – maximaal drie dagen brengt de tas naar de volgende deelnemer. De host er wat je leuk vindt en slaat er een tas mee in. Als je niet iets of een paar kleding... zit er een tas in, haal er er weer uit. Zo blijft de vernieuwend."

**Ook mede?**  
De kleding moet schoon en heel zijn en de deelnemer moet de tas binnen drie dagen naar het volgende adres brengen.

**Witte Week**

**Nieuw-Vennep.nl**

LOKAAL SPORT 112 ZAKELIJK E-PAPER

**Zakken met ruilkleding van hand tot hand in Nieuw-Vennep**

do 18 feb 2023, 11:10 **Overig**

**NIEUW-VENNEP** Mensen die in Nieuw-Vennep wonen en kleding willen ruilen kunnen zich aanmelden op de besloten facebookgroep Ketting kleding ruil Nieuw - Vennep. Ze maken dan deel uit van een kettinkledingruil.

Ad closed by **cnneo**.

Report this ad

**in de buurt**

**Mariëlle start een Kledingruilketting in Doetinchem: 'Ik ben altijd bezig met hergebruik'**

Schrijf je voor de trouweditie van in de buurt Doetinchem en krijg op de hoogte van alles over en rondom Doetinchem.

**Eigen foto**  
Blijf op de hoogte van de trouweditie van in de buurt Doetinchem en krijg op de hoogte van alles over en rondom Doetinchem.

**nam & coronaproof kleren ruilen**

**ruil Apeldoorn**

...ruil Apeldoorn... kleding ruilen en stoppen.

**Kledingruilketting in Doetinchem: 'Ik ben altijd bezig met hergebruik'**

De eerste tas met kleding is woensdag afgeleverd. De opzet is de tas zijn de een naar de ander gaat, als jeen soort kettink door Nieuw-Vennep. Wie de tas ontvangt heeft drie dagen de tijd om er uit te wat hij of zij graag wilt hebben. Desgewenst kan degene er ook kleding in doen die ze zelf niet meer draagt. Maar dat is niet wek de kleding moet schoon en heel zijn. Via het beheer team zij we volgende is, daar brengt degene de kleding dan zelf naar toe.

Dit systeem is tijdelijk de eerste lockdown opgezet in Amsterdam Noord en wordt nu in heel het land overgenomen omdat het zo go klop. Voor mensen die weinig geld hebben, mensen die tegen af verpilling zijn, mensen die behoefte hebben aan wat meer sociale contacten, mensen die van hun kleding goed kunnen gebruiken, interessant.

Vijfden deelnemers. Het behorende echtjaar is wordt gedeeld, maar geen privilege.

**Kleding ruilen in een tas**

...kleding ruilen in een tas... kettinkledingruil.nl

**'Ik koop al twaalf jaar geen nieuwe kleding meer'**

...kleding ruilen... kettinkledingruil.nl



Twee kettingkledingruil tassen in Naarden en Bussum. Kledingruil niet alleen coronaproof, maar zorgt ook voor verbinding



Ouderling kleding ruilen blijkt hipper dan ooit. Niet in de laatste plaats vanwege duurzaamheid, maar ook nu in coronatijd brengt het een nieuwe vorm van sociaal contact. In Nederland zijn in 2020 meer dan 1,5 miljoen tassen voor kledingruil in gebruik. En sinds februari ook in Naarden en Bussum.

De tas heeft geen baden, maar is wel voorzien van een afsluitbaar vakje voor de afsluiting van de tas. Het is een tas van 40 x 30 x 15 cm. De tas is gemaakt van een duurzaam materiaal en is voorzien van een afsluitbaar vakje voor de afsluiting van de tas.



Jildou de Raad (links) en Jocyta Agriola begonnen een kledingruilketting in Heerenveen. (S: Max van Geel)

'We hopen dat zoveel mogelijk mensen meedoen aan de kledingruilketting'

4 februari 2021 om 12:28 uur

HEERENVEEN In de rubriek De Uittaging verhalen van mensen die hun leven. Deze keer Jildou de Raad en Jocyta Agriola begonnen met een kledingruilketting in Heerenveen.

Een maand, Nichon Glerum (33) en Jildou de Raad (30) en Jocyta Agriola (30) zijn de oprichters van de kledingruilketting in Heerenveen. Het is een initiatief om mensen te helpen om hun kleding te ruilen en te verkopen. Het is een initiatief om mensen te helpen om hun kleding te ruilen en te verkopen. Het is een initiatief om mensen te helpen om hun kleding te ruilen en te verkopen.



Er zijn al ingedrukte kledingstukken. (S: Foto: Jessica Booms)

Kledingruil in tas gaat van start in Heerenveen

4 februari 2021 om 12:28 uur

HEERENVEEN In de rubriek De Uittaging verhalen van mensen die hun leven. Deze keer Jildou de Raad en Jocyta Agriola begonnen met een kledingruilketting in Heerenveen.

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met kledingruil



Deze week hebben we een 'Puff' gecreëerd in het Jumbo. Dit is de initiatiefnemer van de kledingruilketting. Het is een initiatief om mensen te helpen om hun kleding te ruilen en te verkopen.

AMSTERDAM KORT AMSTERDAMS ALTERNATIEF KLEDINGRUILEN



Wat ik niet draag, gaat in een tas

Uitgekeken op je shirt of rokje? Dorgeven! Lochemse vrouwen beginnen kledingruilketting

Ouderling is kleding ruilen. Zo heb je geen nieuwe shirtje of rokje te kopen, maar draag je toch wat nieuws. Een groep vrouwen uit Lochem doet het al helemaal voor zich en wil een kledingruilketting opstarten. Wat je niet meer draagt stop je in een tas en die gaaf je door aan de volgende vrouw uit de ketting. Maar niet voordat je zelf iets uit de tas hebt gekocht.

Waarom? Omdat 10-02-21, 12:28 uur. Sinds 02-02-21, 12:28 uur.



Daan de kleding-afgroep van Michiel Glerum (33) ligters aan kleding, want de kettingruilketting. Het is een initiatief om mensen te helpen om hun kleding te ruilen en te verkopen.



29 maart 2021 - 17:35 uur 30 maart 2021 - 08:08 uur

Kelsey uit Kwintsheul zet kettingkledingruil op

Kelsey Dijkhuizen uit Kwintsheul is een kledingruilketting opstart. Kleding die je niet meer draagt stop je in een zak, zet ze voor haar deur en de eerste deelnemer in de ketting komt die tas ophalen.

Die haalt er kleding uit en stopt er weer andere kleding in. Kelsey start met kleding voor dames.

Er zit ook kinderklleding in de zak. Om meer verschillende maten in de zak te doen is ze

10ME / ARCHIEF 2018 / IN DE JURK VAN DE BUURVROUW MET DE KETTINGKLEDINGRUILEN

In de jurk van de buurvrouw met de kettingkledingruil

02-04-2021

Gouda - Een broek met wijde pijpen die toch niet helemaal past bij je figuur, een truije dat inmiddels te groot geworden is of een zomerjas waar je op uitgekeken bent... Met de kledingruilketting kunnen al die items die onderop de stapel of in een doos op zolder beland zijn een tweede, derde of vierde leven krijgen. In Gouda reizen sinds half februari 2021 tassen vol met mode-schaten langs ongeveer 70 adressen. Initiatiefnemers Leyla Fortunati-Koubila, Marjan Tabak en Nina van Halem melden zich als eerste Goude kledingruilketting.



LEKKER BEZIG!

GEEN KETTINGBRIEF, MAAR 'KLEDINGRUILEN': 'IK KOOP AL 12,5 NIEUWE KLEREN MEER'

10.05.2021 | 17:37 UUR | MICHELLE VAN DER MOLEN

Je stopt de kleren die je niet meer draagt in een tas, en Goedkoop, fashionable én duurzaam. Nichon Glerum (33) is één van de kledingruilketting. Floor Jansen (50) is één van de kledingruilketting. Floor Jansen (50) is één van de kledingruilketting.

# MEDIA COVERAGE

1400

People heard about the initiative through family, friends, and acquaintances, or via one of many publications in local, national and social media. Because all Loops can be found and joined on one website, we witnessed a steady cumulative growth as seen in the chapter on 'our metrics'.

1200

The figure on the right clearly shows as age increases, printed media becomes more important.

1000

And even though the national news is not mentioned as frequently as the others, the figure below does show peaks when The Clothing Loop was featured.

