



GANT  
CIRCULAR  
FASHION SYSTEM  
STRATEGY  
2030



GANT

# THE GANT 2030 SUSTAINABILITY VISION

**Our vision is to create a more beautiful and sustainable world.**

In keeping with GANT's belief that we should Never Stop Learning, we've adopted a philosophy of creating products that are premium, preppy, timeless and designed to have a long life. To celebrate our heritage of being a bio-based businesses, we will continue to source traceable and sustainable plant-based materials globally. This is how we can educate ourselves and act on our ethical, environmental and social responsibilities.

GANT will be a brand known and loved for improving waterways in the world. We believe this conscious, sustainable approach to designing beautiful products is the future of good business.

## TARGETS

2020

We give consumers tools to prolong the life of their garments with the GANT initiative 7 Rules and introduce new circular business models.

2022

We will have educated all our designers on how to design for recyclability.

2025

By 2025 circularity has been implemented as a key parameter within design, usage and end-of-life.

## HOW TO GET THERE

- **Designing for circularity**
- **Choosing recycled and upcycled materials as well as re-make programs**
- **Creating prerequisites for the product to have as long a life as possible**
- **Educating and engaging consumers in using GANT garments as long as possible and changing consumer behaviour**
- **Reusing GANT products and creating circular loops according to the EU waste hierarchy**

# GANT WAY

**At GANT we believe we need fresh thinking about the best way to keep our industry compatible with what is good for the planet.**

We need to shift away from the current linear “make-sell-dispose” model to a circular business model in which the clothes we love do not end up as waste in landfills. Instead, resources should remain in use for as long as possible before being regenerated into new products and materials. To do that we need to have a circular mindset throughout the whole value chain.

**To help achieve this, we’ve made the following commitments :**

- In 2020 give consumers tools to prolong the life of their garments with the GANT initiative 7 Rules and introduce new circular business models.
- By 2022 we will have educated all our designers on how to design for recyclability
- By 2025 circularity has been implemented as a key parameter within design, usage and end-of-life.

**To ensure that we meet these targets we have identified the following key focus areas and actions:**

- Designing for circularity
- Choosing recycled and upcycled materials as well as re-make programs
- Creating prerequisites for the product to have as long a life as possible
- Educating and engaging consumers in using GANT garments as long as possible and changing consumer behaviour
- Reusing GANT products and creating circular loops according to the EU waste hierarchy

*"We will  
keep making  
conscious choices"*

JESSICA CEDERBERG WODMAR

# A LARGER CIRCLE

**As GANT stands for timeless, classic design with high quality, our focus within circular fashion is to make the circular loop as large as possible.**

We do not believe that fast circular loops is the future but that resources should be used for as long as possible before they are made into something else. This mindset is how we have been working on for a long time and will continue to do so. Our take on circular economy is using renewable materials of the highest quality for garments that we can keep for a long time and inherit in generations. We are continuously assessing the amount of monofibers that we have in our clothes to increase the recyclability.

Besides designing for longevity and using renewable and recycled materials, we need to implement circular solutions into all phases of the value chain to be able to maximize resources at the same time as we minimize waste. One example is our products that are made from leftover fabrics that we make sure to see as resources and not waste. Another is the recycled wool that we use in tailoring as well as recycled synthetics that we use in our outerwear. We will also continue to educate our design and product creation teams on creating made for durability, disassembly and as the last step; recycling.



## RULE N° 1 Refresh

Tips, tricks and tools to ensure garments last for season after season, and year after year.



## RULE N° 2 Repair

Bring clothes back to life with simple fixes and enjoy lifelong repairs on jeans made in 2020.



## RULE N° 3 Reuse

We're opening our archive and inviting consumers to share their own pre-loved GANT favorites to give them a new lease of life.



## RULE N° 4 Rent

We're introducing a new way to discover new pieces of clothing for special occasions and explore the world of GANT.

# THE 7 RULES



## RULE N° 5 Regive

We'll harness the joy and generosity of holiday shopping to do some good by helping the oceans.



## RULE N° 7 Recycle

Even the best clothes do, eventually, wear out – so we'll facilitate recycling for our consumers to raise awareness about circularity.



## RULE N° 6 Remake

To ensure nothing is wasted we've created limited-edition upcycled shirts using extra fabric from other collections.

# CHALLENGE THE STATUS QUO

**We acknowledge the necessity to work towards the UN Sustainable Development Goal 12, Responsible Consumption and Production, and to work with disruptive business models is crucial.**

We look forward to the next steps we will take in this direction to push boundaries and challenge the status quo with the 7 Rules. We will take another step forward in 2020 when we are challenging both ourselves and the industry. Introducing new business models and concepts as well as taking an even larger responsibility for our used garments will unleash new business opportunities and is something that we will work hard on. A slower way of consuming classics while one can rent a festive outfit at our store or buy vintage to keep the passion for clothes and fashion alive.

We will also continue to educate and inspire our consumers in line with our credo Never Stop Learning and offer inspiration, guidance and tools to prolong the life of GANT products. We know that this is something that needs to come from the whole industry and that both peers, industry organisations and governments need to get involved to develop circular systems, solutions and infrastructure. A lot of investment also needs to go into new innovative technologies to be able to scale material recycling.





# CONCLUSION

**GANT recognizes that we need to continue to push boundaries, challenge the status quo and work with disruptive business models to be able to achieve circularity within the fashion industry.**

We know that we need to collaborate with the whole industry to radically transform the industry into something better. We know that it is vital to the survival of creativity and fashion.

We see great potential in new types of business models and to use innovation to mitigate the issue of scarce resources. It is complicated, but not impossible and it comes with great opportunities for brands such as GANT who are willing to take on complicated issues even though it can be difficult. We are looking forward to continuing this journey and launching our take on the circular economy in 2020.

“If you don’t know where you’re coming from, you don’t know where you are going.”

BERNARD GANTMACHER

GANT