

WE MAKE FASHION MORE SUSTAINABLE  
AND SOCIETY MORE CONCIUOS  
THROUGH THE CIRCULAR ECONOMY  
AND THE TAILORING CREATIVITY.



SHAPE YOUR STYLE  
TO REFORM THE WORLD

**Circular Fashion &  
Sustainable Innovation**

**Elena Ferrero | Atelier Riforma's CEO  
Torino FashionMatch | 7 October 2020**




What will your  
clothes become  
once you stop  
wearing them?

---





A woman with blonde hair, wearing a red coat, a light pink turtleneck, black sunglasses, and black leather gloves, is holding several shopping bags. She is looking off to the side. The background is a bright, slightly blurred outdoor setting. A semi-transparent grey box with white text is overlaid on the left side of the image, and a solid orange bar is at the bottom.

More than half of the clothes  
produced by “fast fashion” is  
disposed of in under a year.





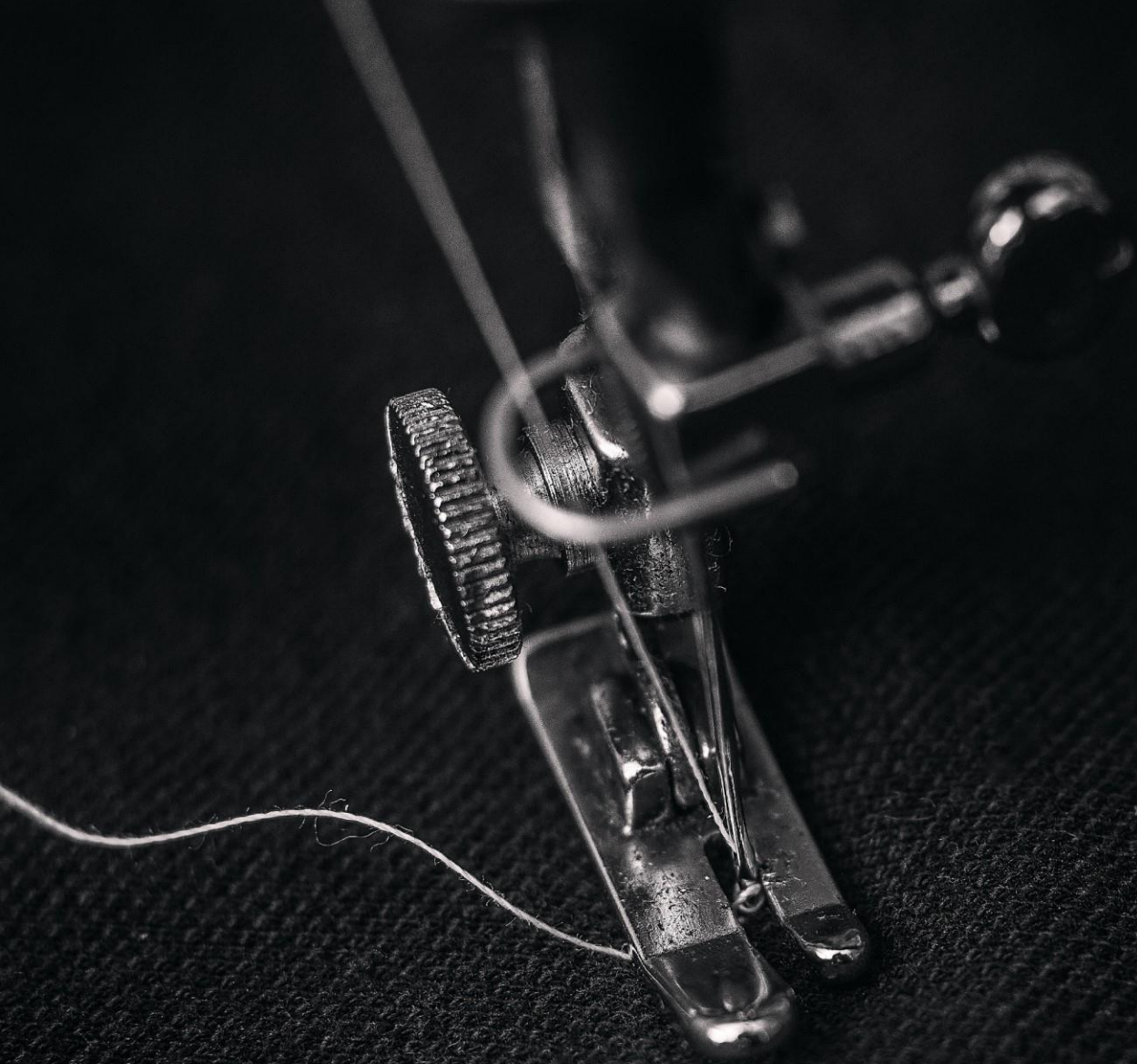
**1 Garbage Truck**  
of clothing is landfilled or incinerated  
**Every Second**