800

## NUMBER OF NEW PARTICIPANTS PER DAY:

600

400

200

0

12/01/2020

31/12/2020

30/01/2021

01/03/2021

31/03/2021

30/04/2021

30/05/2021

29/06/2021

29/07/2021

28/08/2021

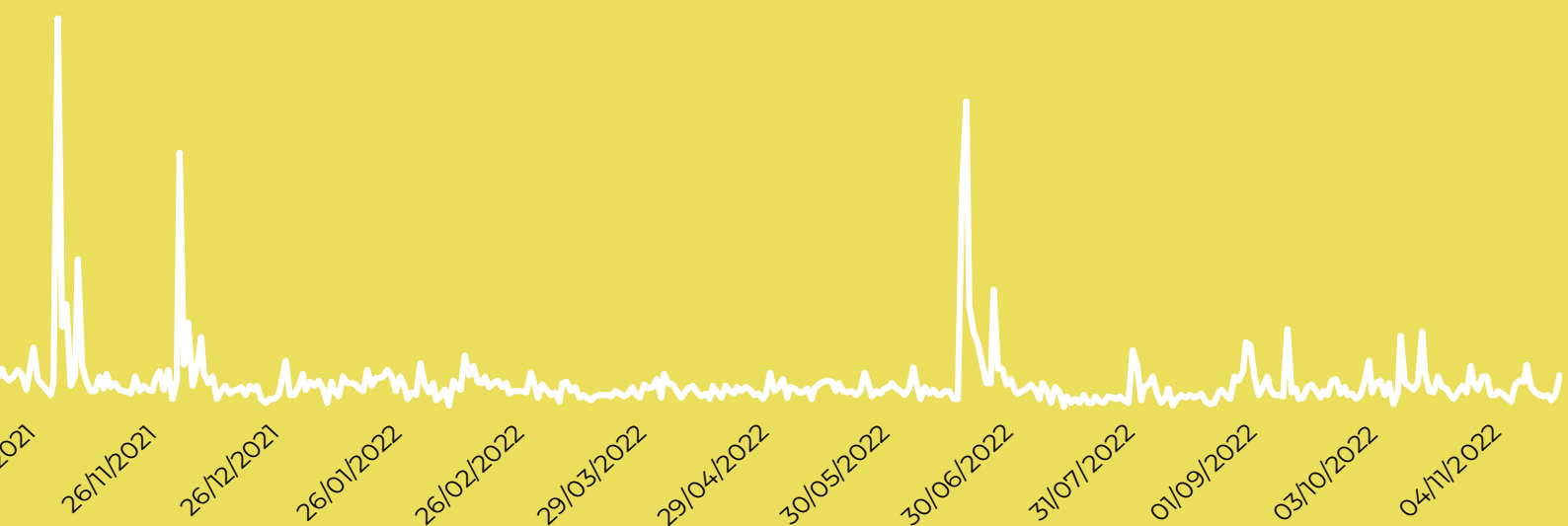
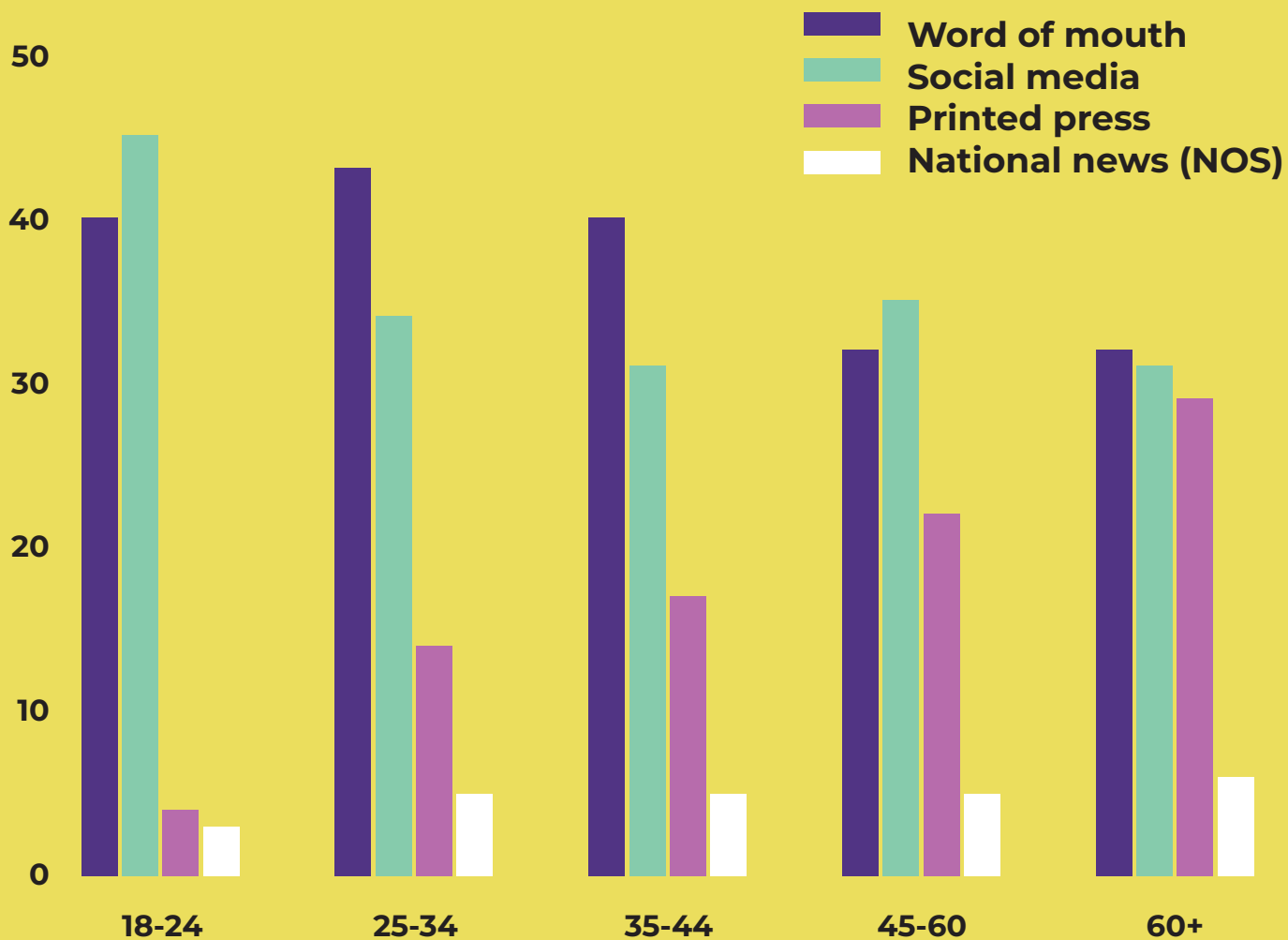
27/09/2021

