



Universität St.Gallen

Maturandinnentag 2022 - Workshop

St.Gallen, 22. November 2022

Dr. Tabea Bereuther & Sandra Ramme

From insight to impact.

Introduction



Dr. Tabea Bereuther
Manager,
Verantwortung und Nachhaltigkeit



Sandra Ramme
Projekt Manager,
Verantwortung und Nachhaltigkeit
Doktorandin

Group-building & icebreaker



Get to know each other

- Say your name
- Make a movement that describes you

→ **Decide on a group name – be creative!**

5 min





The sustainability story of clothes

Facts about the Fashion Industry

Positive Impact



The Clothing and Textile Industry **contributes \$2.4 trillion to global manufacturing** (3rd biggest manufacturing industry after the automotive and technology industries); **Employs 300 million people** worldwide across the value chain (many of them women)



New **sustainable fashion business models** getting popular



Sustainable labels developed. E.g for not using **dangerous chemicals** (OEKO-TEX®, GOTS, or BLUESIGN®.)



Higher engagement in sustainability during COVID-19; European consumers wanting fashion players to act **responsible** and consider the **social** and **environmental impacts** of their businesses.

Negative Impact



Is responsible for an estimated **2-8%** of the **world's greenhouse gas emissions**



90% of **Mongolia's surface** is facing the threat of **desertification**, principally due to the breeding of cashmere goats



Waste production: about **35kg per person in USA** per year+ on average a piece of clothes is worn 7 times only



96 hours per week is the normal working week for a **garment worker**



Water consumption: **215 trillion liters** of water per year are consumed by the industry

Water Pollution: **20%** of **industrial water pollution** comes from textiles treatment & dyes & fashion industry responsible for 9 % of microplastics into water due to washing

The life cycle of a jeans



Refinement

Finally, the pants need to be finished. The sandblasting technique is often used for this purpose.

Here, the workers are directly exposed to the quartz dust. Inhalation can cause pneumoconiosis or lung cancer.



Cut & sew together

Based on pattern, all parts of the pants are cut from the fabric and then sewn together to form finished pants.



Make fashion circular



ELLEN
MACARTHUR
FOUNDATION

MANUSIA

FASHION THE HUMAN WAY



A statement from the founders of Manusia



THE FOUNDERS

We both graduated in Business & Economics at the University of Basel and while completing our Master's degree in Business Innovation at HSG, we discovered the true cost of fast fashion. That's when we founded our own sustainable and ethical fashion startup Manusia. Manusia started as a retail brand but is evolving into a new circular business model.



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LORENA MADARENA

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M A N U S I A



THE KEY PIECE COLLECTION

2020

- PRODUCED IN IZMIR, TURKEY
- 100% ORGANIC COTTON
- PART OF FAIR WEAR FOUNDATION
- CERTIFIED FOR QUALITY FOR WOMEN AT WORK
- 100% RECYCLABLE PACKAGING
- FIRST SUSTAINABLE SUPPLIER OF MANOR AG
- SOLD COLLECTION AT PKZ
- WON UNDRESS FASHION AWARD SHOW IN 2020



THE Summer COLLECTION

2021

- PRODUCED IN BASEL, SWITZERLAND
- MADE OF DEADSTOCK FABRIC
- SOLD OUT IN 2 WEEKS
- AWARDED TOP 200 PERSONALITIES IN BASEL
- FEATURED IN DIFFERENT MEDIA SUCH AS FACES MAGAZINE

WHY RENTAL FASHION?



RENTING IS MORE SUSTAINABLE

Renting significantly extends the life cycle of a garment. Renting thus leads to reduction of clothing waste and environmental footprint.



RENTING IS MORE AFFORDABLE

By renting, you get access to more clothing items on the same budget. Therefore especially event-specific expenses can be minimized.



RENTING OFFERS GREATER VARIETY

Renting gives you the opportunity to try out new brands. This gives the consumer more flexibility and variation in the closet.

