

The digital donation experience that brings circularity to everyone within fashion e-commerce

Maria Hallgren*, Alfhild Hedelin*, Daniel Hellström* & Anna Björkman**

* Department of Design Sciences, Lund University

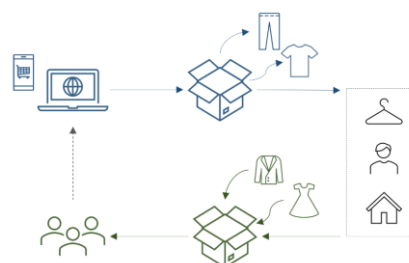
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Have you ever felt the need to do something good with clothes you don't need, but all options seem too complicated, inconvenient, or time-consuming? You're not alone! And we've got the solution.

Although there are several alternatives for donating clothes in Sweden today, clothes are most often not used to their full potential. Many garments remain unused in people's wardrobes and current systems for textile collection aren't efficient or convenient enough. With rising requirements for a more circular textile and fashion industry, we decided to develop something better, something that could suffice the needs and desires of multiple actors as well as for the planet and society: A business model for a digital service system that can bring circularity to everyone within fashion e-commerce by engaging consumers in reuse and extending the life cycle of clothing.

Now, a digital experience that brings circularity to everyone might seem like a fierce statement but, as one respondent said, "more is more", which we think is just the right ambition. As we need to involve everyone in the journey toward circularity and sustainability within fashion e-commerce, there is much more to be done in the, not yet fully exploited, area of extending the lifetime of clothes. Current methods for donating have many blockers since they are oftentimes very rigid, outdated, and unavailable to the people. One might need a car, walk miles to reach a postal office, or simply don't trust the current containers or bins used for collecting clothes. There are many reasons for not donating, and many services for selling clothes, but there is no digital service for simply donating clothes while making users feel that they are contributing to something bigger than themselves.

So what is this service system in detail? The business model that we developed and validated provides a digital service system that connects fashion e-retailers, consumers, and receivers. The main idea is that consumers become users of the service as e-retailers offer them the possibility to donate their clothes when purchasing clothes online, by forwarding the donations in the same package. With a prepaid label and optional pick-up, the clothes are sent to receiving organisations who can ensure a better purpose for clothing, by selling clothes for second-hand, charity or sending them to humanitarian aid or other good causes. The system matches user donations with organisational needs and provides feedback on donations and environmental impact. Good for e-retailers' brand image, users' conscience, and receivers' inflow of high-quality goods: Win, win, win!



The Digital Service System

To conclude, we believe that our results could lead to a new trend in clothing reuse. Making reuse an essential part of people's everyday lives has the environmental and social benefits of reducing emissions from textile production and offering support to the ones in need of garments. With that said, increased involvement and engagement from e-retailers, users, and receivers, can bring the fashion industry towards circularity and help save the world at the same time.