27/10/2021



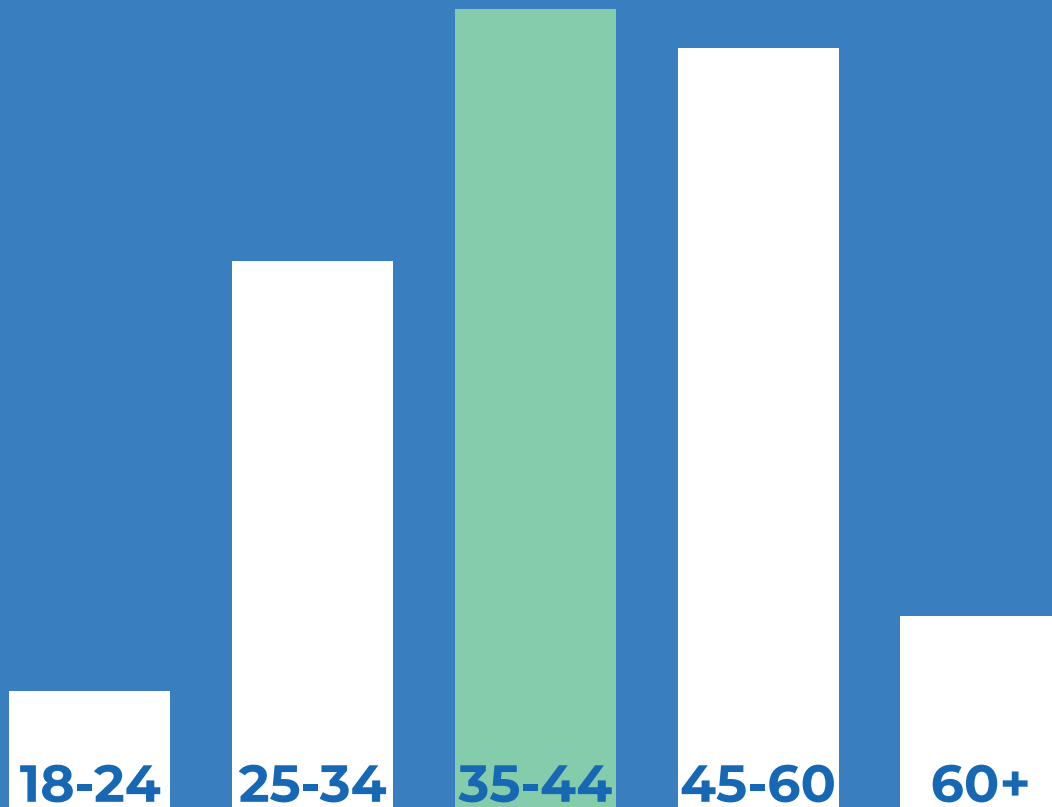


# HOW DID YOU HEAR ABOUT THE CLOTHING LOOP?



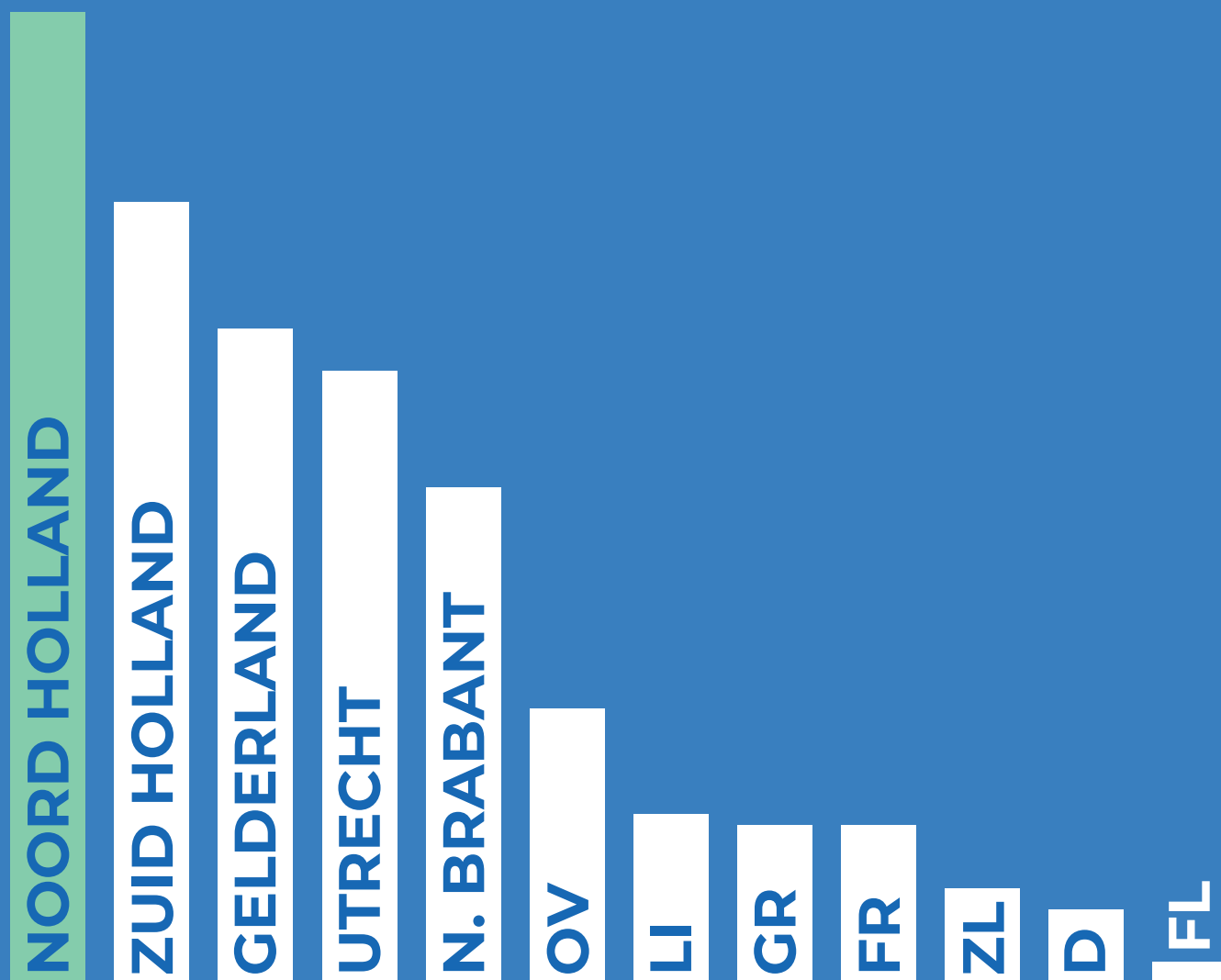
# DEMOGRAPHICS

People from all ages are interested in joining The Clothing Loop.  
The largest age group is currently between 35-44.



AGE

Within the Netherlands, the province of Noord Holland has the highest number of participants.



PROVINCES

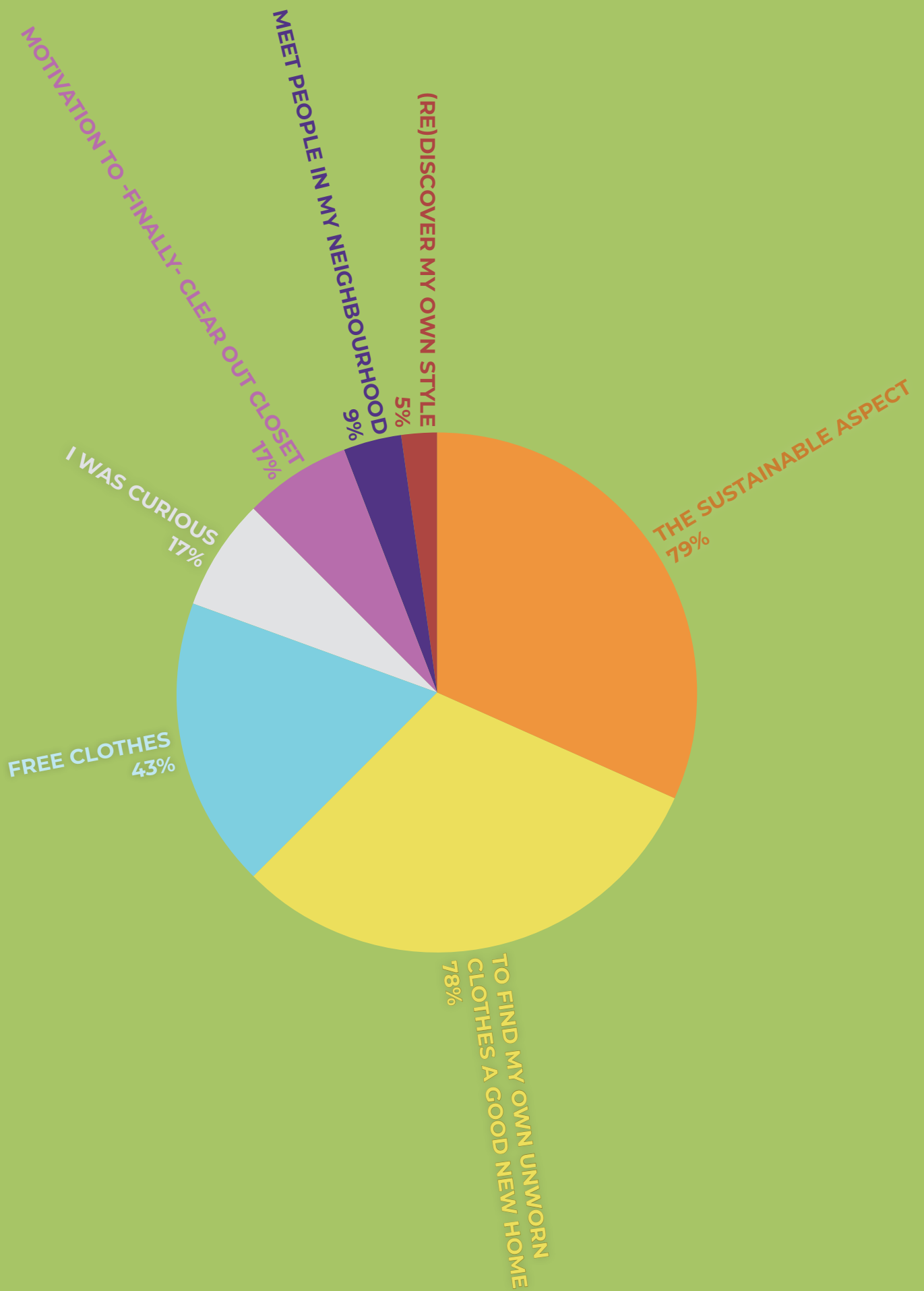
# PARTICIPANT MOTIVATION

People join the initiative for several reasons. Environmental reasons are a big incentive to join (79%). Giving one's unworn clothes a new home (78%) and being able to find free new clothes (43%) are also important reasons for people to join.

