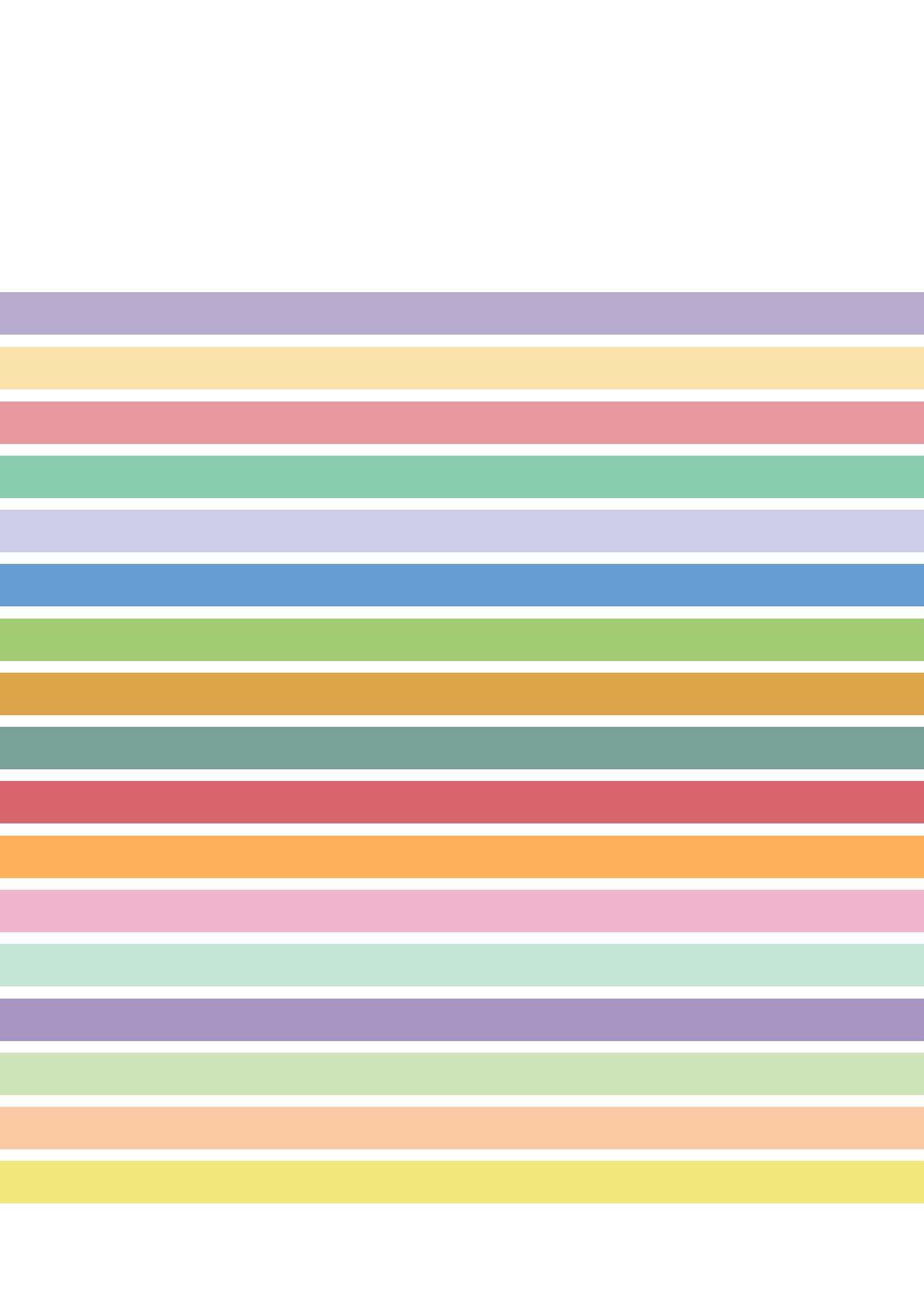




2024



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EXECUTIVE SUMMARY

The Clothing Loop has demonstrated a significant impact: in 2023 alone it has facilitated the redistribution of over 100 tons of textiles, and this number is expected to rise significantly in 2024. The success is largely attributed to the initiative's unique ability to strengthen social bonds and enhance well-being, making sustainable fashion choices both enjoyable and meaningful.

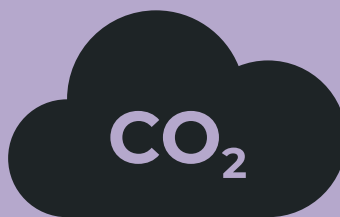
The combination of increased awareness about the fashion industry's challenges and Clothing Loop's low barrier to entry has proven to be a powerful driver for our continued growth.

With its decentralized structure, the Clothing Loop achieves substantial impact at relatively low costs. Maintaining free access to the web platform and app is crucial for continued success. For this reason, philanthropy and government partners are warmly invited.

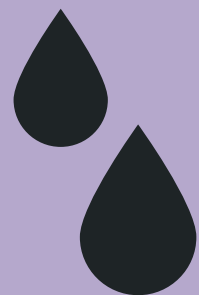
The Clothing Loop is not merely making an impact; it's spearheading a revolution in sustainable fashion consumption.



In '23 over 100 tons of textiles found new homes through our swap bags.



In '23 we prevented over 1.1 million kilos of CO₂ emissions.

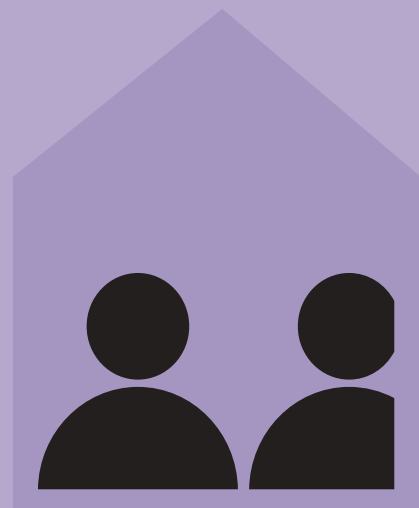


In '23 we saved 580+ million liters of water.

Key insights:

€3,4

3,4 million euro is our estimated impact value, according to Social Handprint



57%

More than half of our participants had never swapped clothes before

Per address, an average of 1,8 people participate

56%

56% of respondents say they buy less, and more consciously than before

13%

For 13% of our participants, joining the Clothing Loop helps alleviate their financial strain



Participants give the Clothing Loop an average of 8.3 (out of 10) for recommending to others. The longer the participation, the higher the recommendation score (7.9 - 9)

26%

26% of participants feel more connected to their neighborhood



On average a participant will get to know 3 new people

WHAT WE DO

We're on a mission to transform neighborhoods into vibrant hubs of sustainable fashion. How? By creating local networks where bags of clothing embark on exciting journeys from one doorstep to another.

Spreading the system and love for swapping is at the heart of our mission, where we connect enthusiastic hosts with eager participants through our innovative web platform. We empower our Loop hosts with a comprehensive Toolkit to ensure their success. This includes our proprietary Clothing Loop app, ready-to-use press releases for media outreach, eye-catching promotional images and visuals to enhance social media presence, and a dedicated helpdesk for ongoing support.

Beyond facilitating individual Loops, we're actively spreading the word about our initiative. We pursue national and local press coverage to increase awareness and share our vision through engaging guest lectures, panel discussions, and talks.

This multi-faceted approach allows us to create a robust network of Clothing Loops while simultaneously educating the public about sustainable fashion practices.

OUR ULTIMATE GOAL

We want to curb the fashion industry's negative impacts on our planet, from excessive water use and pollution to carbon emissions and landfill overflow. Every swap, every Loop, every satisfied participant is a step towards decreasing demand for unsustainable fashion.

Join us in our quest to leave the world a little better (and a lot more stylish) than we found it!



Guided by the SDGs

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. Nevertheless, by working within the SDG framework, we can:

- Quantify our impact more effectively.
- Align our efforts with global sustainability initiatives.
- Contribute meaningful data to the broader conversation on sustainable fashion.

The Clothing Loop mainly targets SDG #11, sustainable cities and communities, and SDG #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.

Our work demonstrates that community-led initiatives can play a significant role in addressing complex global challenges.

One Bag, Countless Wardrobes: The Clothing Loop's Journey to Global Impact

The year 2020 brought unexpected changes, including the halt of live clothes swap parties due to the Covid-19 pandemic. But as many of us found ourselves decluttering our closets during lockdown, a simple idea emerged that would soon grow into something much bigger.

It began with a single bag of clothes, ready for a swap party that couldn't happen. When a member of our local swap community reached out, asking if anyone wanted to take a look at her items, we decided to create a route for the bag to circulate. That bag has been traveling ever since, sparking the beginning of the Clothing Loop.

Now, four years later, this simple idea has evolved into a movement with over 70.000 participants. We believe that a more sustainable future requires big, systemic changes, and we're proud to offer a fun and practical alternative to traditional consumption.

In this impact report, based on a survey of over 2600 respondents, we'll share insights about our influence on social, geographical, and environmental levels. The numbers tell a story of reduced waste, connected communities, and accessible fashion.

The Clothing Loop thrives thanks to thousands of dedicated community members and leaders. We provide education, support, and guidance to help them create and maintain their local Loops. It's truly a collective effort, growing one Loop at a time.

Together, we're reducing waste, strengthening community bonds, and providing free clothes to those who need them. It's a simple concept with far-reaching benefits.

Nichon Glerum
Founder of the Clothing Loop
(Previously Ketting Kledingruil)





Photo: Robert Elsing

DELIVER

ADD



REPEAT!

CLOTHIN



XS-XL

plus size

Kids 5-12

men

JOIN
a LOOP

www.clothingloop.org



> SHARE



a ghost rider bag travels in the other direction

SHOP

RECEIVE



WHY WE DO WHAT WE DO

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

The fashion industry has undergone a dramatic transformation in recent years, with alarming consequences for our planet: from 2000 to 2014, clothing production doubled, while per capita purchases increased by 60%.²

Today, garments are worn 36% less than they were just a decade ago.³ In 2021, the fashion industry ranked as the world's third-largest polluter, accounting for 2-8% of global greenhouse gas emissions.⁴ The rise of synthetic fibers, particularly polyester, has exacerbated the problem, with production tripling since 2000 and expected to reach 90 million tonnes by 2030.⁵

Despite these staggering figures, sustainable solutions remain elusive: current recycling technologies struggle to effectively transform unwanted clothing into reusable fibers.⁶

Markets cannot absorb the potential volume of recycled materials. Consequently, a truckload of textiles is wasted or incinerated every second.

With clothing consumption projected to rise by 63% by 2030, the need for change is urgent.⁷

This is where the Clothing Loop steps in. We offer a fun, practical alternative to this unsustainable cycle, promoting reuse and extending the life of clothing. By participating in our community-driven swap system, you're not just updating your wardrobe – you're part of the solution to fashion's environmental crisis.



Fast fashion has turned the stunning Atacama Desert into the world's least glamorous wardrobe.⁸

“ This pile of textile waste is so big, it was picked up by a satellite. ”

This space-high view of our earthly excess is a stark reminder:

“ Every swap, every reuse, every mindful purchase counts. ”

“ Together, we can – and should! – ”

Turn this fashion disaster into a sustainable style revolution. Because the only thing that should be piling up in deserts is sand, not sweaters!



*Communities
worldwide, once
trapped in the cycle
of overconsumption,
now have the power to
unite and challenge our
throwaway culture.*

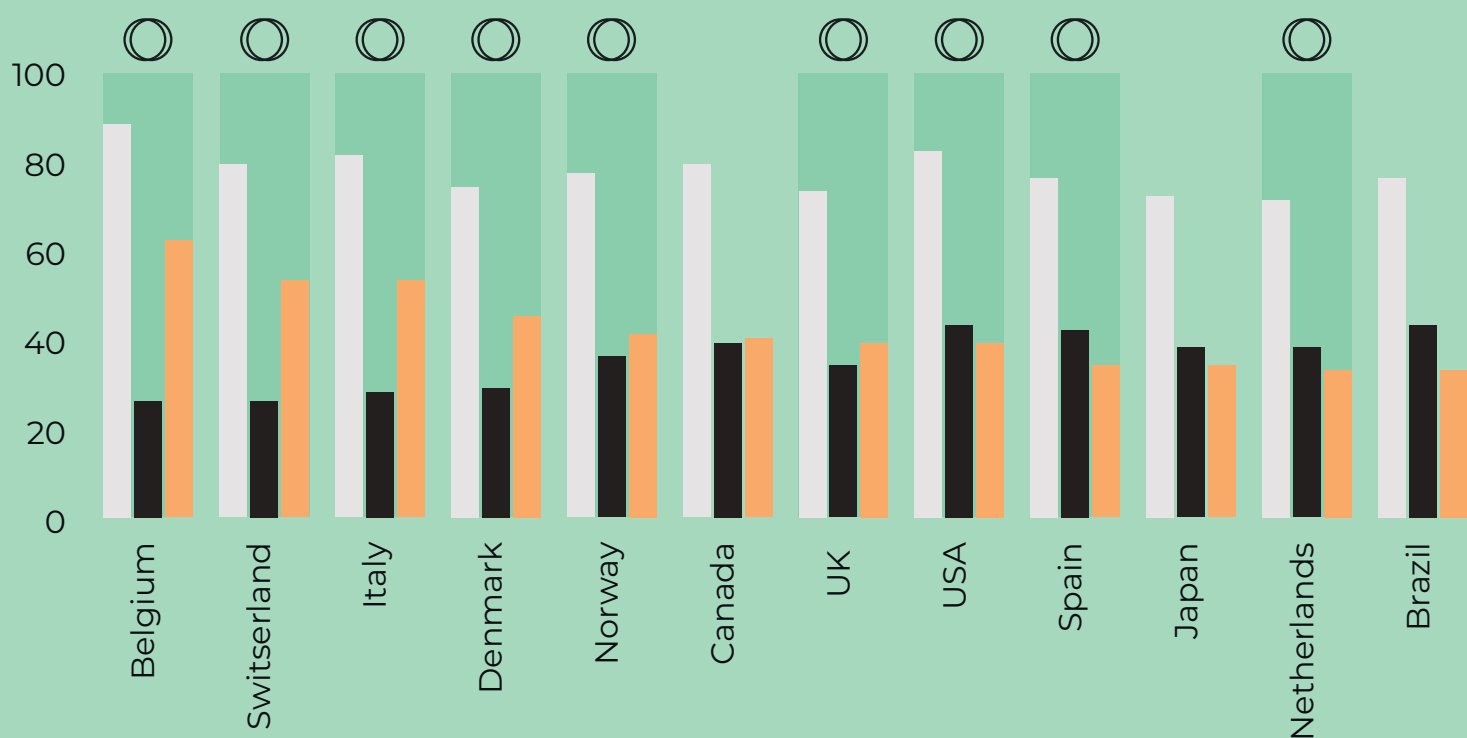
*Together, we can break
free from the chains of
disposability and forge
a sustainable
future!*



