



— Redesign —

# RE DESIGN



Loop project - National research  
**INTERVIEWS:** Entry # 27



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## ENGINEER



Engineer team (cc), <https://www.flickr.com/photos/thisengineering/48704673408>

## REDESIGN

is the reference point for the enhancement of your spaces: a team of experts who will accompany you in satisfying your needs, bringing that added value that will make your environment unique and personalized. Our skills range at 360°: from design of interior spaces to the personalization of premises, from redistribution to the enhancement of environments, from furnishings to outfitting, from re-locating to design. From contract (bars, restaurants, shops, offices, etc.) to residential (villas, apartments, lofts, attics, etc.).

## TELL US a little about your business and how the idea of changing the approach for a greater circularity of design was born.

Our project has its roots in the jeans sector. This sector is found to have a crucial role among the activities that represent the only viable way to achieve the EU decarbonisation objectives established by the Paris Agenda. And so, speaking of jeans and the circular economy, between a present in search of transformation, the enhancement of the ancient Genoese manufacturing tradition of the old blue fabric and the need for a truly sustainable development of the entire textile sector.



Second-hand clothes, [https://www.repubblica.it/moda-e-beauty/dossier/moda-green/2019/03/21/news/abiti\\_seconda\\_mano\\_vestiti\\_second\\_hand\\_resell\\_crescita\\_supera\\_fast\\_fashion\\_zara\\_hm-291091376/amp/](https://www.repubblica.it/moda-e-beauty/dossier/moda-green/2019/03/21/news/abiti_seconda_mano_vestiti_second_hand_resell_crescita_supera_fast_fashion_zara_hm-291091376/amp/)

With the Jeans Redesign project he is creating solutions for a world where clothes never become waste. Over sixty leading brands, manufacturers and fabric factories are using our jeans redesign guidelines to produce jeans that will be available on the market by May 2021.



Using the principles of a circular economy, the Jeans Redesign guarantees positive impacts for the environment, society and the health of the people working in its sector. These new circular jeans are made: to be used longer, to be redone - their design is studied because they can become new jeans when customers no longer want them, to avoid harmful chemicals and production processes, useful for both workers and the environment.



The Jeans Redesign is a great example of how ALL garments can be made from safe and renewable materials, better business models can increase the use of clothing and clothing items that can be re-made into new garments without becoming waste.

A circular jeans potentially has an infinite life, because at the end of its use it can be broken down and the elements that compose it can be assembled differently and recycled. What are the principles of the circular economy that can be applied to the world of denim?

- from the release of greenhouse gases and dangerous substances to the pollution of air, land and water, passing through traffic congestion: there are many issues on which the circular economy questions itself and tries to act on the structural reasons for these problems ;
- the circular economy favors the design of garments and objects destined to last as long as possible, to be reused and then recycled, keeping components and materials in circulation in the economy. Circular systems choose to enhance bio-based materials that can be used in various ways before nutrients are returned to the natural environment.



## difficulties you encountered in dealing with processes of change in product (or service) design?

There's no denying that service design will improve and innovate your existing Healthcare service or help you design new ones, but there may be barriers along the way. We look at how to approach these barriers with suggested solutions to overcome them.

Here's what you might encounter:



### 1. Barrier: Complicated organisational structure and governance

More often than not there is multiple decision makers for individual projects and not enough accountability for solving actual problems.

**Solution:** Work out who you need to speak to in order to get things done and then work your way up the chain. Ensure there are owners and accountability for your services. Find ways to bridge organisational boundaries and to have more supportive organisation structures and cultures. Introduce general management functions, assigning responsibility for ensuring the process is established and standards are followed.

### 2. Barrier: Resistance to change

When implementing service design the biggest barrier to getting anything done is people. You may come up against individuals who are resistant to change, both structurally and culturally.

**Solution:** Service design will probably be a new concept to some staff so make sure you explain exactly how it works, and why it works, so that they understand it and are happy to follow the methodology. Understand what different users seek in change. Increase communication between teams and constantly keep people informed. Include those resistant individuals in your workshops to hopefully overcome any issues and concerns they may have and give them an opportunity to iteratively design the new service or improvement.

### 3. Barrier: Siloed mentality

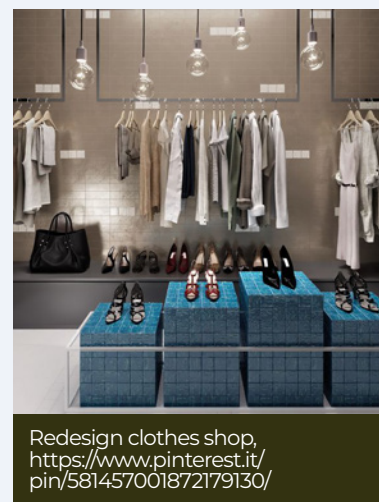
This can occur when several departments or groups within an organisation do not want to share information or knowledge with other individuals in the same organisation. This blocks collaboration, co-creation and ultimately innovation.

**Solution:** Communication within teams, organisations, departments and key stakeholders is essential to a smooth implementation of service design. Use multidisciplinary teams and an organisation-wide approach to implement change. Present project updates to monthly department meetings. Engage all users at all levels. Initiate shared knowledge and collaboration between teams. Find advocates for the project to take information back to their departments.

### 4. Barrier: Time and pressure

The lack of time and the increase of pressure to do more with less can prohibit the availability of resources who may be critical to improvement services.

**Solution:** Make sure this is accounted for in the planning stage. These days we are all being asked to do more with less: increasing the quality of services to meet the increasing demand and expectations of our consumers and patients, yet with limited resources. In the long run, by applying service design methodology it will save your organisation time which is currently being spent on complex and sometimes unnecessary processes.