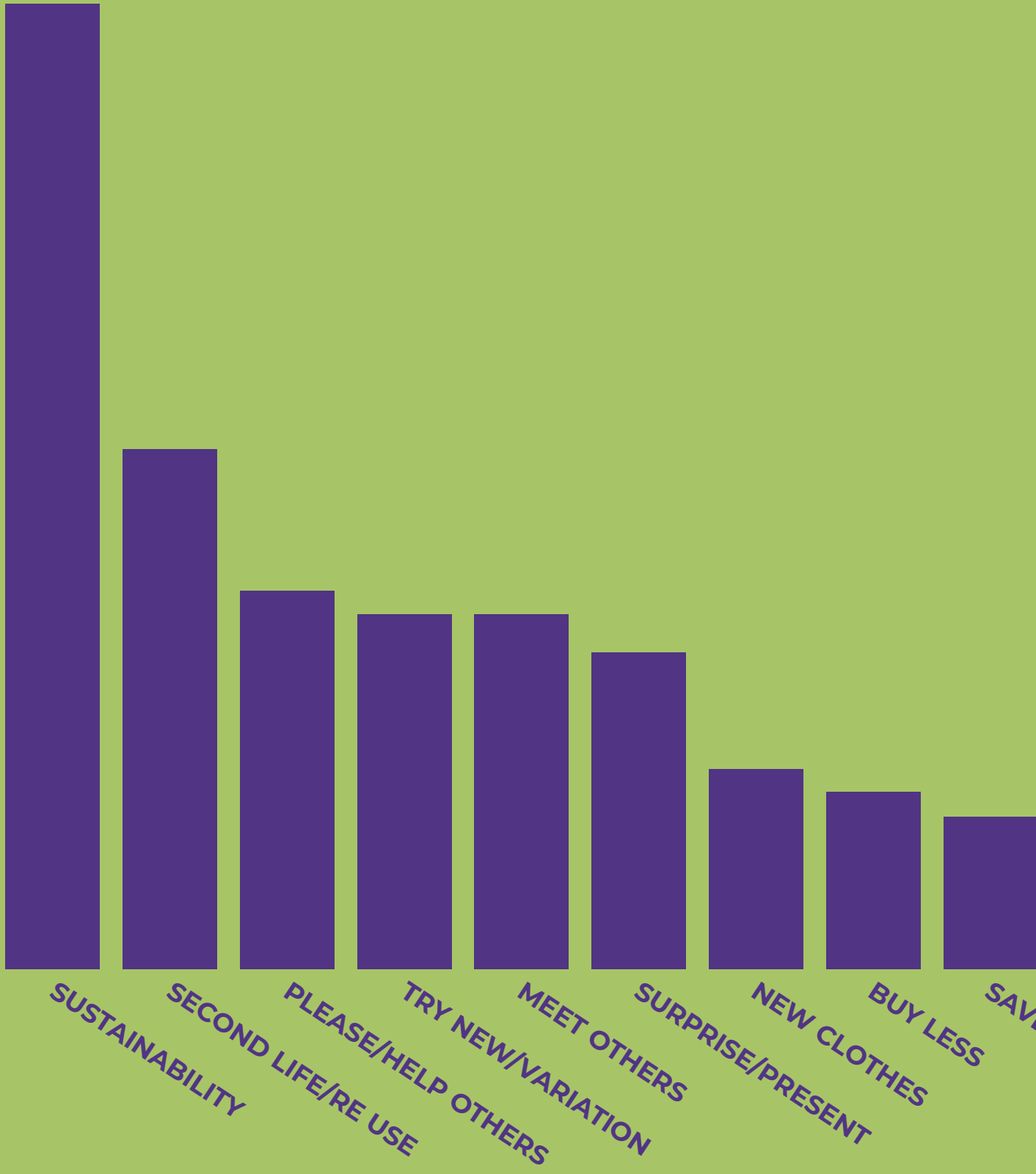
Meeting people in the neighbourhood is not mentioned often as a reason for joining (9%), but once joined people find this actually of great value, as can be read in the chapter on The Social Aspect.

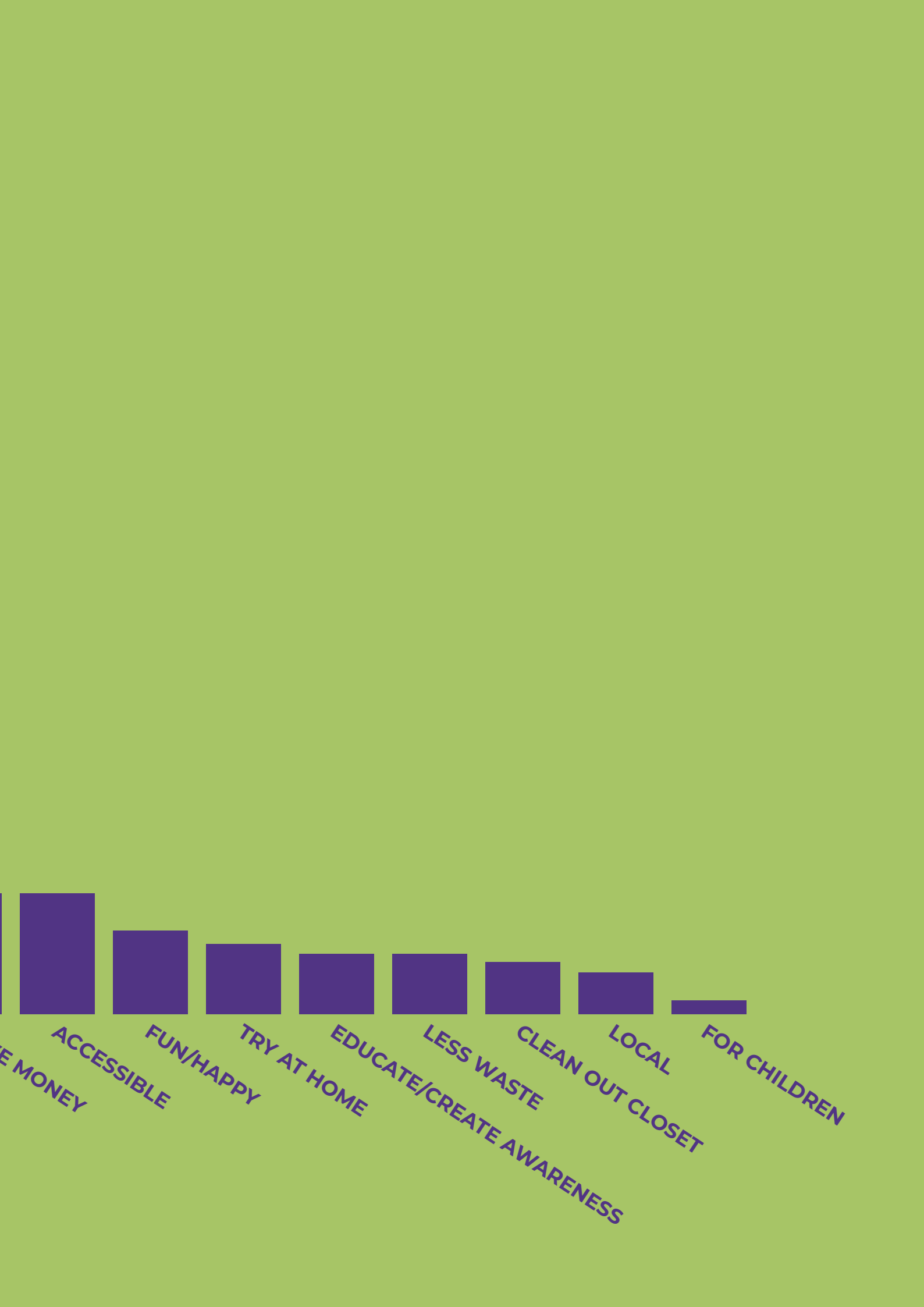
(People could select up to 3 answers and therefore the percentages exceed 100%)