DELUSION PERCENTAGE

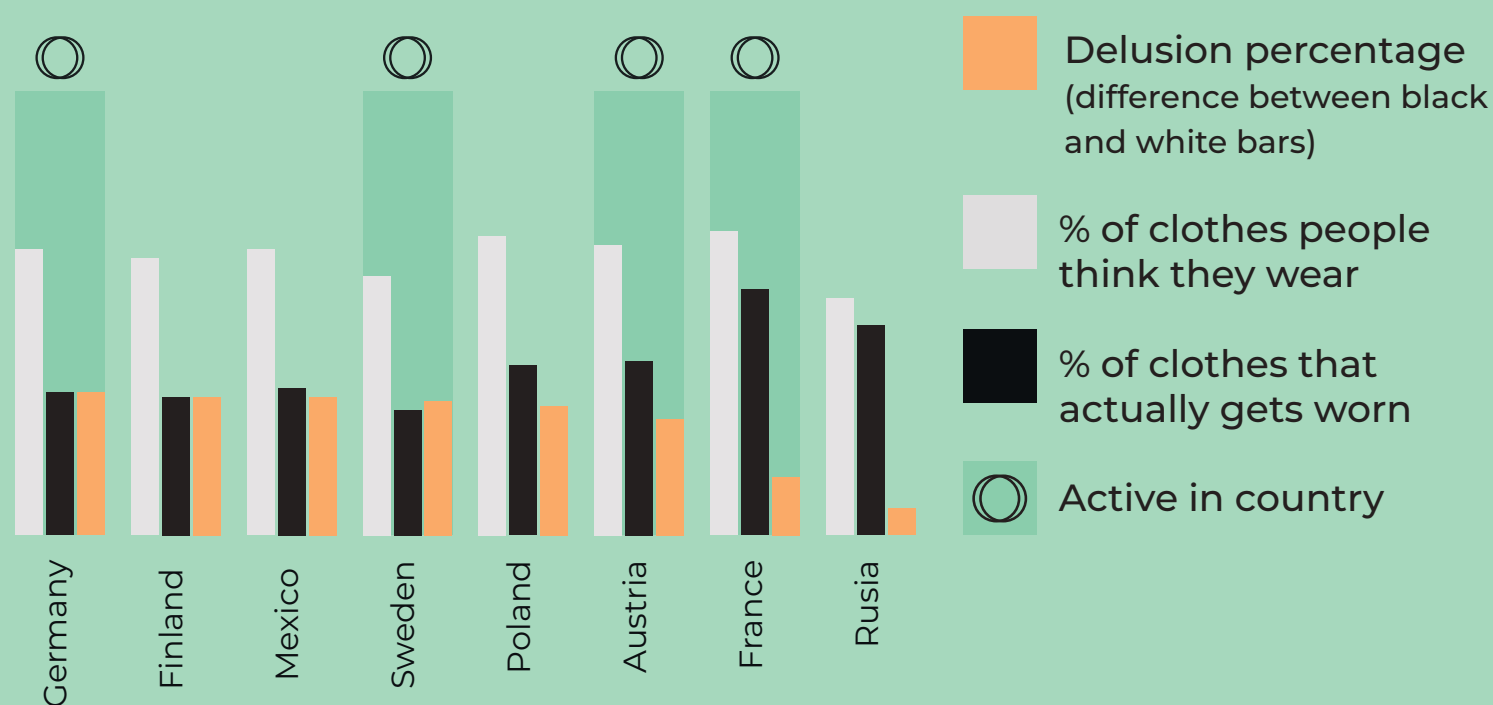
EVER WONDERED HOW MUCH OF YOUR CLOSET IS ACTUALLY GETTING SOME LOVE?

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?” When researchers compared people’s guesses to the actual numbers, they uncovered a startling revelation: most people in the Global North are wildly underestimating just how many of our clothes are collecting dust instead of compliments.⁹



This wardrobe wake-up call isn't just about cluttered closets. It's a glaring sign that we're buying more than we need and wearing less than we think.

In this graph, you see the top 20 most delusional countries. In 2022 we made these countries the main focus of our international expansion. And now, only a mere 2 years later we can proudly say that we have successfully reached people in more than half of these countries.



OUR METRICS

>75.000

Participants (1.8 per address)

21

Countries

28

Addresses per Loop
on average

1394

Loops

>200

Press publications

4,5 years

Of steady growth



CLOTHING LOOP WEBSITE CLICKS AND IMPRESSIONS

August '23 - August '24

Over the past year, clothingloop.org has experienced steady and consistent traffic, contributing significantly to the ongoing growth of the project.

With 254,000 impressions in the last year alone, the website's visibility and reach have expanded, reflecting the increasing interest and engagement from the Clothing Loop community.

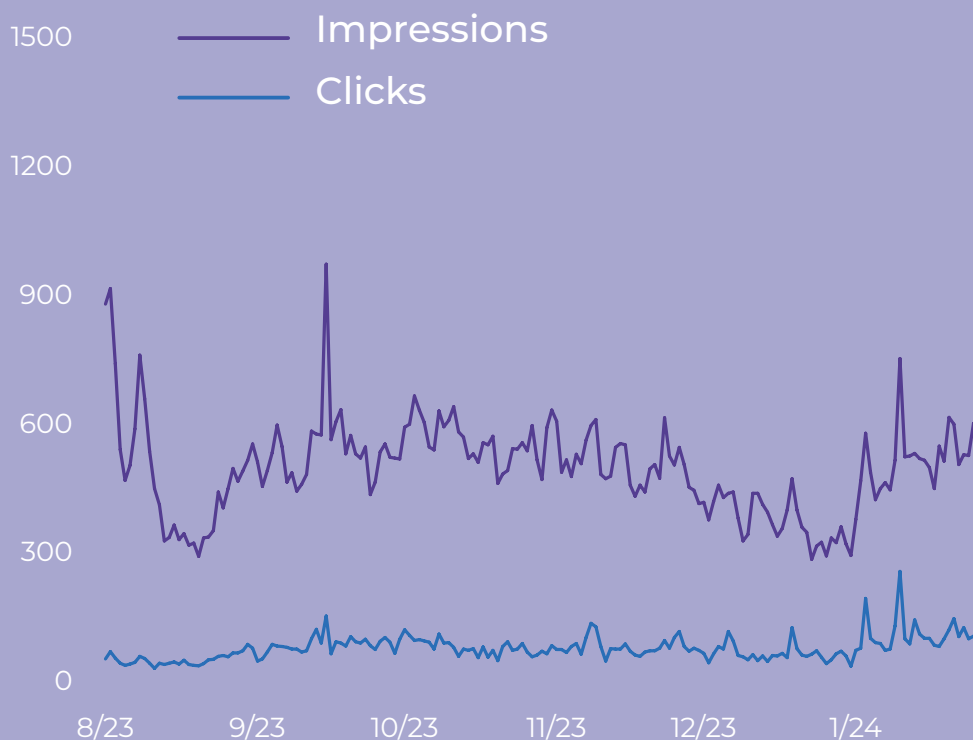
This continuous flow of visitors not only highlights the value of the platform but also drives the momentum of the Clothing Loop, allowing us to grow our impact and connect even more people to our mission of connecting communities and reducing textile waste.