MANUSIA RENT



Have a look

Browse online or go to one of our Pop-Ups to see the clothes. We advise to try on the dresses before you rent them to ensure that the garments fit you perfectly.



Pick your outfit

Find what you like, choose when & how long you want to rent it for and select if you either want the item to be shipped or like to pick it up at one of our Pop-Ups.



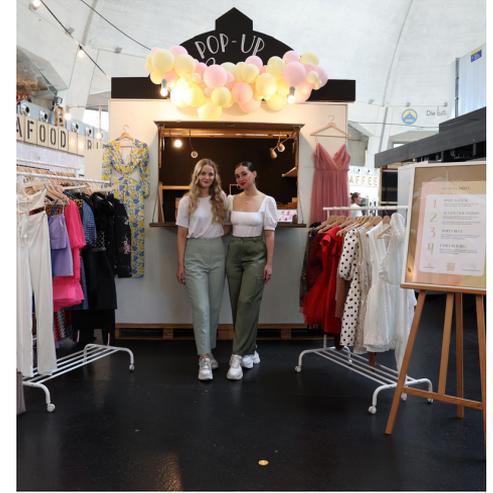
Simply rent

Enjoy! Wear your rental clothes with pride and care. Also don't forget to send us a cute picture and to tag us.



Easily return

Return your items, garment bag and hanger to one of our Pop-Ups, return location mentioned in the confirmation email or send it back via post.



MANUSIA RENT 2022

- SWISS MARKET STUDY WITH FHNW (FACHHOCHSCHULE NORDWESTSCHWEIZ)
- PILOT PROJECT LAUNCHED MAY 2022
- 3 PHYSICAL POP-UPS IN ST GALLEN & BASEL
- 1 SELF-SERVICE POP-UP
- BALLGOWNS / WEDDING ATTIRE AS MOST POPULAR OPTION



CONTACT Manusia

▶ WEBSITE

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▶ EMAIL

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▶ SOCIAL MEDIA

[@manusia.official](#)

CHALLENGE 1

Jennifer Hyman (CEO of Rent the Runway) explains in [this article](#) how “Share by RTR” works. In this model, Rent the Runway acquires inventory from brands and designers at zero or low cost and shares commissions each time an item is rented. We at Manusia would like to try out this commissions-based model with partner brands.

Task: Design a one-minute pitch in which you illustrate to the clothing brand the added value and benefits being included in Manusia's rental range.



The end of ownership for fashion products?

Fashion business models capitalizing on preowned, refurbished, or rented products have hit the industry. Brands and retailers need to pay attention as these models continue to evolve.

McKinsey & Company | Feb. 11, 2019



2022 Fashion Resale Market and Trend Report

The world's largest online thrift store has published their tenth Annual Fashion Resale Market and Trend Report. Find out what forces are fueling the future of resale.

thredup.com



Strategies analysis of luxury fashion rental platform in sharing...

As the sharing economy has grown rapidly in recent years, luxury fashion rental has become a prominent business trend. An increasing number of designe...

CHALLENGE 2

Rental fashion has the opportunity to prolong the life of clothing items that may otherwise only be worn a limited number of times. We at Manusia would like our business model to adhere to sustainability principles and to maximize the wears of each item.

Task: What possibilities are there to keep the clothes in use for a longer period of time? How could the cycle of rent-use-recycle be designed? How can the materials of the clothes be further recycled or reused?

[Pulse-of-the-Fashion-Industry_2017.pdf \(globalfashionagenda.com\)](#)

[Inside Rent The Runway's Secret Dry-Cleaning Empire \(fastcompany.com\)](#)



What is Sustainable Fashion? (An Introduction and 3 Steps for Getting...

What is sustainable fashion? Here's why it's important and how you can get started supporting a more ethical and sustainable fashion industry.