# WHY DID YOU DECIDE TO JOIN THE CLOTHING LOOP:



# AFTER JOINING, WHAT DO YOU ENJOY MOST? (OPEN QUESTION)





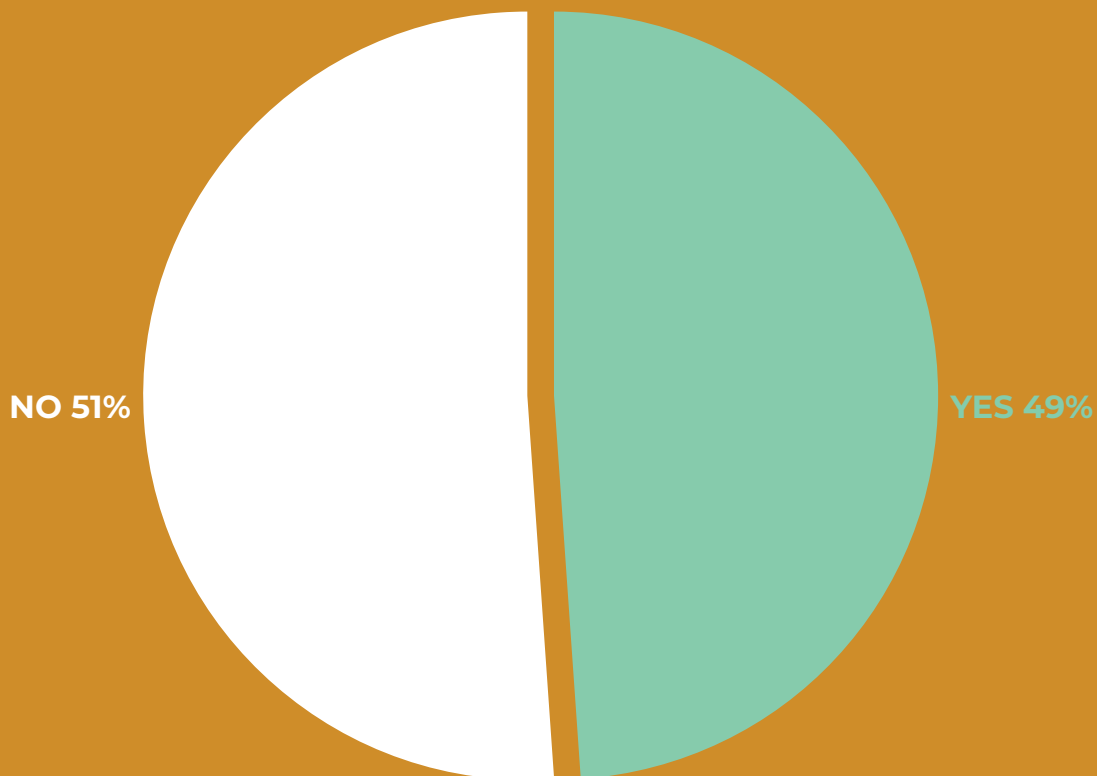


# THE

# SUSTAINABLE

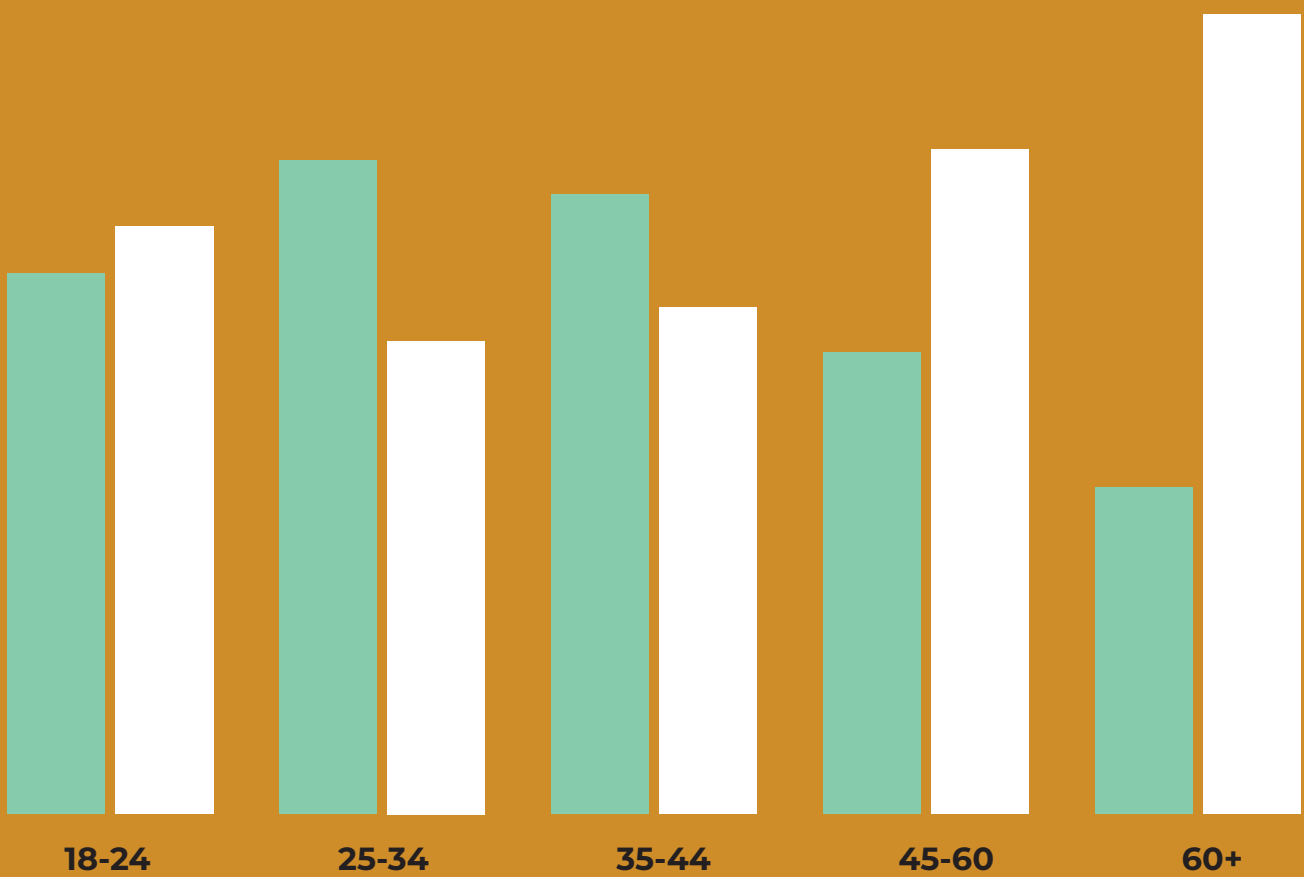
# PART

**DID YOU EVER SWAP CLOTHES BEFORE:**



Over half of the respondents (51%) has not swapped clothes before joining the Clothing Loop. Our movement is measurably promoting and facilitating the act of swapping. Opening this 'door' for so many newbies has great value. Even if they leave their Loop over time, the threshold for swapping/second hand clothing has been lowered, a fact that has continues positive impact.



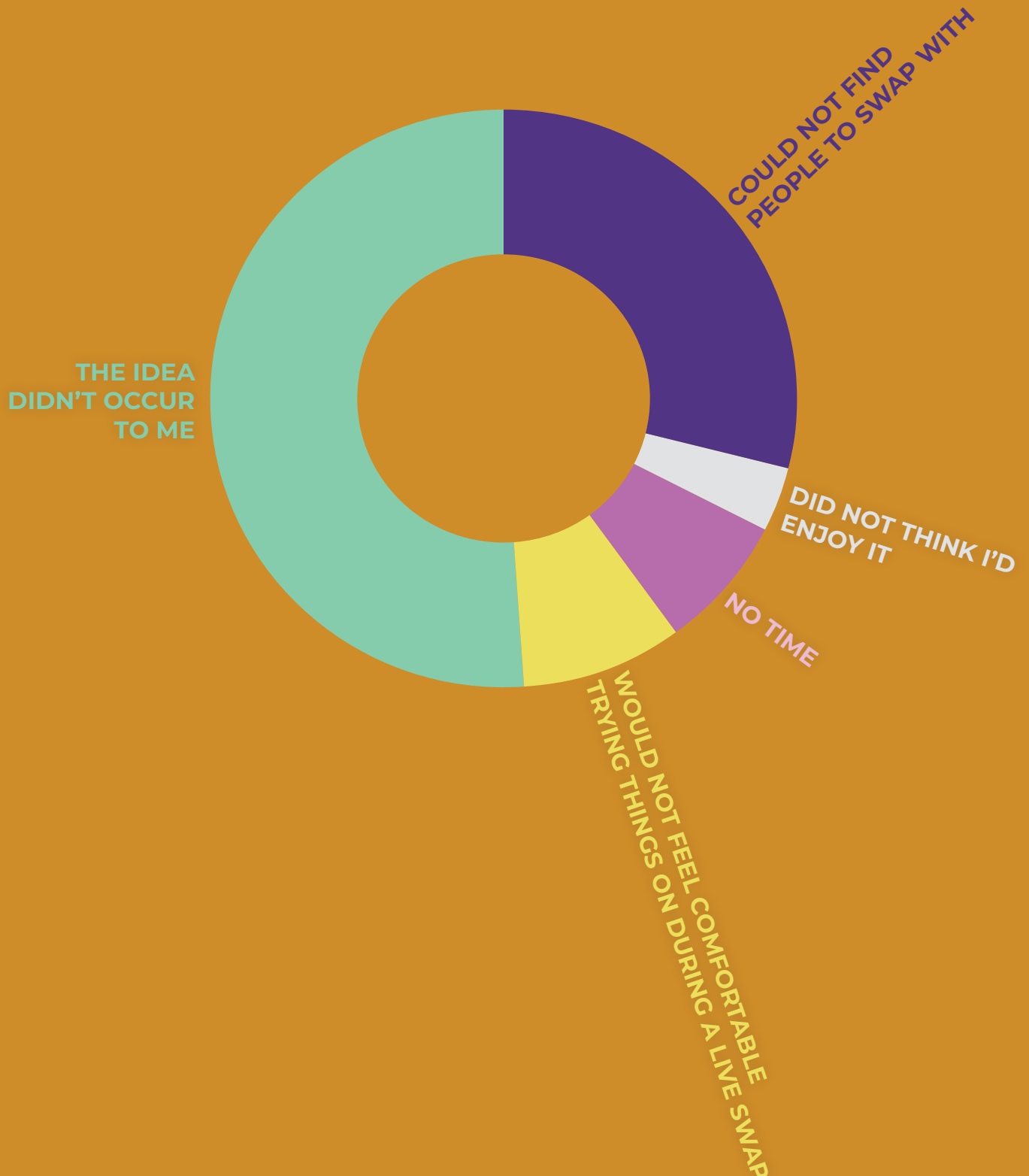


**DID YOU EVER SWAP CLOTHES BEFORE, SPLIT PER AGE GROUP**

We see in this figure that as age increases, the percentage of people who have swapped clothes before joining the Clothing Loop decreases.