43K

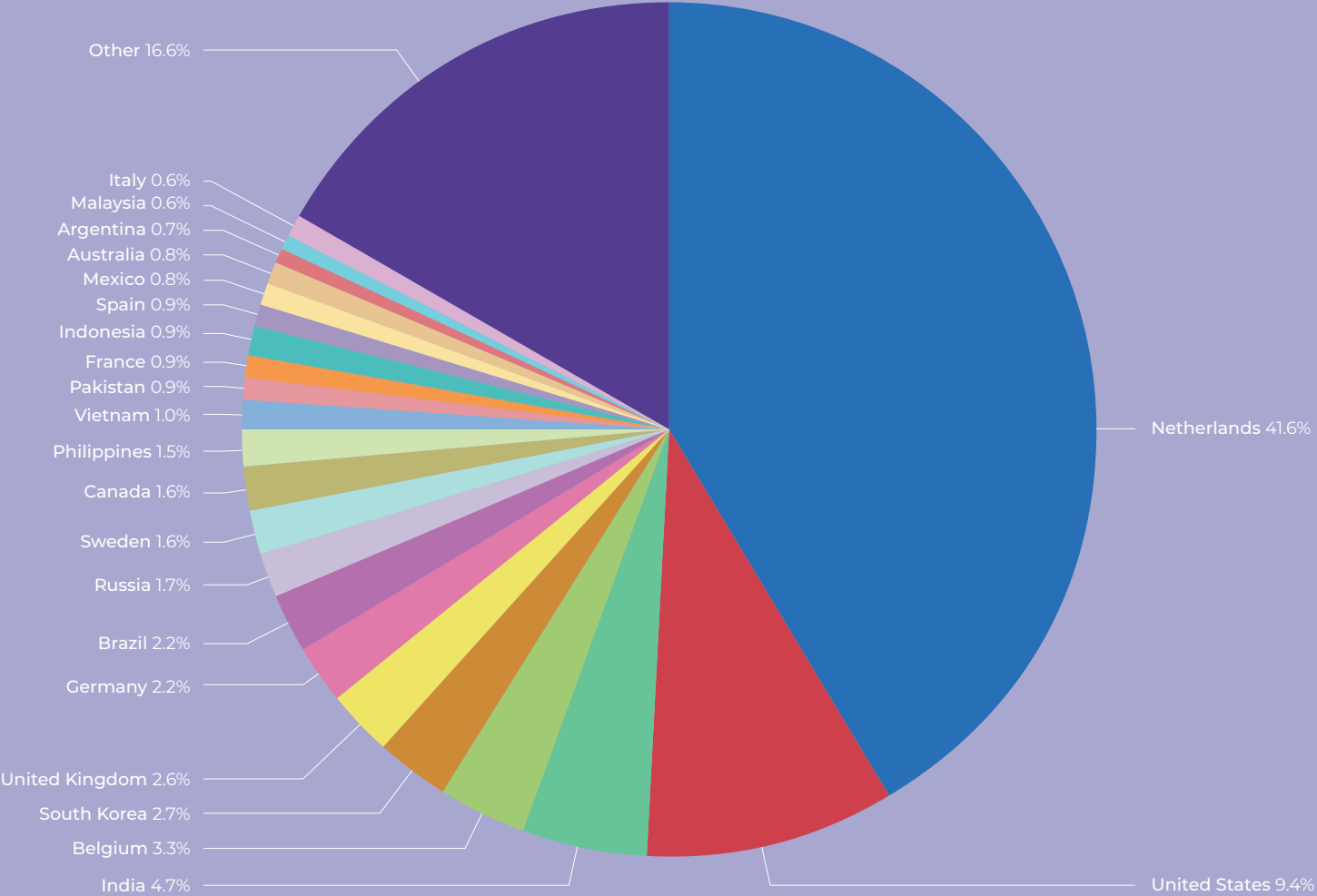
Total clicks

254K

Total impressions



WEBSITE VISITS PER COUNTRY
August '23 - August '24

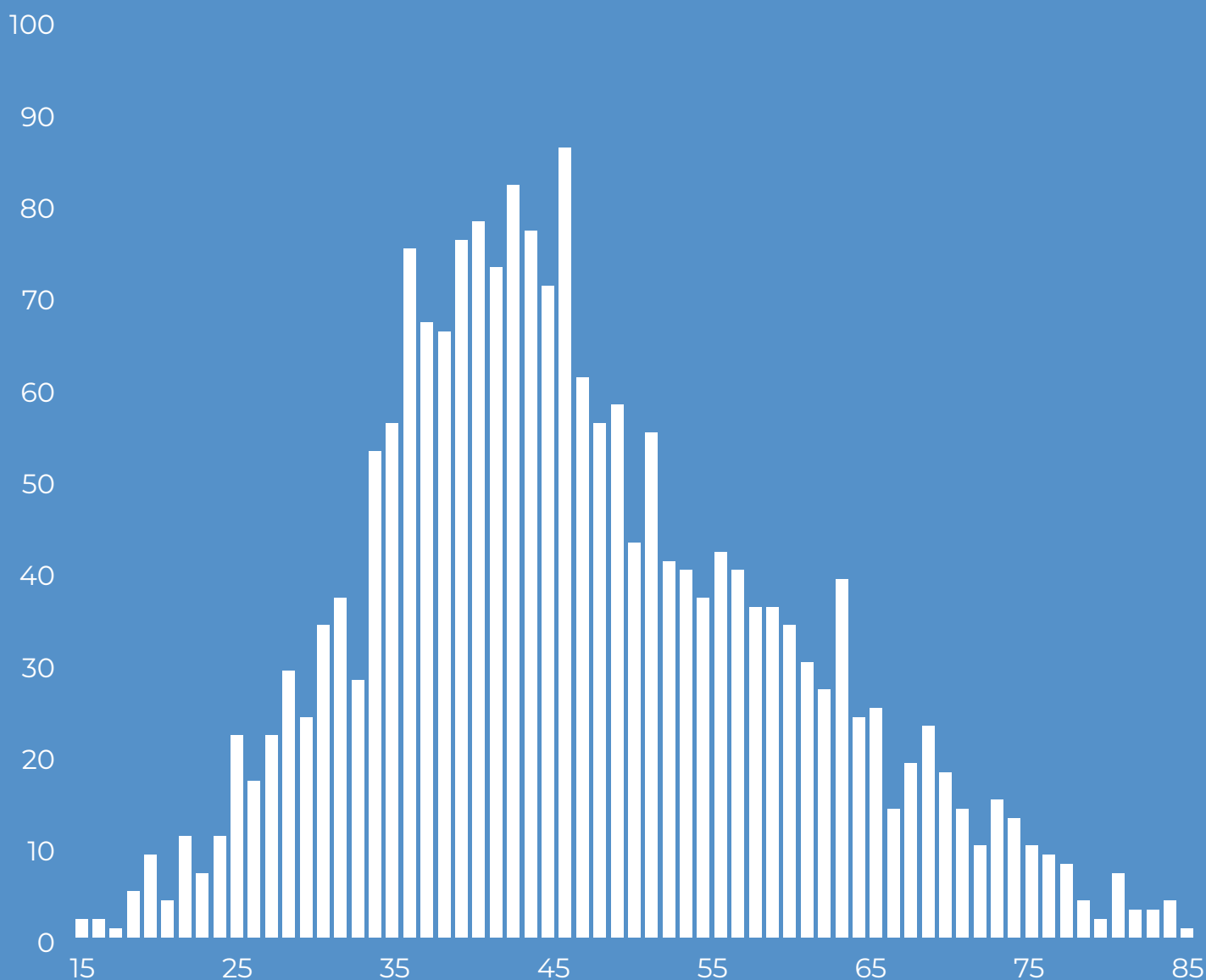


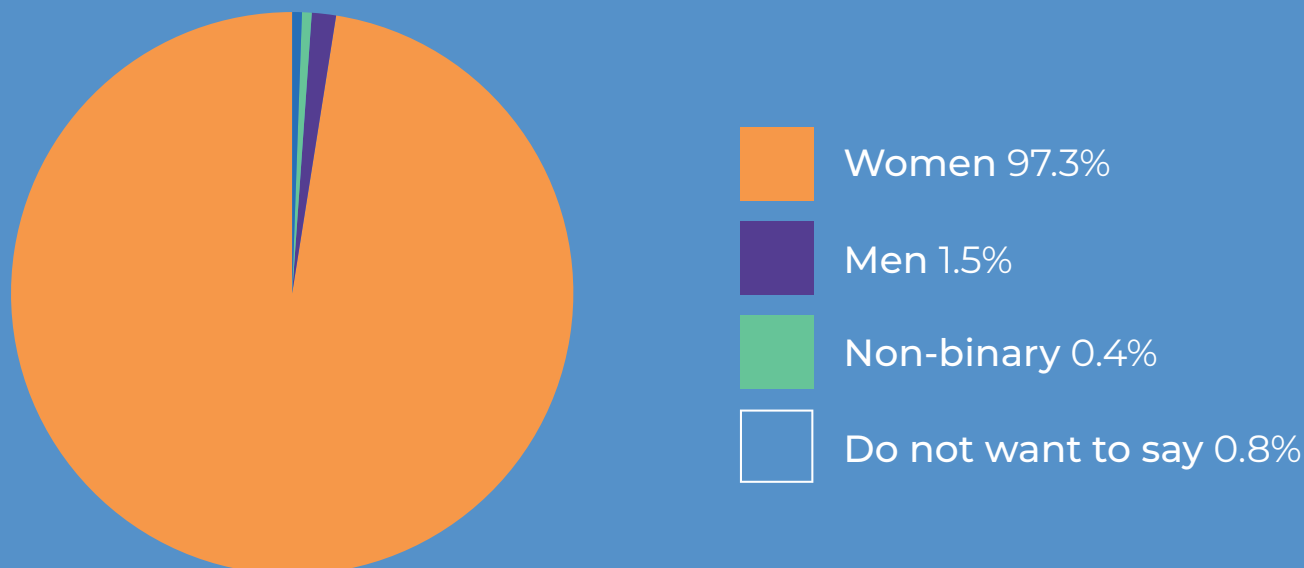
DEMO- GRAPHICS

AGE

Our mission to make clothes swapping cool and easy is striking a chord with just about everyone, no matter their age. The Clothing Loop has got everyone from teens to grandparents getting in on the swap action.

In general, most of our Loop-lovers are between 30 and 50 years old. It looks like we're really hitting the mark with adults who are juggling work and family, while trying to make eco-friendly choices.





GENDER

The vast majority of the 2600 people that have filled in our survey, identify as women. Statistically, women buy more clothes. However, the high percentage of 97% contradicts with the more diverse representation seen in our Loop categories on the next page.

This discrepancy may be explained by two factors:

- A higher survey participation rate among women.
- The predominance of women participating in Children's Loops and Mixed Loops. The combined representation of these three categories (96%) aligns closer with the gender statistics of 97.3%.

Despite this apparent imbalance, the Clothing Loop remains steadfast in its commitment to inclusivity. We will always welcome individuals without any selection criteria based on personal identity.

Our approach to categorization is purely practical: we use the – industry standard – binary categories (men's/women's) simply to set expectations about the clothing in each bag, not to restrict choices. With the Clothing Loop, your style is your choice. Whether you prefer men's clothing, women's clothing, or a mix of both.

Moreover, we are proud to know non-binary people have found their place in the Clothing Loop as well; with 0.4% of the participants identifying as non-binary, reflecting the estimated non-binary world-population of 0.1% to 2%.¹⁰ Personal stories shared with us highlight how the Clothing Loop serves as a sustainable platform for trans individuals to explore different styles, donate old clothing, and curate new outfits by sharing unique pieces within their Loop community.

CURRENT DIVISION OF LOOP CATEGORIES



2023

CUMULATIVE GROWTH OF PARTICIPANTS

The Clothing Loop has experienced consistent growth since its inception, as illustrated by the growth curve below. We have measured this growth across all categories.

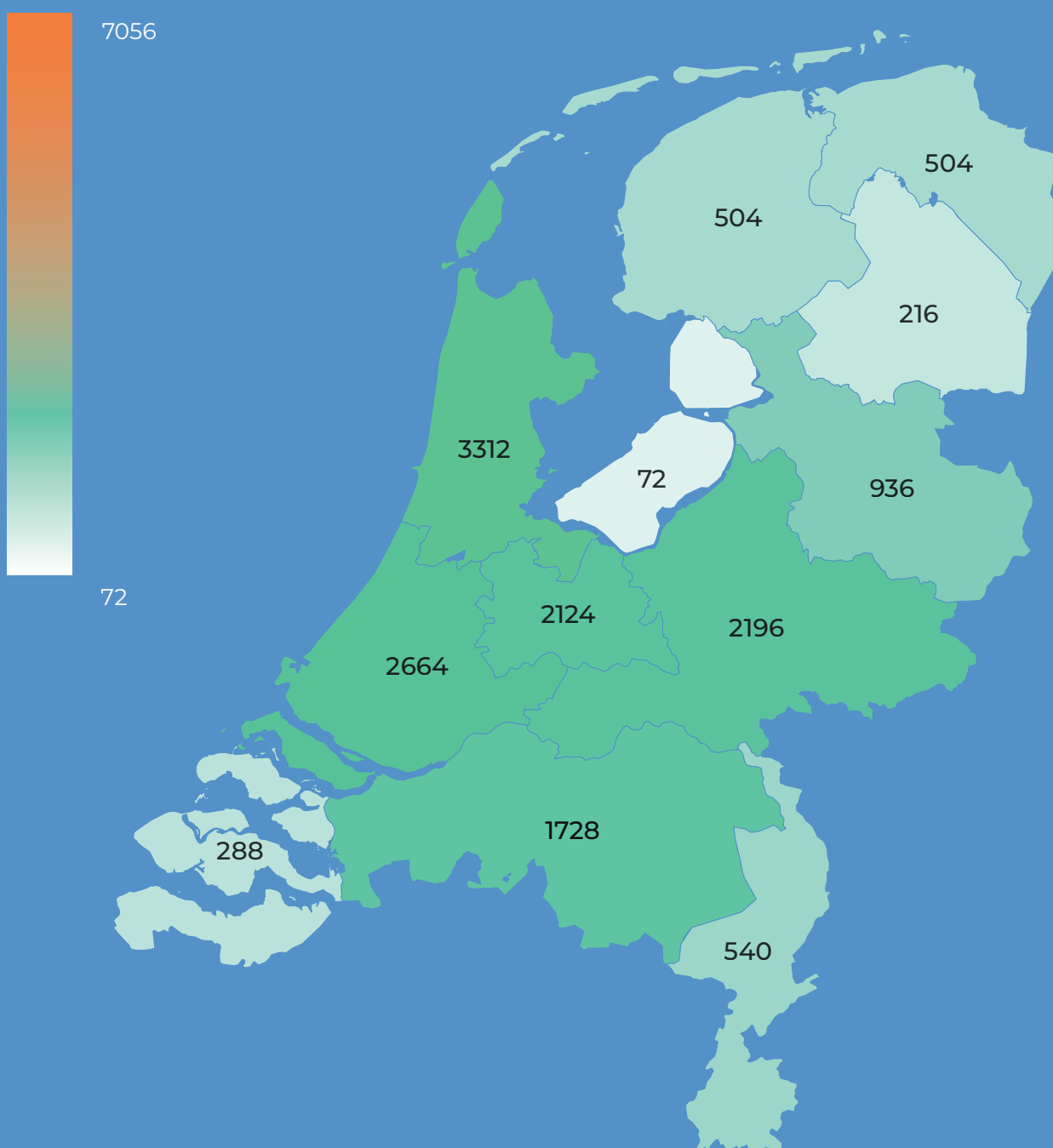
Notably, the mixed categories curve is by far the largest, despite only 12% of the loops being classified as mixed categories, as shown in the pie chart on the left. This indicates that most participants express interest in multiple categories in their profiles, likely leading to participation in multiple Loops.