Redesign clothes shop,  
<https://www.pinterest.it/pin/581457001872179130/>



Jeans redesigned, <https://www.pinterest.it/amp/valeriabellanto/etichette-per-abbigliamento/>

### 5. Barrier: Lack of buy in

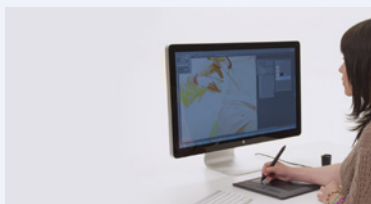
This is key. Some organisations still feel like engaging with consumers and patients is a waste of time. They see it as a “nice to have,” but not essential, or they think it’s too expensive and something that just slows down the development process.

**Solution:** There needs to be a change in mind set. Everyone from the top down will need to get on board. A broad focus on services, rather than a narrow focus on products or transactions, will also help to bring your organisation success. Engage all those involved in the change management process to get buy-in as well as richer input and ideas.



## SPEAKING OF DESIGN: what shape do you think the future of your business could have in terms of circularity and sustainability?

In July 2019, the Foundation's Make Fashion Circular initiative launched The Jeans Redesign, a project that saw 80 industry experts contribute to a series of guidelines for creating denim jeans aligned with the principles of the circular economy.



Fashion design software, <https://www.wacom.com/sg-us/discovery/design/fashion-and-product-design>

Recently, the Foundation published "The Jeans Redesign: Insights from the first two years". The report reveals not only the successes, but also the barriers, solutions and innovation gaps faced by participants in creating jeans made with safe and recycled or renewable inputs.

To date, The Jeans Redesign attendees have put on the market more than half a million pairs of circular jeans that meet the minimum requirements for durability, traceability and recyclability, using safe materials and processes. 80% of participants brought redesigned fabrics or jeans to the market despite the impacts of Covid-19.

The guidelines of the Jeans Redesign, are meant to be a "minimum bar" and are regularly reviewed by the Foundation together with 80 denim experts. Last updated in 2021 to be in line with the Foundation's vision of a circular economy for fashion, all attendees are now working towards these new guidelines, including 28 new attendees who we're thrilled to have on board and join. to the project today.



Let's close the loop - H&M project (cc), [https://cdn.pixabay.com/photo/2021/04/12/16/47/clothing-6173249\\_340.jpg](https://cdn.pixabay.com/photo/2021/04/12/16/47/clothing-6173249_340.jpg)

**1.** This brings the total number of participants creating redesigned jeans to 94, which includes brands such as Chloé, Levi's and Marks & Select the old jeans paying attention to the composition. All garments from 95 to 100% blue denim cotton are compatible with the collection, with a tolerance of up to 5% of other fibers and elastene.

**2.** Bring them to the NaturaSì collection points that adhere to the initiative.

**3.** Receive a 10 € Rifò discount coupon for each jeans brought to the store, which can be spent in our online shop for an order of at least 50 €. Discount vouchers cannot be combined with each other in a single order and cannot be combined with the code for free shipping.

We have teamed up with 3 realities to create a sustainable and traceable production model:

- The old jeans are collected in the Naturasi stores that adhere to Re-think your jeans.
- They are then selected by Recoper to then be frayed and reduced to a fiber within the Prato textile district.
- This material is then transformed by Pinori Filati into its iconic regenerated denim yarn, with which new sustainable garments will be produced.



Second hand jeans shopping,  
<https://www.lifegate.it/sovraproduzione-fast-fashion>

# RE DESIGN

# QUESTIONNAIRE

## 1. What is the so-called “circular economy”?

| A   | B   | C   |
|-----|-----|-----|
| 20% | 30% | 50% |

## 2. Do you believe that a more sustainable economic system can be equally productive than the current one?

| A   | B   | C   |
|-----|-----|-----|
| 50% | 40% | 10% |

## 3. Which of these consumer choices have you decided to implement in the last 10 years to protect the environment?

| A   | B   | C   |
|-----|-----|-----|
| 60% | 30% | 10% |

## 4. How will the so-called “circular economy” affect the job market?

| A   | B   | C   |
|-----|-----|-----|
| 50% | 30% | 20% |

## 5. In your work, how many strategic choices related to sustainability have been made in the last 10 years?

| A   | B   | C  |
|-----|-----|----|
| 50% | 50% | 0% |



**6. Which of these 4 “Rs” is more important to ensure a better future for humanity?**

| A            | B         | C            | D           |
|--------------|-----------|--------------|-------------|
| Recycle- 10% | Reuse-20% | Redesign-30% | Reduce- 40% |

**7. Which of these 4 “Rs” is most present in your family’s daily life?**

| A           | B         | C            | D          |
|-------------|-----------|--------------|------------|
| Recycle-30% | Reuse-20% | Redesign-40% | Reduce-10% |

**8. In your opinion, what link is there between technology and the “circular economy”?**

| A   | B   | C   |
|-----|-----|-----|
| 40% | 30% | 30% |

**9. Do you think we will be able to change the way we consume so as not to affect the environment and its limited resources?**

| A   | B   | C   |
|-----|-----|-----|
| 50% | 40% | 10% |

**10. Are you familiar with the UN 2030 Agenda or have you ever heard of SDGs?**

| A   | B   | C  |
|-----|-----|----|
| 60% | 35% | 5% |

## QUESTIONNAIRE



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**11. Do you think that the economy in the past was more sustainable than it is today?**

| A   | B   | C   |
|-----|-----|-----|
| 40% | 30% | 30% |

**12. Which of these 3 statements do you consider the most true and important?**

| A   | B   | C   |
|-----|-----|-----|
| 40% | 50% | 10% |

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