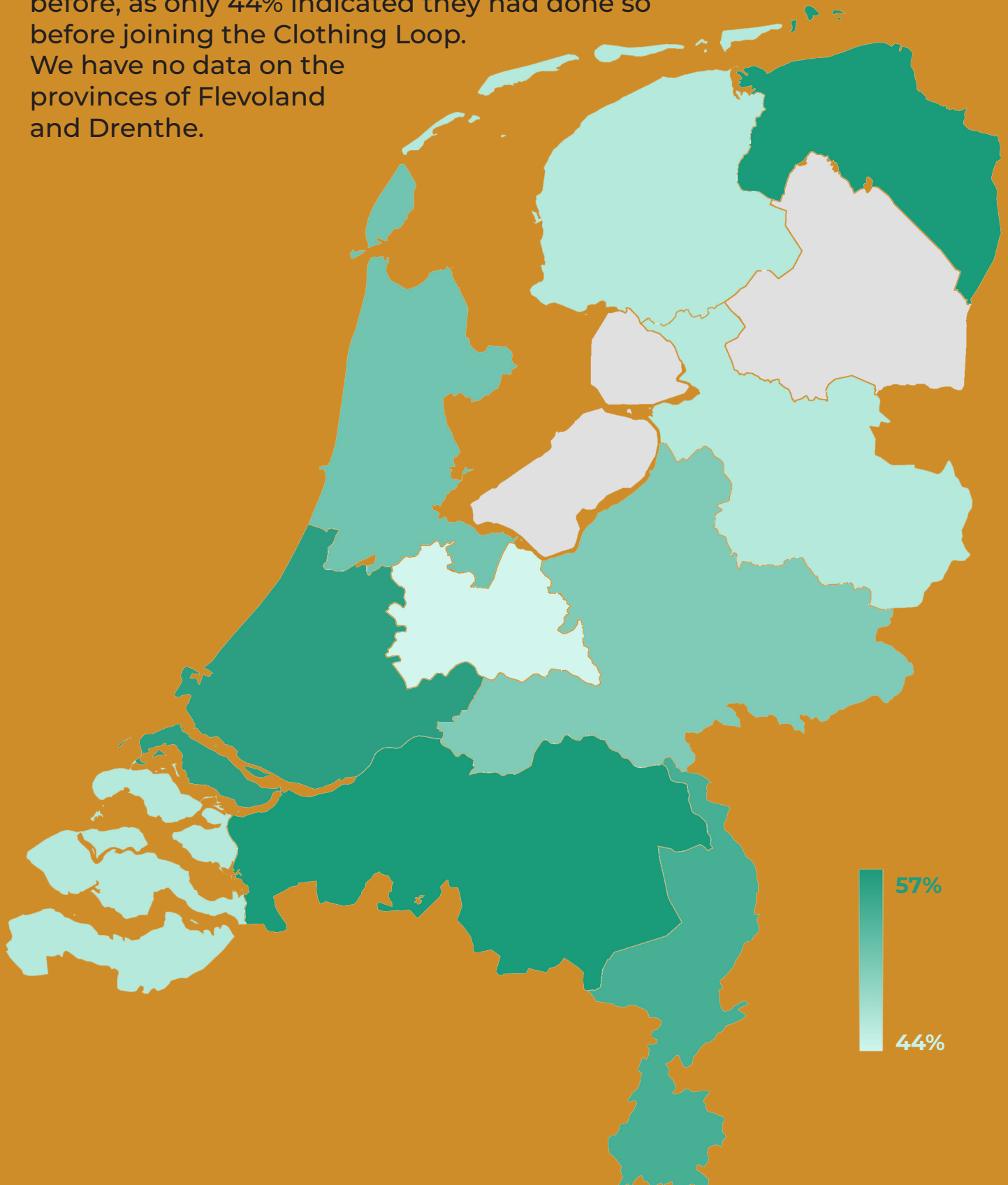
## WHAT IS THE REASON YOU DID NOT SWAP CLOTHES BEFORE?

The Clothing Loop facilitates people in almost all reasons for not swapping mentioned below. We connect fellow swappers, it costs next to no time to participate, and you could try things on in the comfort of your home.

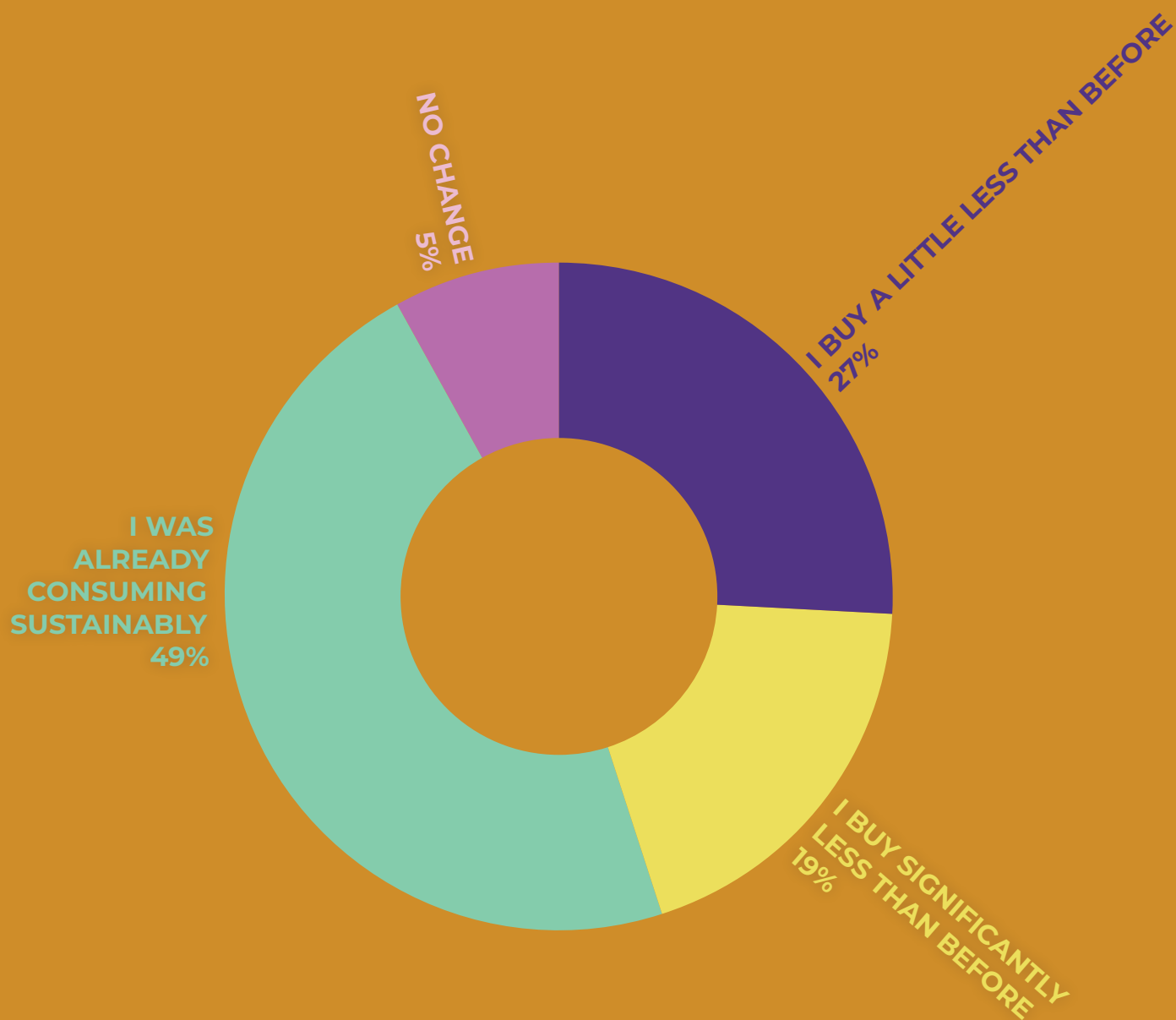


## PEOPLE WHO HAVE SWAPPED BEFORE, SPLIT PER PROVINCE

Groningen, Zuid-Holland and Noord Brabant are the provinces where our participants were most familiar with swapping already (57%). In Utrecht and Zeeland we reached more people that had not swapped before, as only 44% indicated they had done so before joining the Clothing Loop. We have no data on the provinces of Flevoland and Drenthe.