2024

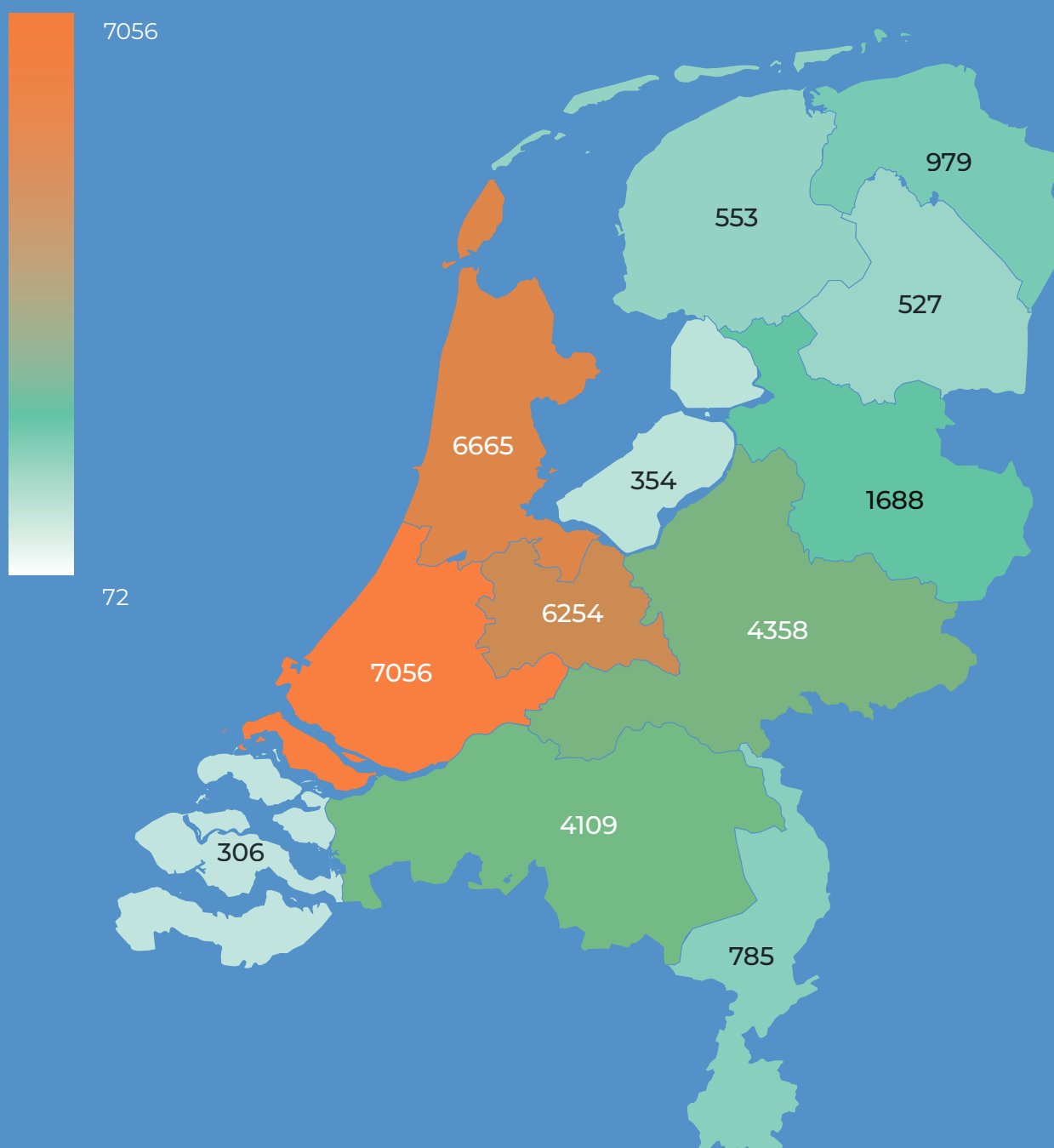


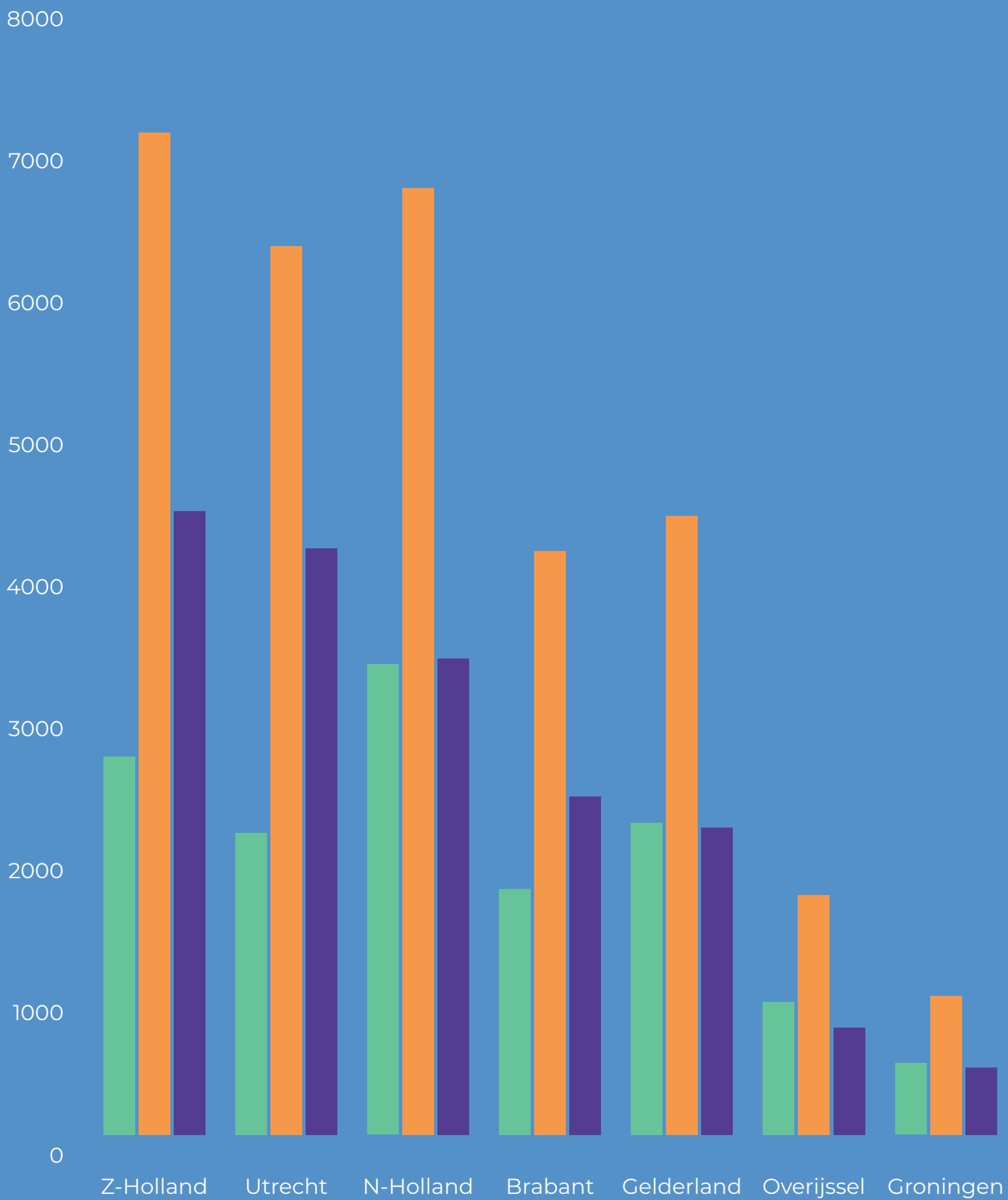
PROVINCES

The Clothing Loop is now active in 21 countries, and continues to flourish in its home country: the Netherlands. South Holland is now leading in participant numbers, a shift from 2022 when North Holland held the top position. Currently, North Holland ranks second.

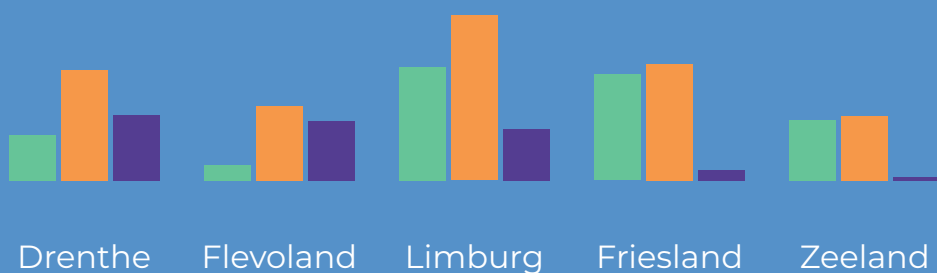


The distribution of participants across provinces now more closely resembles the overall population distribution of the Netherlands, indicating that the Clothing Loop has become more integrated into Dutch sustainable consumer practices and is effectively operating in all regions. This growth reflects both the size of each area and the expansion into regions where no loops were active in 2022.

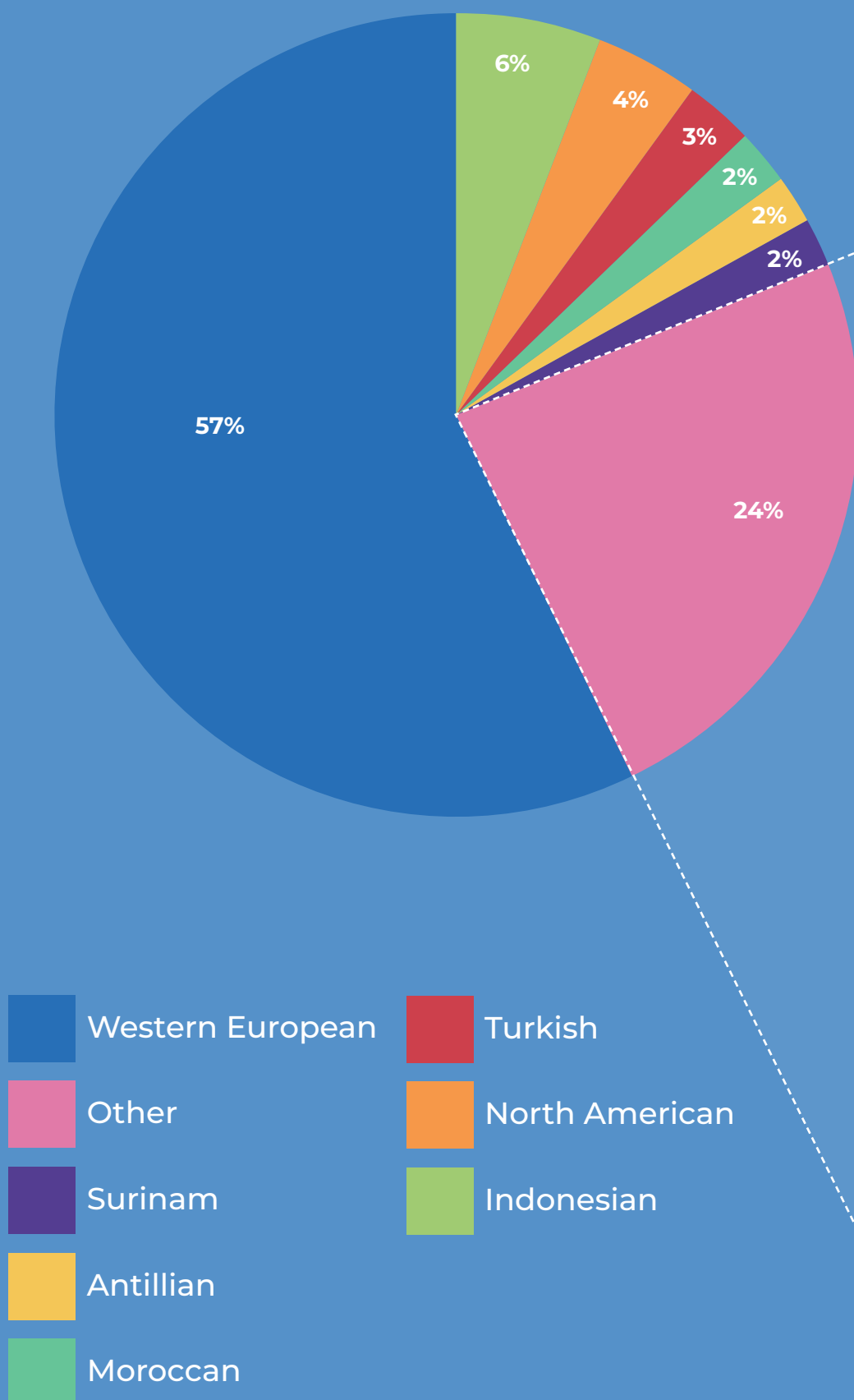




LARGEST LOOPS

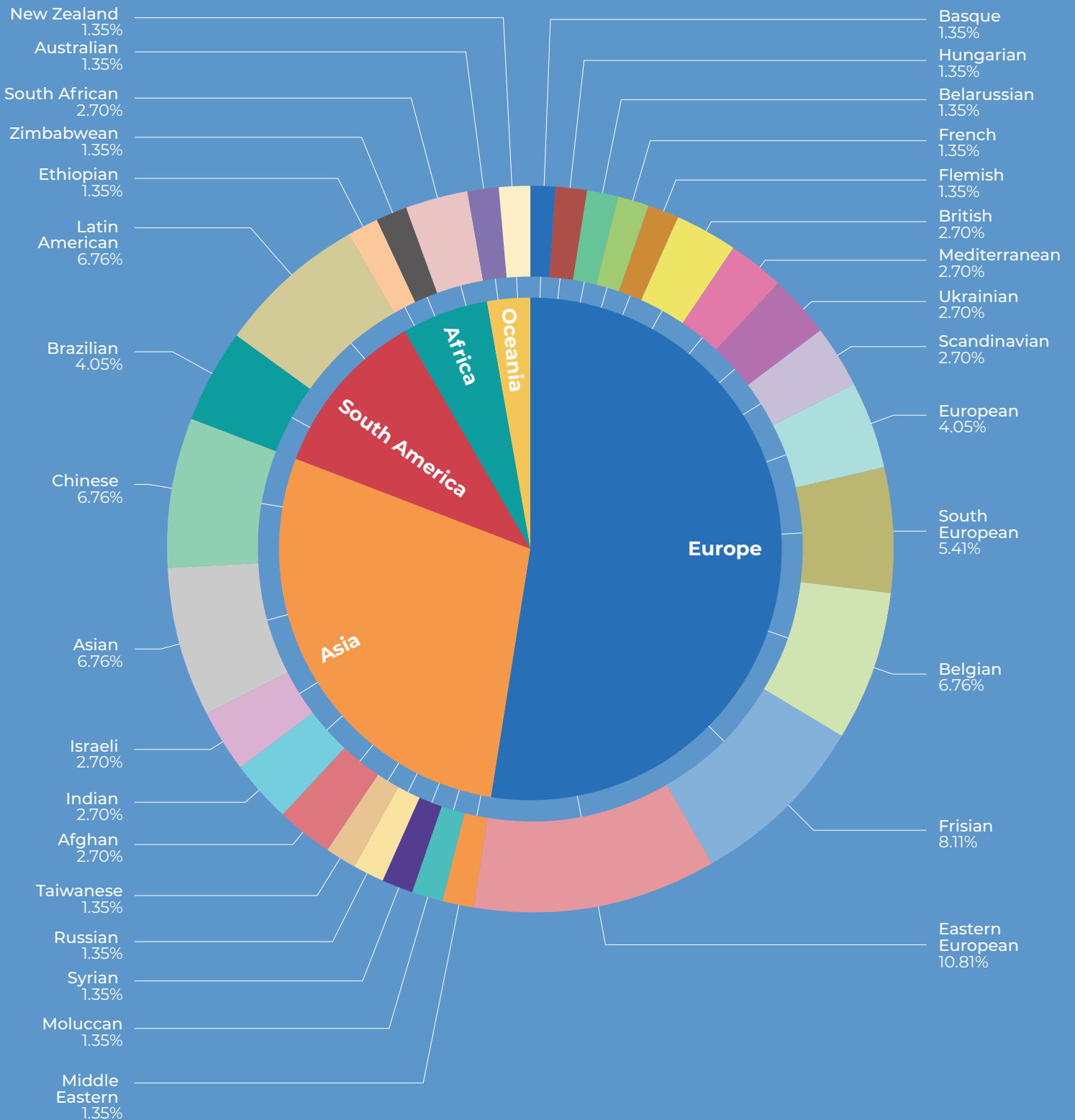


WHICH CULTURAL IDENTITY DO YOU IDENTIFY WITH MOST?



Specification Other

24%



PARTICIPANT MOTIVATION

Turns out, people have a wide range of reasons for joining our initiative. Let's break it down:

Eco-Warriors 87% of our members say they are in it for sustainability reasons. In 2022 this number was still at 79%. That means sustainable awareness amongst participants is on the rise.

Circular responsibility Almost as many (82%) are going the extra mile to make sure their unwanted items find loving new homes.