GREEN DREAMER / May 8, 2019

[What is Sustainable Fashion? \(An Introduction and 3 Steps for Getting Started\) — GREEN DREAMER](#)

CHALLENGE 3

Transportation contributes to the CO2 emissions of a business. At Manusia, we would like to rethink how customers receive and deposit their orders to ensure that we can operate as sustainably as possible.

Task: How can logistics be made more sustainable? What transportation options are available to Manusia?



[How Sustainable Is Rental Fashion? \(elle.com\)](https://www.elle.com/story/how-sustainable-is-rental-fashion-1181777)



CHALLENGE 4

With the experience of our pop-up stores and the customer feedback we've received throughout the last months, we understood that some potential customers are hesitant to start renting due to hygiene concerns. Another common thought with this customer group was the fact that they saw the products as "second hand" and it didn't appeal to them.

Task: How could Manusia break away from the current rental fashion stigma and make the customer feel that renting a garment feels like buying a new item? How could this be promoted to customers?



What to know about "clothing as a service"

Offering a rental or subscription model can increase loyalty and wallet share, but it requires new approaches to logistics, pricing and marketing.

Vogue Business / Nov 26, 2019

[What to know about "clothing as a service" | Vogue Business](#)



[Rent the Runway | Rent thousands of designer clothing, dresses, accessories and more.](#)

[Inside Rent The Runway's Secret Dry-Cleaning Empire \(fastcompany.com\)](#)

CHALLENGE 5

A rental business model is cost-intensive: We rely on a large inventory that requires to be washed, repaired, and shipped out to customers on a continuous basis. This can lead to lower profit margins unless we think of innovative ways to lessen our costs and maximize our income streams.

Task: How could we expand the revenue model and generate new revenue streams while cutting



Garments for lease: 'rental' apparel brings new wrinkles for retail stores

Lisa Batitto, 54, says she has virtually stopped buying clothes ever since she started renting them.

U.S. / Sep 18, 2019

[Garments for lease: 'rental' apparel brings new wrinkles for retail stores | Reuters](#)



How Mixing Data And Fashion Can Make Rent The Runway Tech's Next Billion Dollar Star

Rent The Runway's Jennifer Hyman hooked millennials on catch-and-release couture, but the logistics platform she built is sophisticated enough to dominate the sharing economy.

Forbes / Aug 20, 2014

[How Mixing Data And Fashion Can Make Rent The Runway Tech's Next Billion Dollar Star \(forbes.com\)](#)

Group work

Challenge 1: Design a one-minute pitch in which you illustrate to the clothing brand the added value and benefits being included in Manusia's rental range.

Challenge 2: What possibilities are there to keep the clothes in use for a longer period of time? How could the cycle of rent-use-recycle be designed? How can the materials of the clothes be further recycled or reused?

Challenge 3: How can logistics be made more sustainable? What transportation options are available to Manusia?

Challenge 4: How could Manusia break away from the current rental fashion stigma and make the customer feel that renting a garment feels like buying a new item? How could this be promoted to customers?

Challenge 5: How could we expand the revenue model and generate new revenue streams while cutting costs?

In the next 45 minutes...

- Develop solutions for the given challenge of Manusia
- Prepare a 1 minute presentation of the results (focus on the most promising idea)
- You can use flipcharts to create and present your thoughts

Find the slides here:



www.sustainability.unisg.ch

22. November 2022

10 minutes left ...



Presentation: Share your ideas!

- Present your solutions in a creative way
- 1 minute per group
- You can use a flipchart to present your solutions



- What did you learn today?
- What surprised you the most?
- (How) does it impact your future habits?



Do you have any questions?



THANK YOU

A row of ten light-colored wooden blocks, each with a single black letter, spelling out 'THANK YOU'. The blocks are arranged on a horizontal wooden plank. The background is a soft, out-of-focus green, suggesting a natural setting. The lighting is warm and even, highlighting the texture of the wood.