# DO YOU NOTICE A CHANGE IN YOUR OWN CONSUMER BEHAVIOUR?



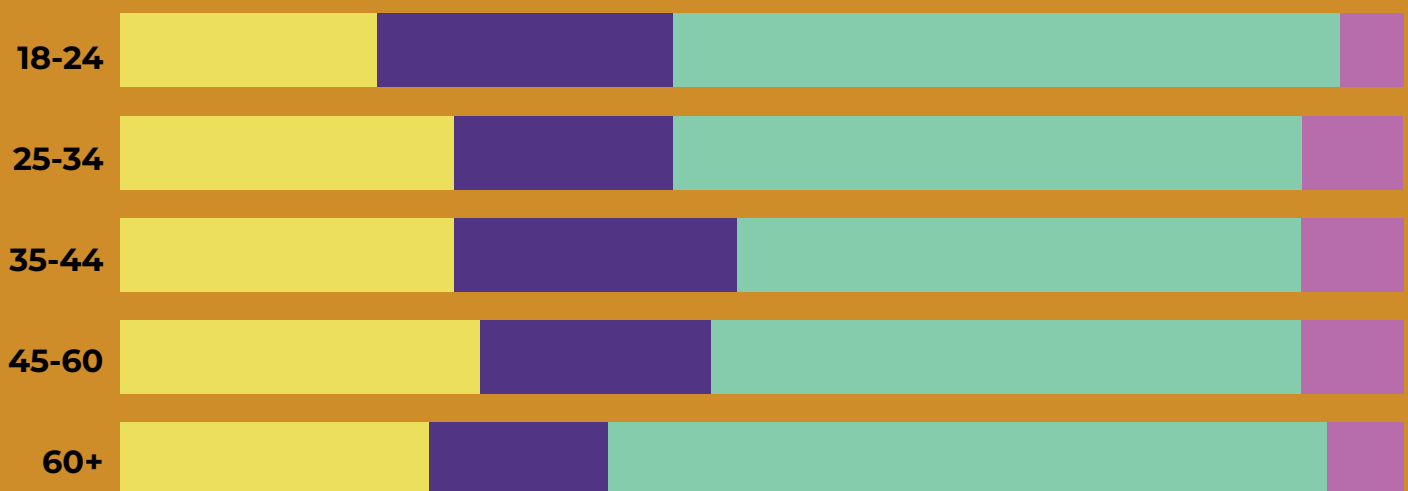
As you can see in the figure on the left, 27% of respondents say they buy less, and more consciously than before joining the Clothing Loop. 19% even noticed a large change in their consumption behaviour.

Therefore we can conclude that participating in the Clothing Loop results in a behavioral change in 46% of the participants

49% indicate that they already lived in a sustainable way before joining the Clothing Loop. For them the Clothing Loop is a new method of sourcing clothes second hand. Read more about this in the chapter on our competitors.

Only 5% responded they notice no change. For them the extra clothes that come in through the Loop are a nice bonus.

The figure below shows the same graph, differentiated per age group. And we can conclude the answers are similar throughout every age group.



**CHANGES IN CONSUMER BEHAVIOUR, SPLIT PER AGE GROUP**



# HOW OUR PARTICIPANTS MAKE A DIFFERENCE

Over the years, second hand fashion has gone from niche to mainstream, emerging as a solution to keep clothing in the cycle and out of landfill, and help consumer perception away from thinking of clothing as disposable.

Shopping secondhand is often praised for avoiding most environmental impacts by preventing the extraction of new raw materials. **But this is only true if consumers replace the purchase of something new with a secondhand item.**

Does shopping secondhand actually reduce the consumption of new clothing? Does a 'new to you' item replace the purchase of a new item? Vestiare Collective (the leading online marketplace to buy and sell authenticated pre-owned luxury fashion) spoke to 2363 of their members from 57 countries. According to their survey, 70% of the items purchased on their platform do prevent a first hand purchase.<sup>5</sup>

The Swap Shop conducted a similar research, and they came to a conclusion of 50% of secondhand items prevent a first hand purchase.<sup>6</sup>

We come to a similar conclusion based on the graphs in the previous chapter.

This leads to massive impact on local and global scale. One person exchanging an average of 1 piece of clothing per month instead of buying something new, saves about 40 million liters of water, and roughly 40 kilos of CO2 emissions: enough for one averaged sized car to drive from Amsterdam to Paris and back on gasoline.

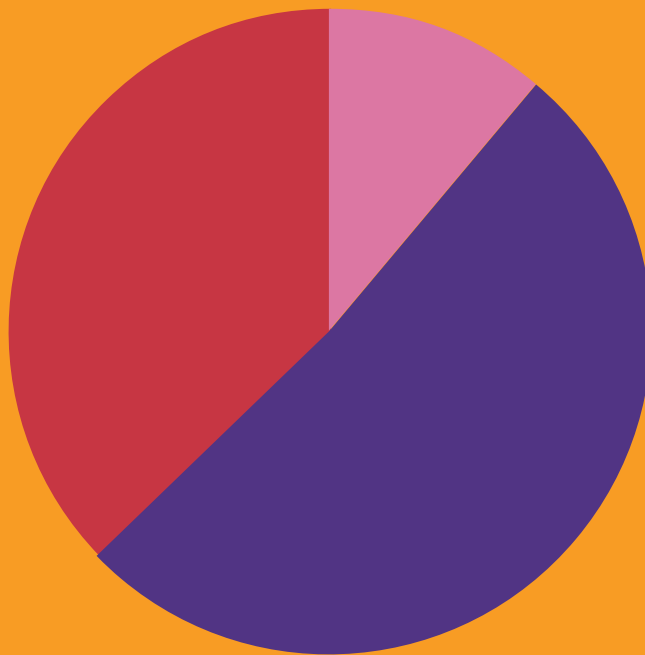
It is estimated that around 2,500 kilos of clothing are saved every month by the more than 15,000 participants. Because at any time, over 1,000 bags with an average weight of +-5 kilos circulate, and from experience we know the contents of the bag are completely renewed roughly every two months.

Our participants contribute to the degrowth of consumption by consuming less clothes themselves, as well as making it able for others to consume less by donating their own unworn clothes



# THE SOCIAL PART

DO YOU FEEL MORE CONNECTED TO YOUR NEIGHBOURHOOD?



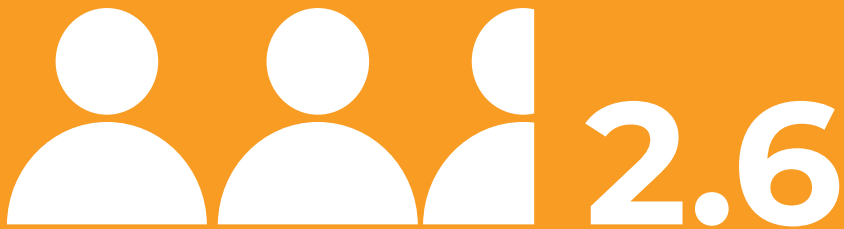
Significantly!

Yes

No

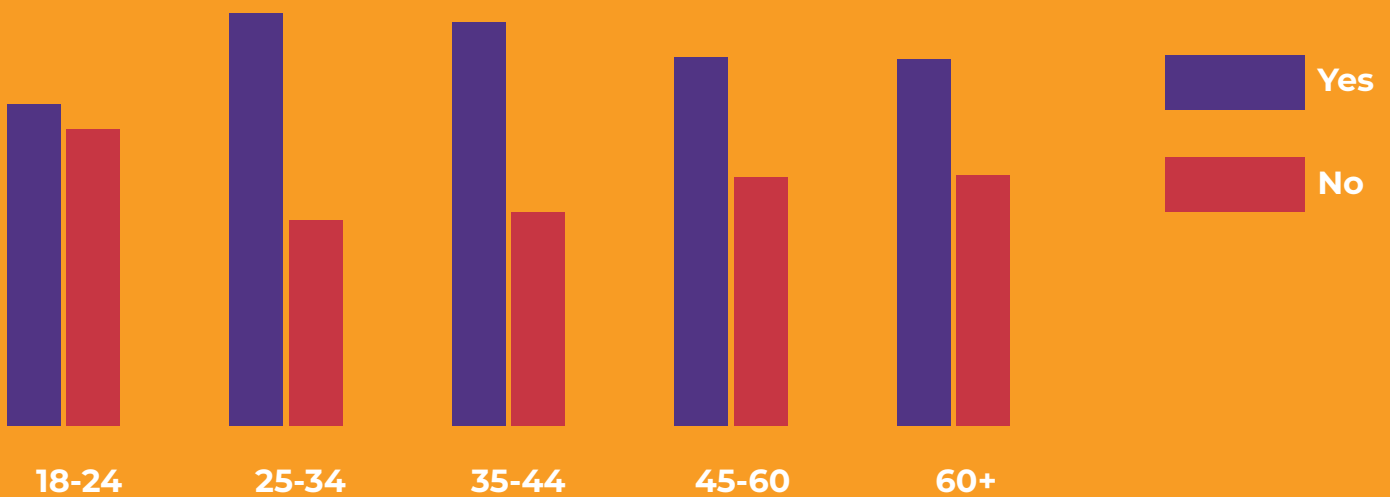
63% of respondents feel more connected to their neighborhood due to the Clothing Loop, of which 11.3% significantly. The people that said they feel more connected with others through this project also gave the project a higher recommendation score. This indicates we are not only swapping clothes, we are creating communities.





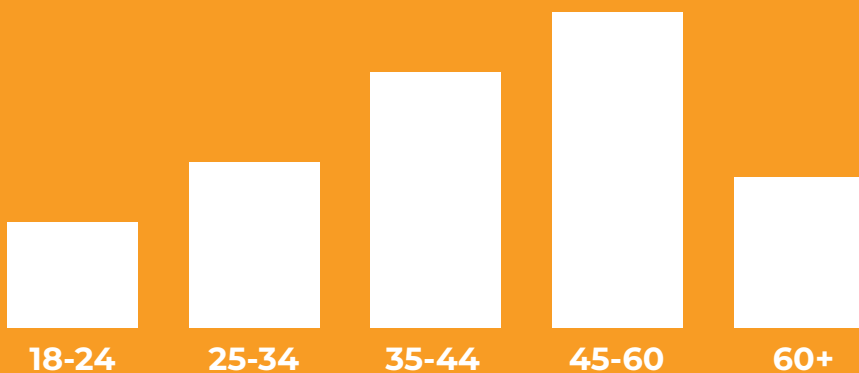
On average, participants get to know 2.6 new people. This connection with fellow swappers is an important aspect for the majority of participants (51%)

Young respondents (24+) feel slightly more connected than older respondents.