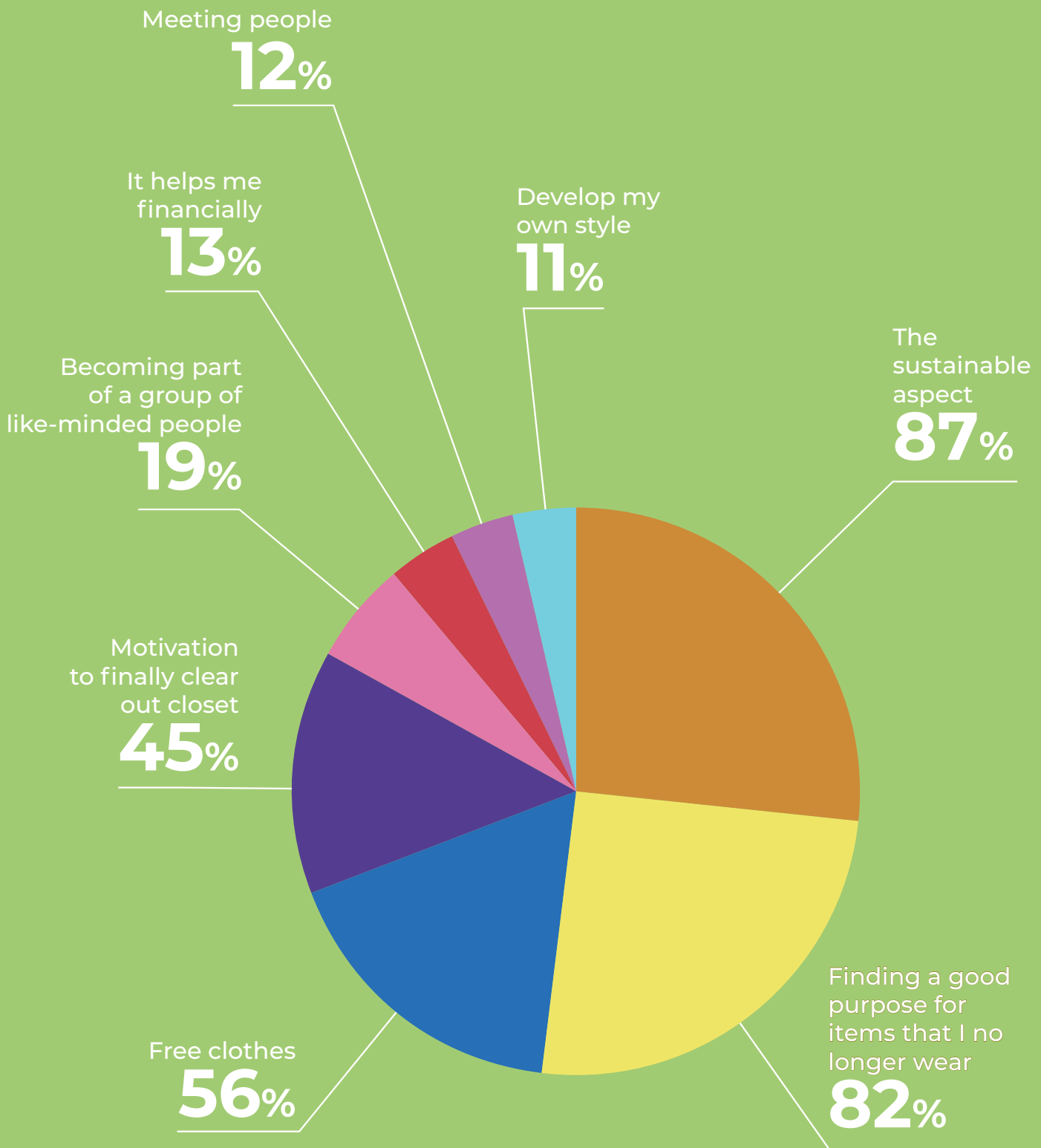
Free Style Upgrade Buying 'new' clothes releases dopamine, the happiness hormone.¹¹ But did you know new does not have to mean 'brand new' for this reaction to take place? Works just as well with second hand items! 56% are here for the free fashion finds.

Another 13% stated they also truly benefit from the initiative because it helps them make ends meet.

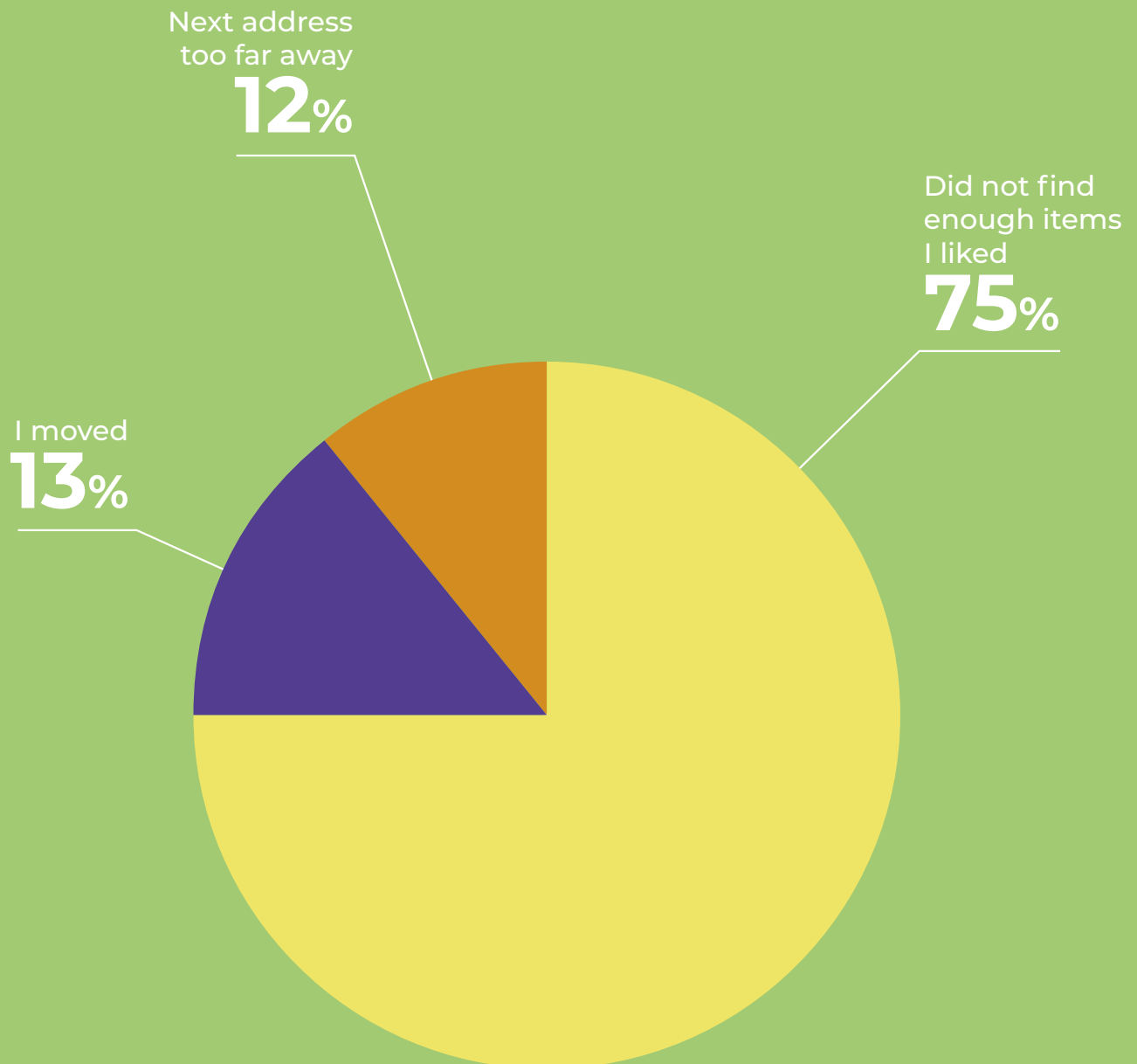
Here's a fun twist: Only a mere 19% said they joined to meet their neighbors. (9% in 2022.) But guess what? Once they're in, people are loving the social aspect of joining a Loop! Check out our **"Social Aspect"** chapter on **page 52**.

We let people pick up to 3 reasons, so percentages add up to more than 100%.

WHY DID YOU DECIDE TO JOIN THE CLOTHING LOOP



WHY DID YOU DECIDE TO QUIT THE CLOTHING LOOP?



While many participants enjoy the benefits of the Clothing Loop, not everyone remains with us long-term. Yet, even when members move on from their Loop, they're taking something invaluable with them. We've shown them how easy and fun it can be to swap and shop second-hand. It's like we've given them a lifetime VIP pass to the world of sustainable fashion! This ripple effect keeps on going. Once people have swapped, they can't go back – they're part of the sustainable fashion club for life, whether it is with Clothing Loop or through platforms like Vinted. More on that on **pages 66-67**.

Among those who left, 75% cited a lack of appealing items in the bags, possibly due to differing styles and/or insufficient quality. The latter is a constant area of focus for us.

The remaining 25% exited primarily due to geographical distance: 12% indicated the next address was too far away, making participation too much of a hassle. This is easily fixed when Loops become more dense. The other 13% moved house and needed to leave their Loop.

To better understand the reasons people quit, we will gather more detailed feedback in the future, when people delete their accounts through our platform.

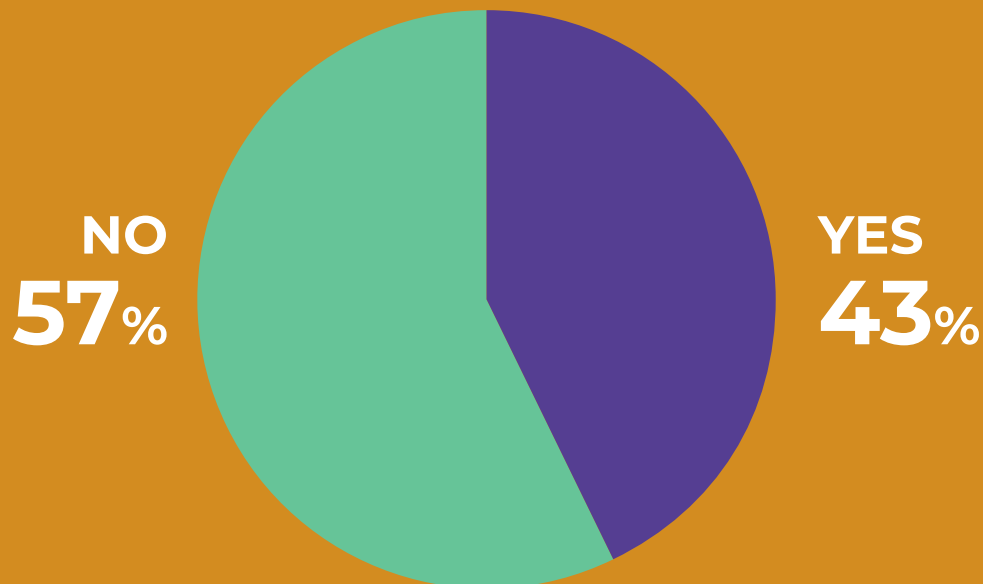
Notably, it is encouraging that none of the survey respondents indicated they left because they felt they had run out of interest in swapping.

This insight reinforces our commitment to continually enhance participant satisfaction and engagement within the Clothing Loop.



THE SUSTAINABLE ASPECT

DID YOU EVER SWAP CLOTHES BEFORE JOINING?



Talk about a fashion revolution: 57% of our Loopers had never swapped clothes before joining the Clothing Loop. This number was at 51% in 2022, so we can conclude we have reached even more 'swap virgins'.

When we asked this group why they had not swapped clothes before, the following reasons were mentioned:

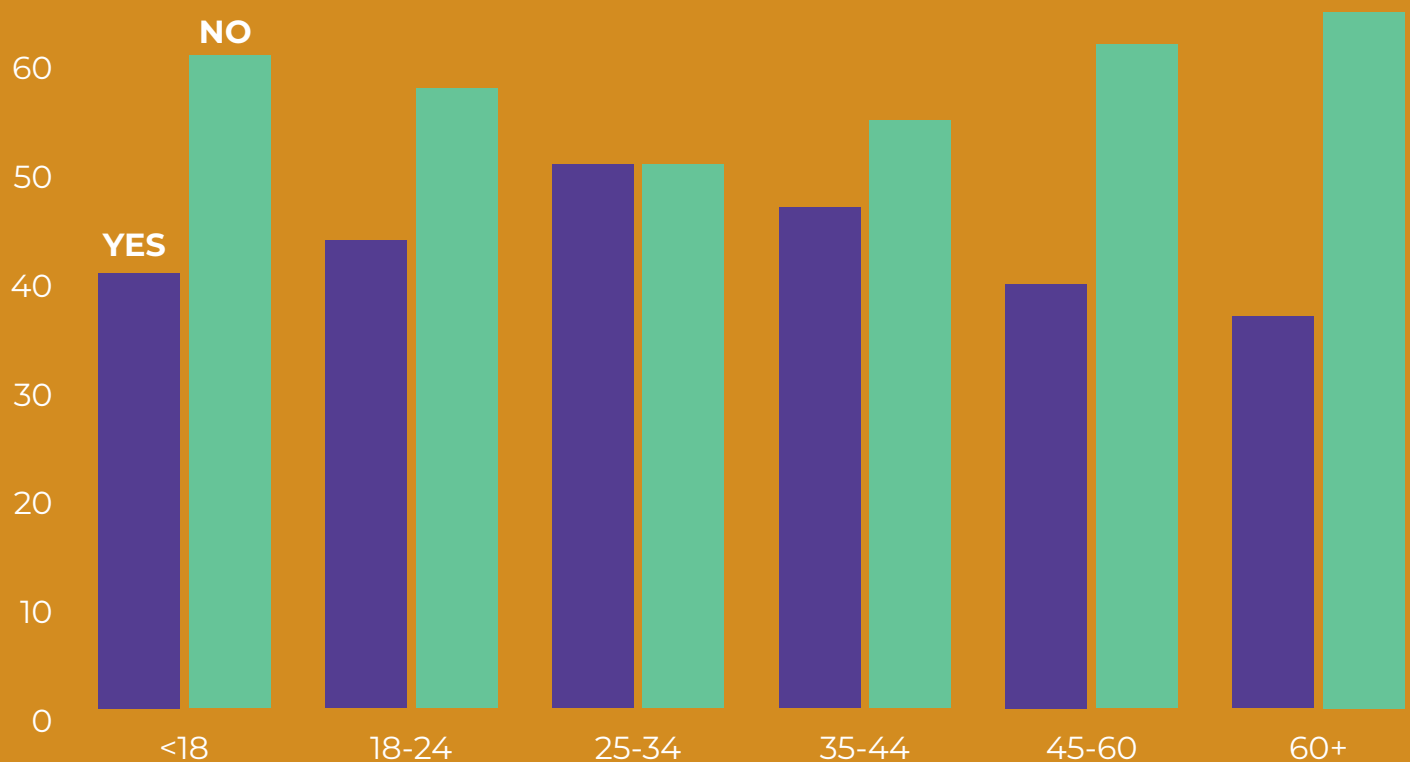
- Did not think of it
- Could not find people to swap with
- Did not think I'd enjoy it
- No time
- Would not feel comfortable trying things on during a live swap

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 can try things on in the comfort of your home.

So, why is this large percentage of new swappers such a big deal? For this 57%, we are:

- Opening doors to a whole new world of sustainable consumerism
- Planting seeds of change in people's minds
- Empowering folks to rethink their relationship with clothes

So here's to all our swap newbies and veterans alike. Together, we're not just exchanging outfits – we're changing the world, one swap at a time!



DID YOU EVER SWAP CLOTHES BEFORE, SPLIT PER AGE GROUP

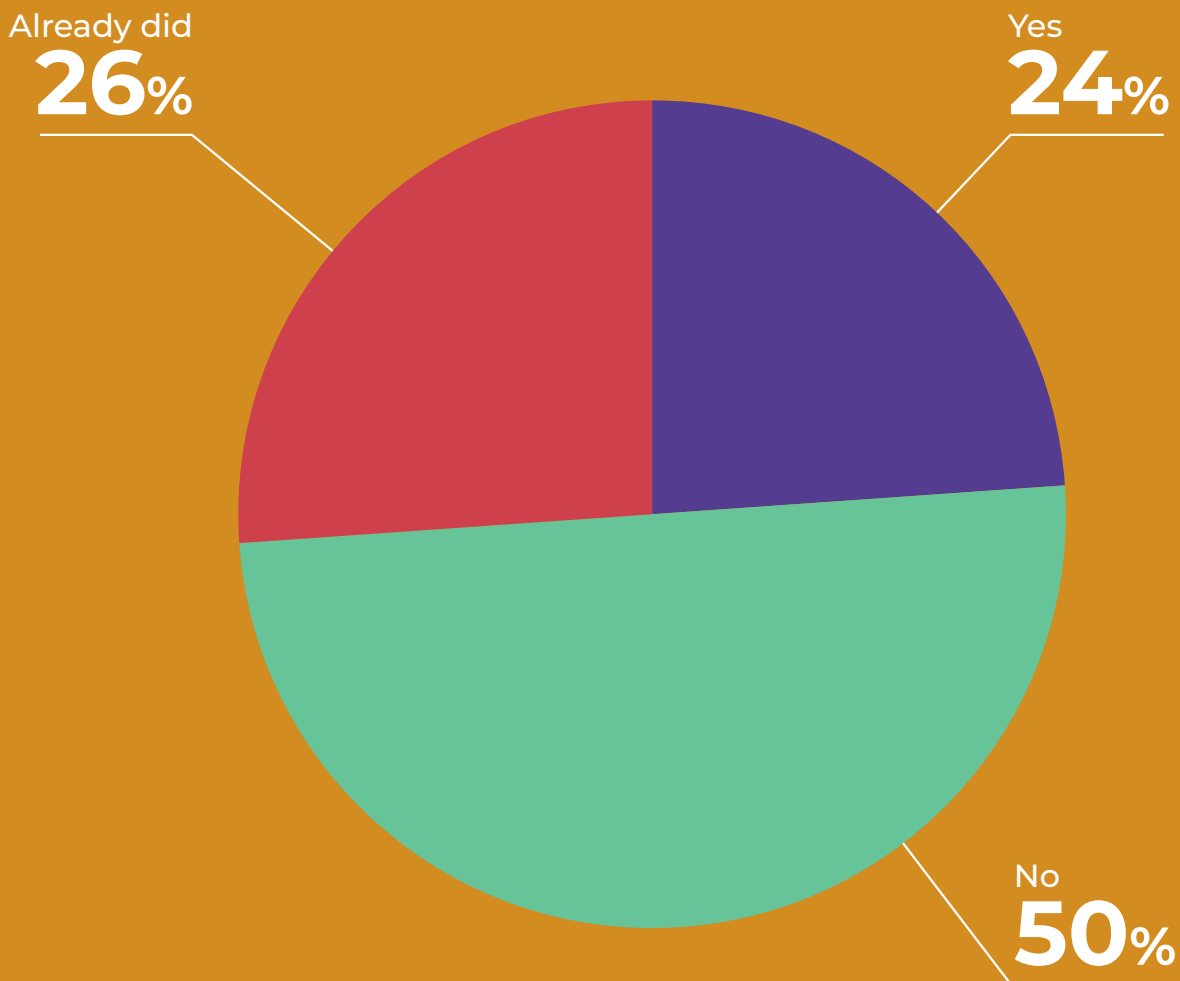
Most participants who indicated that they have swapped before are in the 25-34 age range, possibly reflecting that they value their style, but want to consume consciously. Like gender, we don't discriminate with age: minors might be swapping clothes with 60+ year olds, and Millennials with Gen X'ers. All get inspired by others to try new items and styles.

DID YOU START SWAPPING OTHER ITEMS?

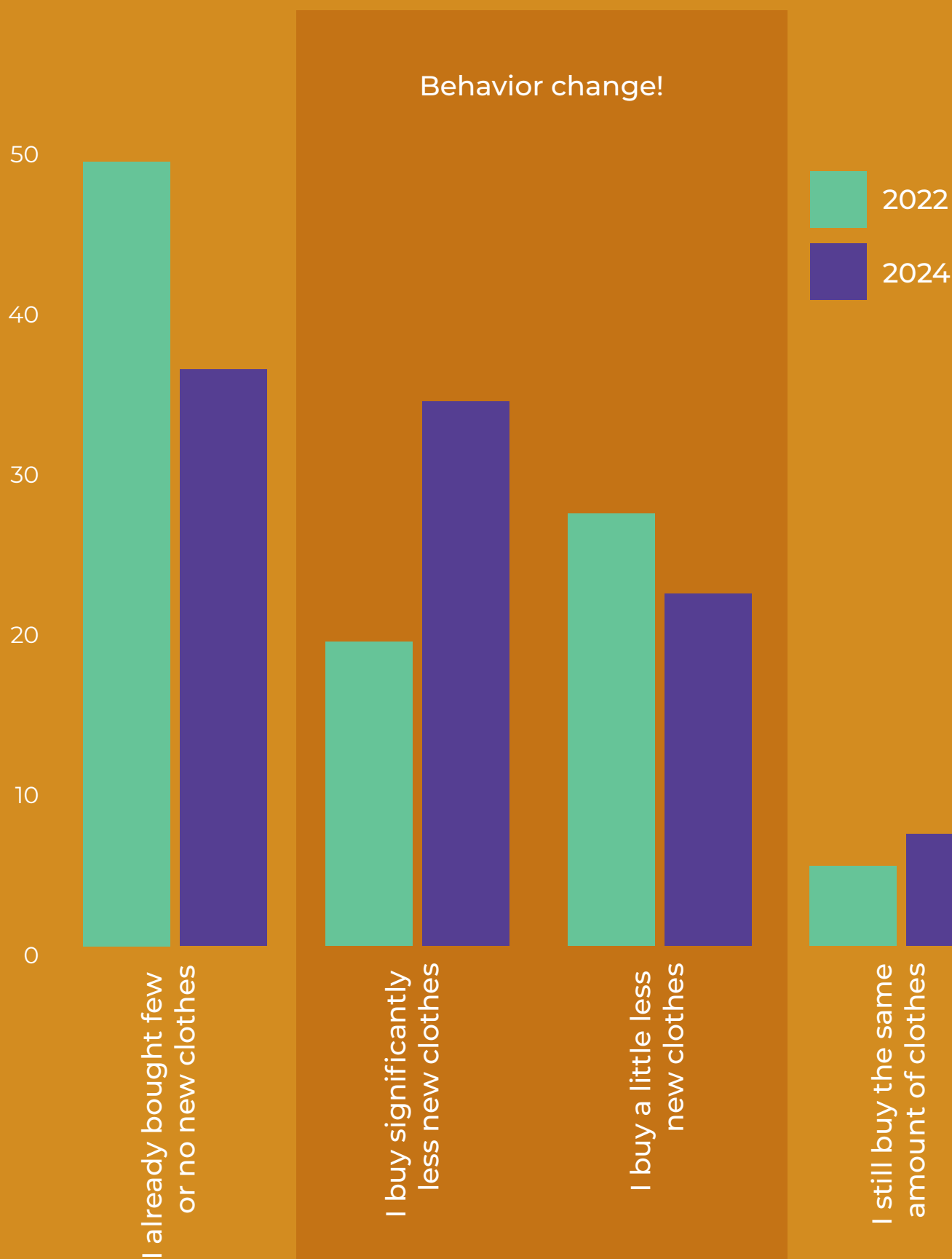
As we noticed some Loops for toys, books, and sometimes even small home decor items popping up on our website, we were curious: does joining the Clothing Loop inspire people to start swapping more than clothes?

About a quarter of people stated they indeed started to swap other items after joining the Clothing Loop. Meaning the effect, joy and sustainability of swapping beyond textiles, is trickling down.

A little over half kept to clothing, and the remaining quarter stated they were already swapping other items before joining.



DO YOU NOTICE A CHANGE IN YOUR OWN CONSUMER BEHAVIOR?



As you can see in these stats, we're changing fashion habits, and the good news is: we notice a significant change in consumption behavior in over half of our participants.

22%

Are now shopping smarter and buying a little less than before.

34%

Say they buy significantly less than before joining. They have had a total mindshift and therefore this is the most important number. This was only 19% in 2022 so it has almost doubled!

36%

Of our participants were already eco-fashion heroes before joining. For them, the Loop is like finding a new superpower in their sustainable arsenal!

Only

7%

say they haven't changed anything in their consumption behavior.



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.

On the following pages we're about to dive into the numbers of how our swaps are giving Mother Earth a much-needed makeover. Calculations reveal that in 2023:



Over 100 tons of textiles found new homes through our swap bags.



We prevented over 1.1 million kilos of CO₂ emissions.



We saved more than 580 million liters of water.

These numbers are a testament to the power of our community.



... said 8 billion people

Calculations:

KILOS

In 2023, the Clothing Loop experienced remarkable growth, expanding our community from 15,600 to 28,633 registered participants. This surge in membership translated into a significant increase in the number of circulating swap bags, from 2,600 at the beginning of the year to 4,772 by the end.

That means on average there were 3,686 bags in circulation throughout 2023. Each bag typically completes a full refresh after passing through 20 addresses. Although participants are encouraged to pass the bag within 3 days, the actual turnover is closer to 5 days. This means each bag is refreshed about 3.5 times per year. With an average weight of 8 kilos per bag, we estimate that each bag facilitates the reuse of 28 kilos of textiles annually. $3,686 \text{ bags} * 28 \text{ kilos} = 103,208 \text{ kilos}$.

CONCLUSION: Over 100 tons of textiles found new homes through our swap bags in 2023. That is roughly the same weight as 16 adult elephants.

CO₂ REDUCTION

To calculate the CO₂ reduction, we consider that swapping a clothing item prevents the purchase of a new one in 50% of cases, according to a study by Swapshop.¹² Our swap bags contain an average of 25 clothing items, and with each bag being refreshed 3.5 times a year, this results in 87.5 items finding new homes per bag annually.

The total of clothing items that are reused is:
 $3,686 \text{ bags} * 87.5 \text{ items} = 322,525 \text{ items}$.

We estimated that around 10% of clothing items are unsuitable for our swap bags. Adjusting these items leaves us with 290,273 items.

50% of this prevented new purchases, equating to 145,136 fewer new clothing items bought in 2023.