### DO YOU FEEL MORE CONNECTED, SPLIT PER AGE GROUP

Yet as age increases, the more often the connection with others is mentioned as important:



### HOW IMPORTANT IS THIS CONNECTION TO YOU?



As you can see in the map on the left, Zeeland, Groningen and North Holland are the provinces where the increase in local connections is the highest (75%).

Limburg has the smallest increase in local connections (43%).

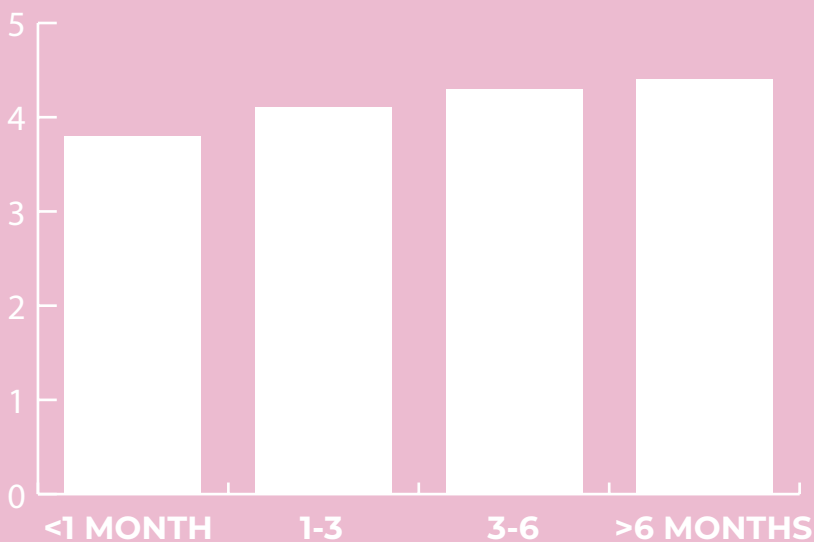
We do not have data for the provinces of Flevoland and Drenthe.

# THE FUN PART

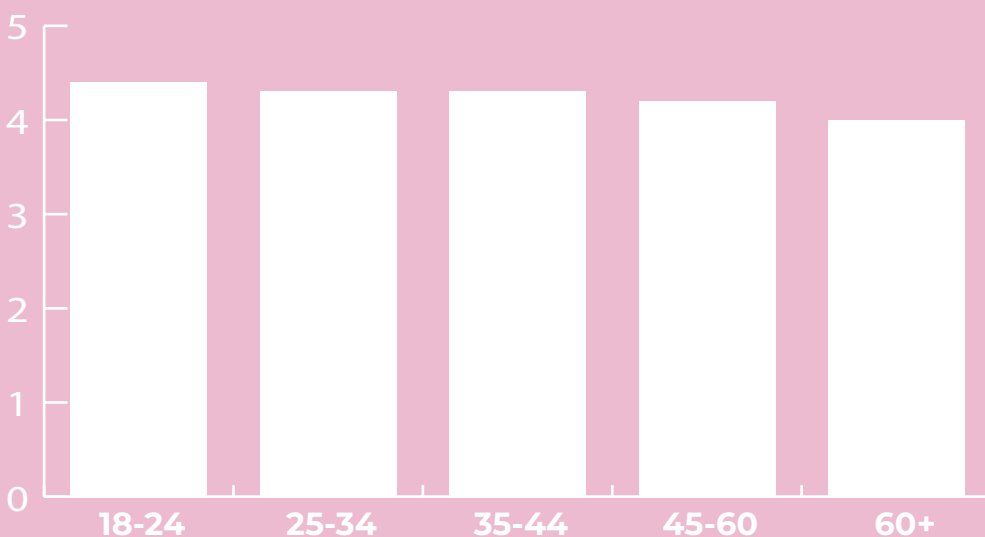
Participants give the Clothing Loop an average of 4.2 (out of 5) for recommending to others. People that gave a high rate are also the ones that indicated they feel more connected to the neighbourhood.



The longer the participation, the higher the recommendation score (3.8 --> 4.4)



As age increases participants are a bit more critical in recommending (4.4 --> 4.0)







# PARTICIPANT EXPERIENCE

*"I think it's great to be able to 'shop' regularly without burdening your wallet or the environment"*

*"Someone in my Loop landed a new job. Guess who's dress she wore to her interview?"*

*"The best part is trying on things you would never try in the store, and then realise you really like them"*

*"My mother lives more than 100 km away, but I send her photos of items that may be of interest to her, and when we see each other she also gives me things to add to the bag. Nice to be able to do this together!"*

*"A nice bonus is: you get to know people in your neighbourhood, usually neighbours who already have a somewhat green heart. This makes it a small step – if you really need something but would rather not buy it – to ask if someone in the Loop can perhaps lend it to you, like ski pants or a costume for a theme party!"*





Allemaal mooie jurken gevonden. Dankjulliewel! Ik wil ook nog even zeggen dat ik uitzinnig blij ben met een paar zwarte laarzen een tijdje geleden, foto volgt. Sowieso krankzinnig blij met dit hele tassen feest. Ik stop er

11:52



Deze rok uit de tas is heel tof met m'n eigen trui en maillot! 🙌

15:24



Super blij met dit kekke jackie

21:04



# IMPROVEMENTS

WHAT COULD WE DO TO IMPROVE, OPEN QUESTION:

Nothing

Quality / Cleanliness / Outdated





# THE 'COMPETITION'

**BUY**

**MAKE**

**THRIFT**

**SWAP**

**BORROW**

**USE WHAT YOU HAVE**

When looking at the 'buyarchy of needs' on the left, the beautiful thing is: the bottom three (when executed locally) can be repeated endlessly without big additional impact.

For many participants (88%) The Clothing Loop is not the first stop in their journey of second-hand clothing. There are plenty of other (online) stores and initiatives that are part of this market segment.

As they also want to fight environmental pollution, overconsumption and disposability culture, we prefer to call our 'competitors' fellows in textile sustainability. We list the four main segments below. And people don't have to limit themselves to using just one: they can mix and match all available options for a sustainable lifestyle that perfectly fits their needs, wallet, mobility and available time.

### **Swap parties**

These are organised frequently all around The Netherlands, both publicly accessible or in a closed group of friends. Until now, there was no umbrella organization in the Netherlands. We see ourselves fulfill that role.

### **Second-hand clothing sales platforms online**

There are numerous online marketplaces where you can buy and sell clothing, such as Vinted, Marktplaats, Vestiaire Collective and The Next Closet. We distinguish ourselves because participating in the Clothing Loop is much easier than photographing all your items one by one and putting them online, (only to get a lot of questions about them from potential buyers). Many participants of the Clothing Loop state they like having a fast and easy way to give their good clothing a second life.

### **Second hand/vintage stores and fleamarkets**

These are of course fantastic, but not in every region widely available at all times. Also, sometimes fitting options are limited, which sometimes results in purchases that you do not want to keep. In which case they can travel along via the Clothing Loop!

### **Clothing libraries**

Renting clothes is a great concept, but it takes a bit of time, money and effort to do so. Plus, renters may be scared to stain or tear items when they wear them, thus possibly not moving around as freely. The Clothing Loop is free, and the items you take are yours, until (and if ever) you decide to put them in another bag of course. A funny side effect is: within communities created by the Clothing Loop people feel a low threshold to ask others for things to borrow, such as ski gear or costumes.

**OUR MANIFEST:**

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**Use first what is**

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**Take excellent ca  
possessions to ma**

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**Find new loving  
items that no lon**

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**Swap, don't shop**

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**When buying ne  
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11



## **SOURCES:**

<sup>1</sup><https://www.mckinsey.com/capabilities/sustainability/our-insights/style-thats-sustainable-a-new-fast-fashion-formula>

<sup>2</sup><https://www.vestiairecollective.com/journal/calling-all-fashion-activists-europe/>

<sup>3</sup><https://www.bloomberg.com/graphics/2022-fashion-industry-environmental-impact/?leadSource=uverify%20wall>

<sup>4</sup><https://fashionunited.com/news/fashion/people-do-not-wear-at-least-50-percent-of-their-wardrobes-according-to-study/2018081622868>

<sup>5</sup><https://fashionunited.uk/news/vestiaire-collective-presents-first-impact-report/2022042162712>

<sup>6</sup><https://www.rebelgroup.com/wp-content/uploads/Presentatie-milieu-impact-van-kledingruil-inclusief-tekst.pdf>



THE CLOTHING LOOP IS POWERED BY:



THE CLOTHING LOOP IS SUPPORTED BY:



THE CLOTHING LOOP IS RATED:

#61 (2021)

#40 (2022)



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**swap, don't shop!**