Textile Weight Reduction:

$145,136 \text{ items} * 0.33 \text{ kilos per item} = 47,895 \text{ kilos.}$

One kilo of new textiles emits an average of 25 kilos of CO₂.¹³

$47,895 \text{ kilos} * 25 = 1,197,375 \text{ kilos.}$

CONCLUSION: The Clothing Loop prevented over 1.1 million kilos of CO₂ emissions in 2023. That is roughly the equivalent to the amount of CO₂ absorbed by 45,000 mature trees in one year.¹⁴

WATER SAVINGS

We're making waves (or rather, saving them) in water conservation:

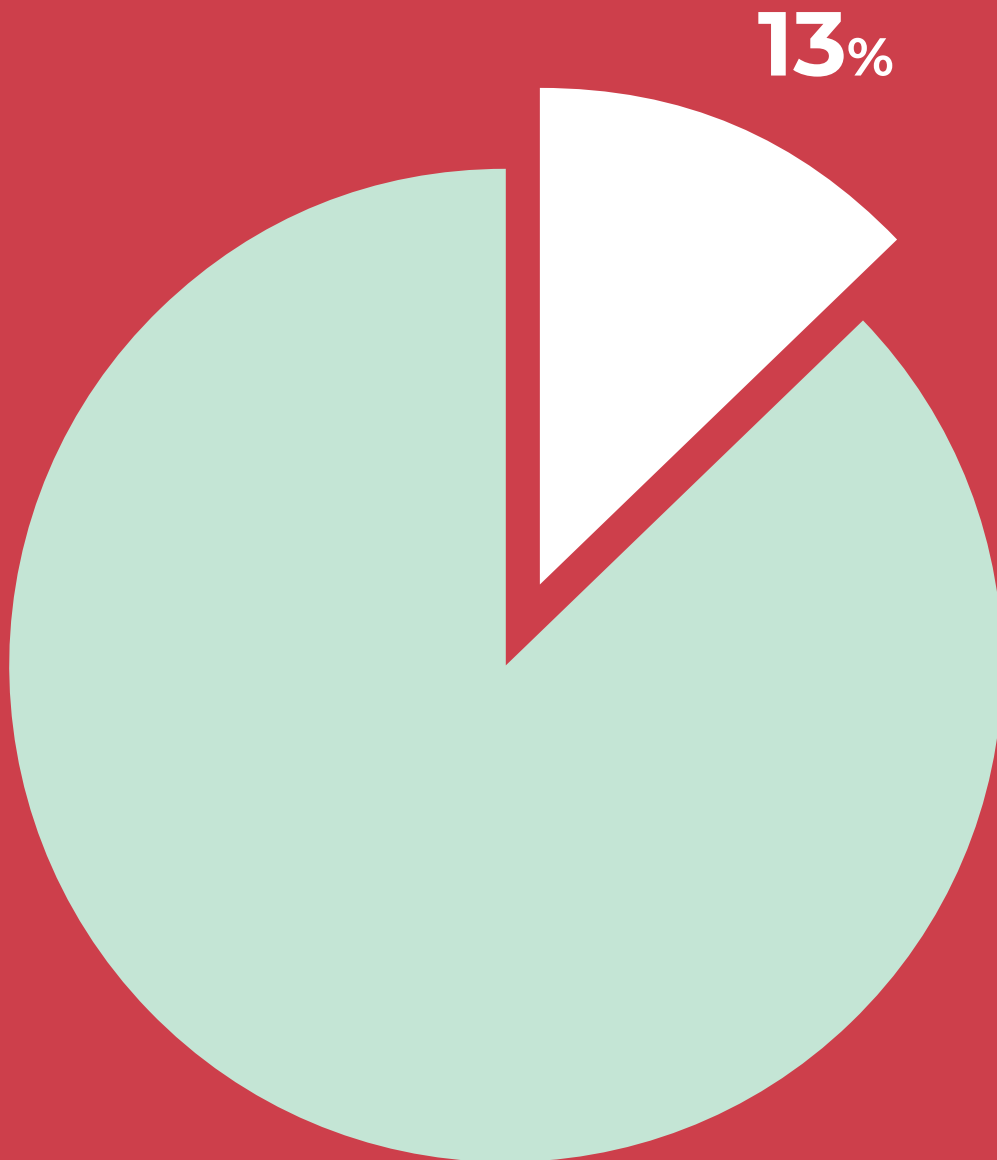
The production of a single pair of jeans requires about 7,000 liters of water, while a T-shirt uses around 2,700 liters. Taking an average of 4,000 liters per item, we calculate the water savings based on the 145,136 purchases prevented: $145,136 \text{ items} * 4,000 \text{ liters} = 580,544,000 \text{ liters.}$

CONCLUSION: The Clothing Loop saved over 580 million liters of water in 2023. That's enough to fill 232 Olympic swimming pools!

1 NO
POVERTY



MAKING ENDS MEET



FINANCIAL INCENTIVE TO JOIN

Our recent survey revealed a striking insight: 13% of 2,600 respondents cited “making ends meet” as one of their primary motivations for joining the Clothing Loop. This statistic sheds light on a critical issue often overlooked in our society: hidden poverty.

Hidden poverty affects individuals and families who, despite being above the official poverty line, struggle to afford essential items, including clothing. By providing free (kids) clothing through our community-driven swap system, we’re not just promoting sustainability, we’re offering tangible financial relief. The free clothes in our swap bags not only ease financial burdens but also promote dignity and self-worth among participants.

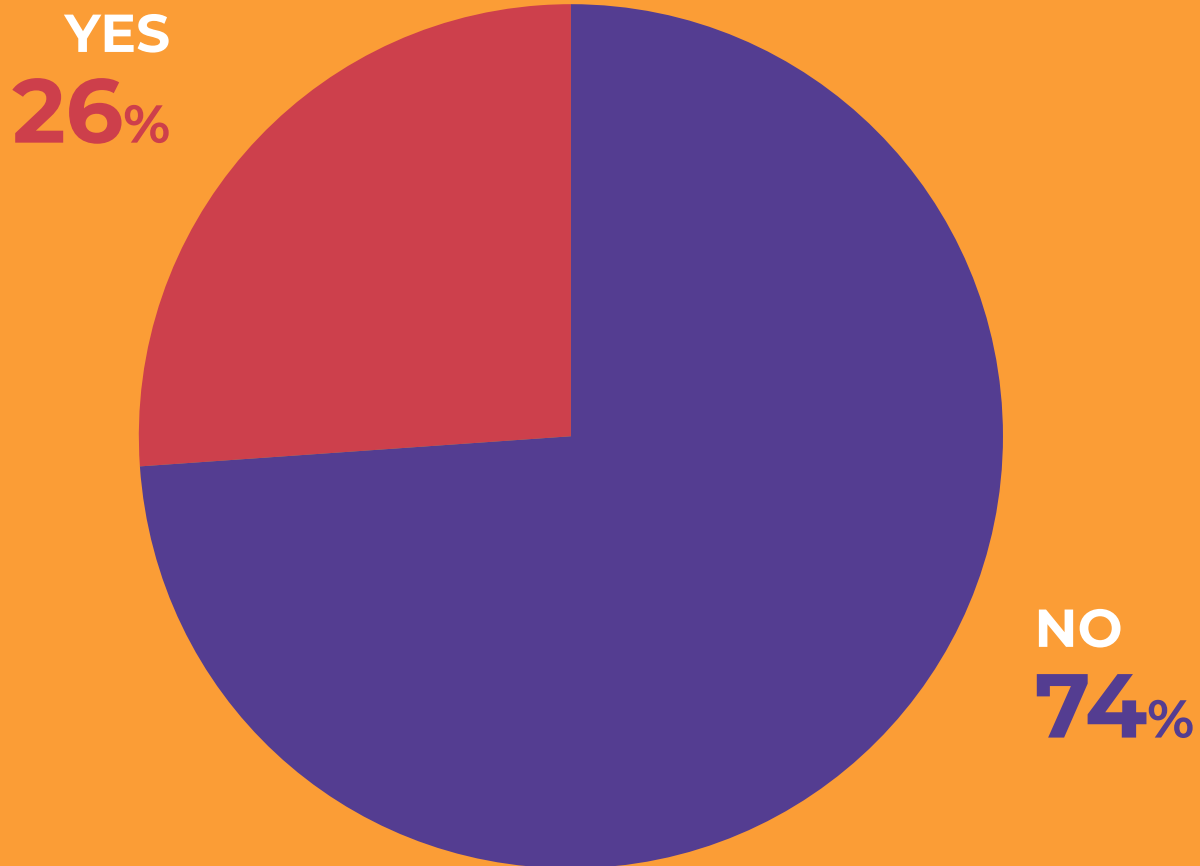
So, by encouraging reuse and recycling, the Clothing Loop simultaneously addresses hidden poverty and environmental concerns.

It’s important to note that we do not actively promote our initiative as a solution for hidden poverty. Everyone is welcome. Our goal is to have and connect participants from various socioeconomic backgrounds, income levels, and life circumstances. It is exactly this diversity which ensures a healthy balance of giving and receiving, fostering a sustainable and equitable swapping ecosystem.



THE SOCIAL PART

DO YOU FEEL MORE CONNECTED TO YOUR NEIGHBORHOOD?



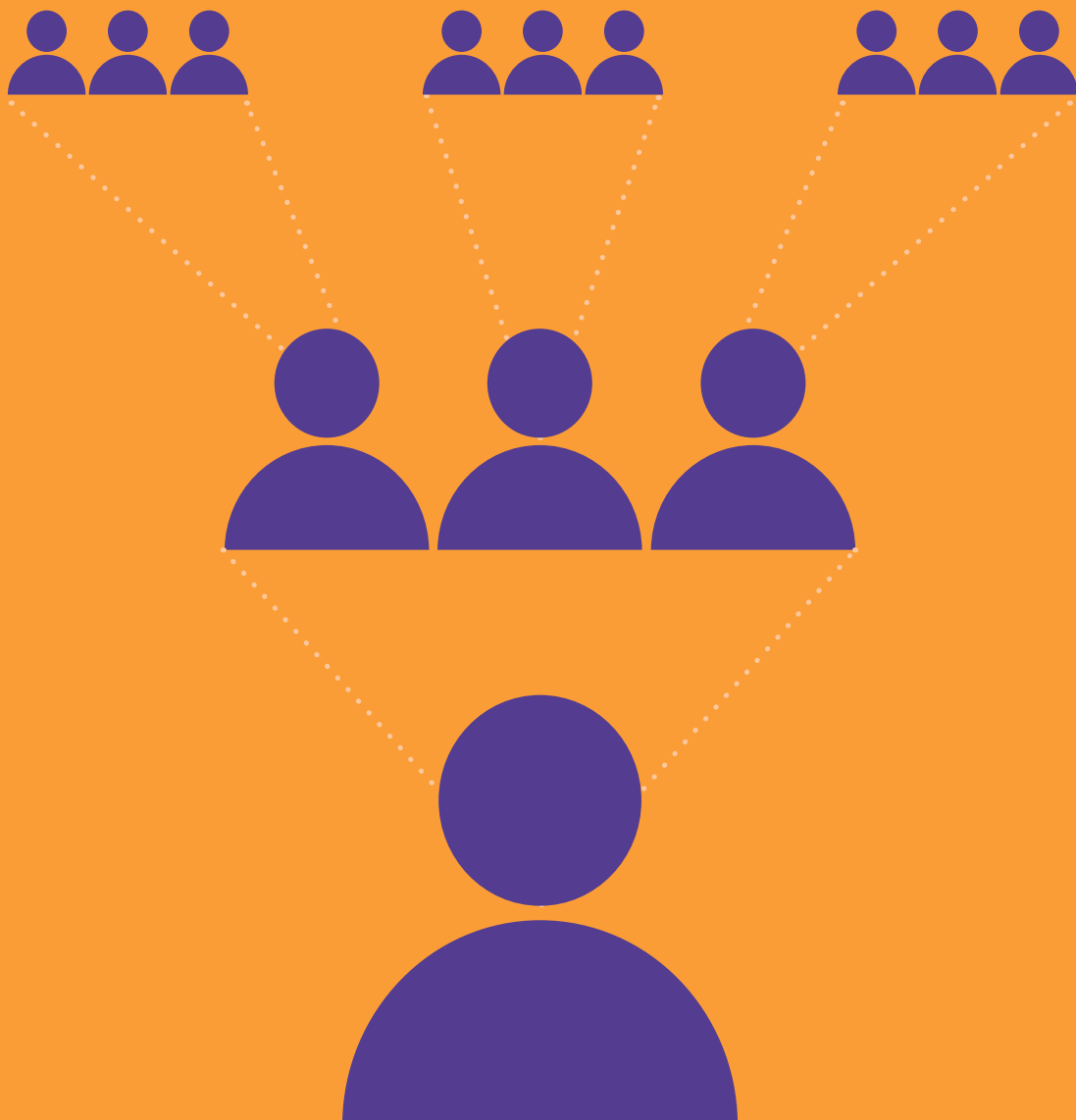
26% of respondents feel more connected to their neighborhood due to the Clothing Loop. This percentage is lower than in 2022 (63%), which may be due to the fact life is back to normal after Covid-19, and our agendas are once again overflowing.

However: the people who said they feel more connected with others rated the Clothing Loop with a higher recommendation score.

**“ We are not only swapping clothes,
we are creating communities! ”**

HOW MANY PEOPLE DID YOU GET TO KNOW?

On average, participants get to know 3 new people through the Clothing Loop. That is more than two years ago (2.6). This connection with fellow swappers is mentioned as an important aspect for 33% of our participants.



BETTER TOGETHER!

Everything is more fun when doing it together. Turns out: lots of our participants agree! We asked if they share the swap-bags, for example with family members, roommates and/or friends. And they do: 1.8 people per registered address join in on the swap fun. That is the subscribed participant, plus an average of 0.8 others.

*Calculation: 0.4 people per participant are almost always joining, and 0.6 people per participant join every now and then. We count this second category only partially, resulting in an average of **0.8 extra swappers** per registered participants.

Currently Clothing Loop has over 42.000 registered participants, so we reach $42.000 * 1.8 = 75.600$ people.



People who
often co-swap*

0.4

People who participate
occasionally*

0.6



**Registered
participants**

THE FUN PART

Participants awarded the Clothing Loop an impressive average score of 8.34 out of 10 when asked how likely they are to recommend it to others. This glowing recommendation mirrors the results from our 2022 survey (4.4 out of 5).

Interestingly, those who gave the highest ratings were also the ones who felt more connected to their neighborhood. It seems swapping clothes brings people closer together in more ways than one.

WOULD YOU RECOMMEND THE CLOTHING LOOP TO OTHERS?



RECOMMENDATION SCORE SPLIT PER DURATION OF PARTICIPATION

Moreover, the recommendation scores show a positive correlation with the duration of participation, rising from 7.9 to 9.0. This upward trend is slightly more pronounced than in 2022, likely reflecting the Clothing Loop's longer existence and the expanded time intervals for participation used in our survey.

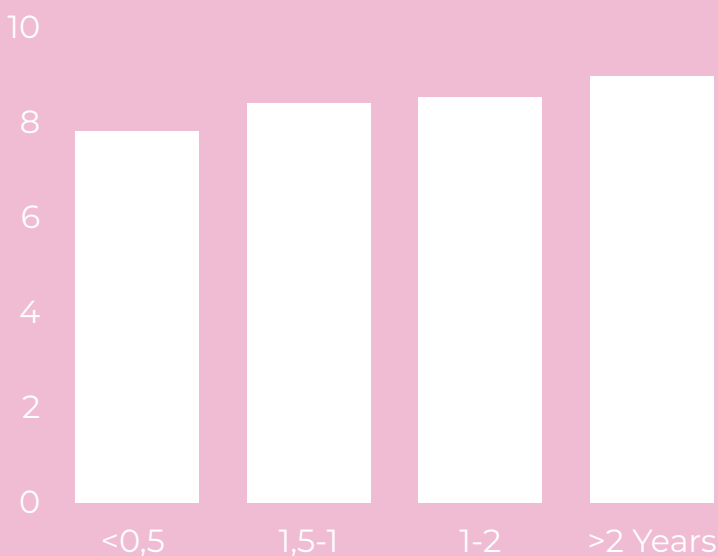
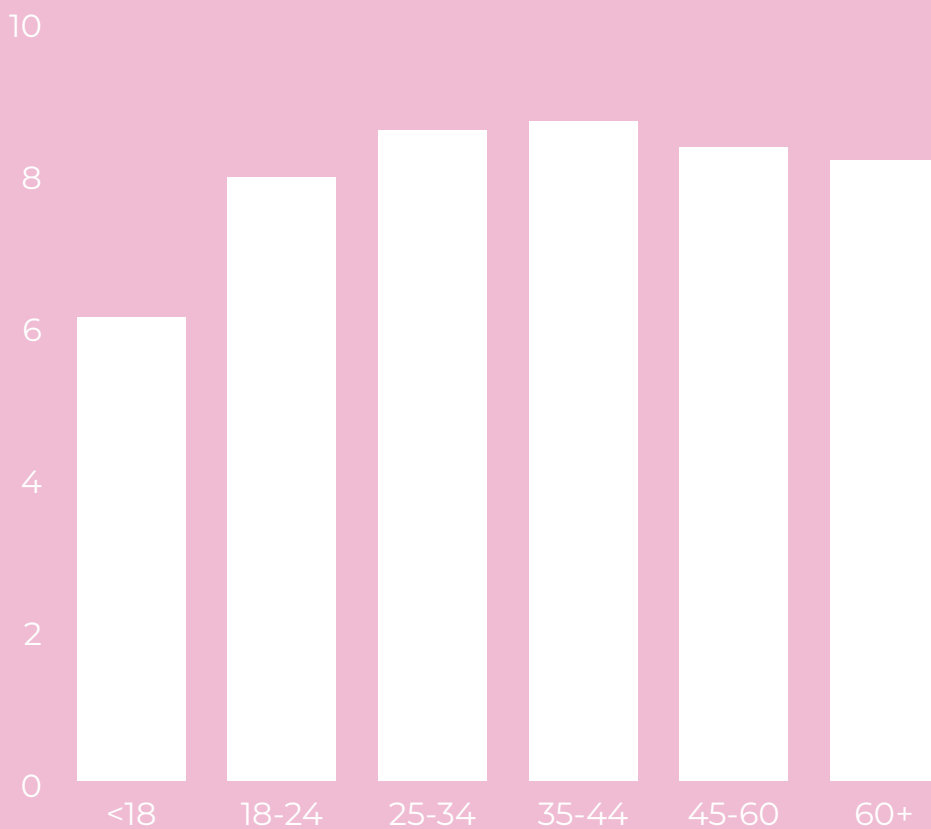




Photo: Anke Teunissen

RECOMMENDATION SCORE SPLIT PER AGE

The people who give the Clothing Loop the highest recommendation score are between 25 and 44 years old.



Recommendation scores split per Loop category are almost identical, with a slight win for kids' Loops (8.6) as opposed to men's clothing (8.5) and women's clothing (8.4)



PARTICIPANT EXPERIENCE

“A nice bonus is: you get to know people in your neighborhood, usually neighbors 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!”

“The best part is trying on things you would never try in the store, and then realising you really like them.”

“I think it’s great to be able to ‘shop’ regularly without burdening your wallet or the environment”

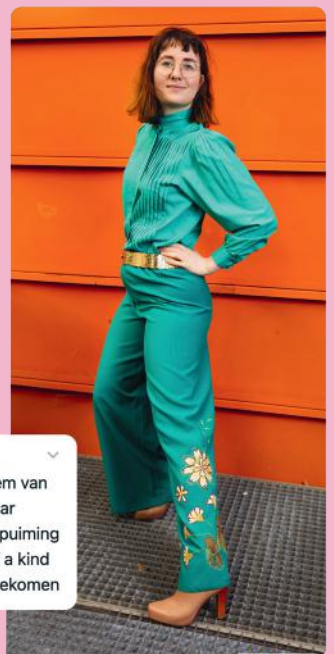
“My mother lives more than 100 km away, but I send her photos of items that may be of interest to her, and when we see each other she also gives me things to add to the bag. Nice to be able to do this together!”



Ik deed vandaag een optreden in dit leuke jasje uit de tas!



Leuk! Die heb ik uit de Clothingloop tas in Utrecht gehaald maar is na een paar maanden weer in onze ketting door gegaan! Super leuk met meteen een optreden 🥳, staat je goed!



Jaaaa! Die broek! Komt via mij. Heb hem van iemand gekregen en die had het van haar persoonlijke kleermaakster die atelieropruiming hield. Is dus echt een handmade one of a kind broek. Heel fijn dat hij goed terecht is gekomen



Kranslegging trouwens voltooid in dit prachtige Oilily vest uit de tassen! 🙌💖 eind goed...

Yes! Mooi hè. Komt van mij. Goed verhaal rondom dit vest. Hij was blijven hangen op mijn werk. Iedereen dacht dat hij van mij was. Ik heb tegen 100x gezegd van niet. Uiteindelijk hebt ik hem na 3 jaar ingepakt als cadeau gekregen na de bevalling van de oudste.. nu na 7 jaar beetje uitgekeken. Blij dat hij een nieuw baasje heeft.

20:48



“Someone in my Loop landed a new job. Guess who’s dress she wore to her interview?”

Ik ben zoooo blij! Gister mijn eerste tas gekregen.

14:30



Dit vestje gescoord voor mijn kleine man 🥳 en zelf ook weer spullen kunnen doorgeven 🌱

14:31

Het leukste vond ik dat in de appgroep vervolgens werd toegevoegd dat het vestje in de jaren 60 door oma was gebreid. Super! Liefdevol handwerk met een verhaal 🥳 Veren in jouw reet. Echt heel cool dit. 🙌

14:32

Suzanne Kroger



Uit de tas en mijn absolute favoriet. Hier in de plenaire zaal van de Tweede Kamer. Dank aan wie 'm in de tas heeft gedaan.

10:27



CELEBRATING ADDRESSING

As we continue to grow and evolve, we're committed to transparency and focus on continuous improvement. Here's an honest look at what our participants are saying:

What's Working Well

GIVING CLOTHES A SECOND LIFE AND REDUCING NEW PURCHASES

Our members express genuine excitement about extending the lifespan of clothing items. They report a sense of satisfaction in knowing that their once-loved pieces are finding new homes and continued use. This not only reduces waste but also decreases the demand for new clothing production. Many participants have shared that since joining the Clothing Loop, they've significantly reduced their new clothing purchases, opting instead to refresh their wardrobe through swaps. Saving money along the way.

CREATING CONNECTIONS AND FOSTERING A SENSE OF BELONGING

The Clothing Loop has evolved beyond just a clothes swapping system – it's become a community. Members often mention the joy of connecting with neighbors they might not have met otherwise. Some Loops have even started organizing local events or meet-ups. The shared interest in sustainable fashion creates common ground for building relationships.

SUCCESSSES, CHALLENGES

LOW-BARRIER TO ENTRY

Unlike some sustainable fashion initiatives that can be costly or require significant time investment, the Clothing Loop is designed to be accessible to everyone. There's no need for expensive eco-friendly purchases or complex commitments. This low-threshold approach has attracted a diverse range of participants, including those who might have found other sustainable fashion options out of reach. It's proving that anyone can participate in the circular economy, regardless of their budget or prior knowledge of sustainability.

THE EDUCATIONAL RIPPLE EFFECT

Participating in the Clothing Loop is increasing awareness about clothing consumption and sustainability. Members report becoming more conscious of their clothing choices, not just within the Loop but in their overall consumption habits. Many have started researching the environmental impact of fast fashion and are sharing this knowledge with friends and family. This increased awareness is leading to more thoughtful purchasing decisions and a greater appreciation for quality, long-lasting garments as you can see on **page 42**.

THE ELEMENT OF SURPRISE AND JOY IN UNEXPECTED FINDS

Participants often share stories of finding unique pieces they would never have chosen for themselves but end up loving. This not only broadens their style horizons but also challenges the notion that new purchases are necessary for wardrobe excitement.

Areas for Improvement

QUALITY

Some members have expressed dissatisfaction with the condition of clothes in the bags, describing items as worn out, stained, or damaged.

STYLE & SIZING ISSUES

Feedback concerns that the clothing isn't always aligned with current fashion trends or personal tastes. Some participants find the items outdated or unsuitable.

Additionally, a common challenge remains the mismatch between the sizes of clothes in the bags and the sizes worn by recipients as well for potential new holders, resulting in the items being too large or too small.

CIRCULATION FREQUENCY

We've received reports of inconsistent bag rotation, with some members experiencing long waits between receiving new bags.

COMMUNICATION GAPS

Organizational hiccups have been noted, including 'disappearing' bags, unfulfilled commitments, and unclear expectations about the swapping process.

MOVING FORWARD

At the Clothing Loop, we recognize that the quality of each Loop is directly tied to the commitment and engagement of its host(s) and participants. Yet we're taking the feedback seriously and are implementing strategic changes to elevate the overall experience:

- 1** By empowering our hosts with knowledge and skills, we aim to create more consistent and positive experiences across all Loops. These resources cover:
 - Best practices for maintaining clothing quality standards
 - Strategies for fostering community engagement
 - Tips for effective communication within the Loop
 - Guidance on resolving common issues and conflicts
- 2** We're investing in significant upgrades to our digital platform, which will make participation more seamless and enjoyable for all members.
- 3** We're encouraging the introduction of quality control measures throughout the Loop: By inspiring a collective commitment to quality, we aim to elevate the overall standard of clothes in circulation.

After all: it's better to have half a bag full of gems than a full bag of questionable items!

THE SUSTAINABLE FASHION ECOSYSTEM

AND WHERE THE CLOTHING LOOP FITS IN

When we look at the ‘Buyerarchy of Needs’¹⁵, we see something beautiful: the bottom three layers (when executed locally) can be repeated endlessly with minimal additional environmental impact. At the Clothing Loop, we therefore don’t see other sustainable fashion initiatives as competitors, but as fellow champions of textile sustainability. Let’s explore the main segments and how they complement each other:

Swap Parties: Clothing Loop started as an alternative for live swap parties, but has evolved into a symbiotic relationship. For example: as more people got into swapping through the Clothing Loop, we’ve observed an increase in attendance at swap parties. Also: unique items left unclaimed at swap parties can be redistributed through the swap bags, ensuring a continuous cycle of clothing circulation.

While swap parties provide a social, interactive, and one-off experience, the Clothing Loop offers a continuous, more flexible, and introvert-friendly alternative. Participants can explore new styles from the comfort of their homes, trying on items at their leisure without the pressure of a public event.

This dual approach caters to diverse preferences, making sustainable fashion accessible to a wider audience and reinforcing the community’s commitment to reducing textile waste.

Online Resale Platforms: While sites like Vinted and Vestiaire Collective are great, the Clothing Loop offers a simpler alternative. No need for individual item photos or fielding buyer questions – just pop your clothes in a bag and watch them find a new home!

Second-hand Stores and Flea Markets: These are fantastic but not always convenient or available. The Clothing Loop makes second-hand options available in places where second-hand stores may not be viable.

Clothing Libraries: While renting is a great concept, it can be time-consuming and costly. The Clothing Loop offers a free, low-pressure alternative where items are yours to keep (or pass on) as you please.



CONCLUSION

The beauty of this ecosystem? You don't have to choose just one! Mix and match these options to create a sustainable fashion lifestyle that fits your needs, budget, mobility, and schedule. And who knows? The community spirit of the Clothing Loop might even inspire more sharing beyond our bags – from ski gear to costumes!

OUR MANIFEST:

Use first what is

**Take excellent care
of your possessions to make**

**Find new loving homes for
items that no longer serve**

Swap, don't shop

**When buying new, consider
your wallet**

already existing
are of your
make them last
owners for
nger serve you
w, vote with

THANK YOU FOR READING OUR IMPACT REPORT

NOW LET'S PLAY SOME SUSTAINABLE
FASHION BINGO

Keep a clothing
diary in which you
count how often
you wear items

Visit a clothes
swap or host one
yourself

Repair an item
of clothing

Choose an item
you don't wear
often, and
challenge yourself
to wear this
garment 30 times

Wash at 30
degrees for a
month and/or
don't use the
dryer for a month

Use a lint remover

For one week,
wear something
second-hand
every day, and
share 1 outfit
photo online

Work on a
stubborn stain
until it's gone

Speak out
against
greenwashing

Find your
next purchase
second-hand
instead of new

Unsubscribe from newsletters that tempt you to make impulse purchases

Borrow or rent a garment for your next special occasion

Upcycle or dye an item of clothing that you don't wear much so you'll wear it again

Join a Clothing Loop near you, or start one yourself

Start a *buy nothing new* challenge for at least 3 months

Lend someone a garment

Compliment someone on his/her/their outfit. Not necessarily sustainable, but very valuable

When making a new purchase: delve into the certification labels and make a conscious material choice

See (or have analyzed) which colors really suit you and which colors often end up in the 'mispurchase' pile

Learn a new repair skill, via a YouTube tutorial for example, or visit a repair cafe

Put together a capsule wardrobe for 1 season

Thoroughly clean out your closet, and repurpose unworn items in a responsible way

For a month, wear all your pants 1 day longer before putting them in the wash

Have 1 pair of shoes repaired, or 1 pair of sneakers refurbished

Create 3 new outfits with what you already have in your closet, by combining things differently

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swap, don't shop!