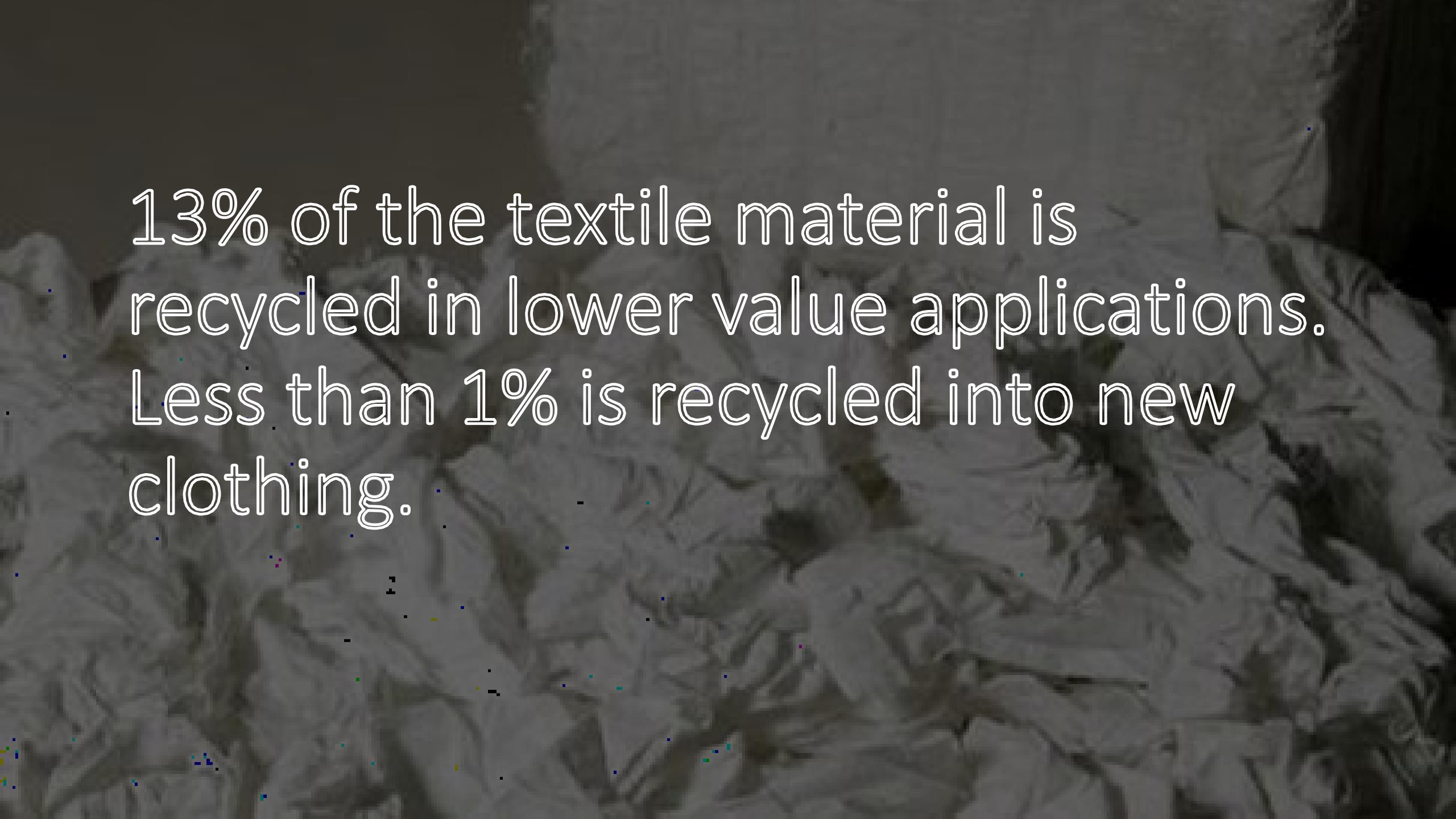
87% of the total fibre input used  
for clothing is landfilled or  
incinerated.





Extending the life of a  
garment by 9 extra  
months reduces its  
environmental impact by  
20-30%.

---



13% of the textile material is recycled in lower value applications. Less than 1% is recycled into new clothing.



CREATIVITY





# HOW ATELIER RIFORMA WORKS



DOOR-TO-DOOR  
**COLLECTION**  
OF USED CLOTHES (IN RETURN FOR A  
DISCOUNT VOUCHER)



DISTRIBUTION TO OUR PARTNERS  
TAILORING REALITIES, WHO  
**UPCYCLE**  
THE COLLECTED CLOTHES



**SALE**  
OF THE UPCYCLED CLOTHES (AND OF THE  
CLOTHES THAT DO NOT NEED ANY  
TRANSFORMATION)



The **used clothes increase their value**  
thanks to the **tailoring creativity (upcycling)**



## BUSINESS MODEL

All the products are **on consignment**: the **tailoring work** is paid with **50% of the selling price**, only when the garment is purchased.

Atelier Riforma functions both as a **supplier** and a **marketplace** for tailoring professionals

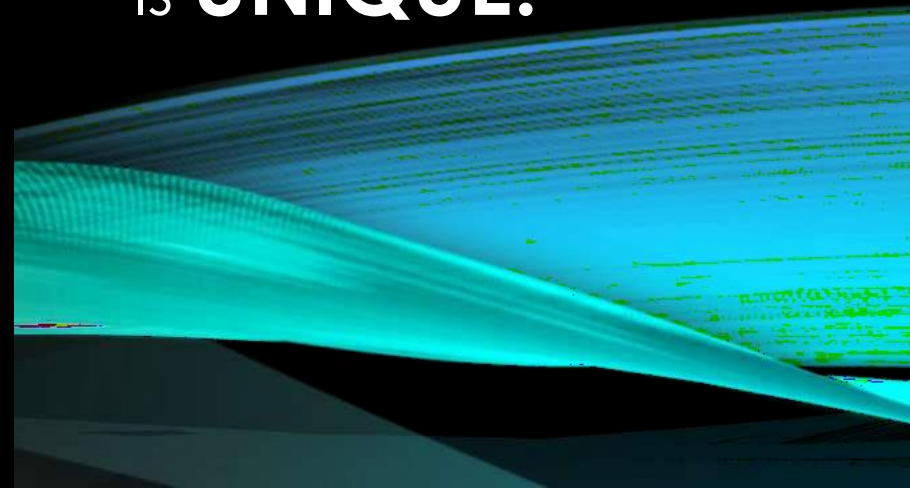




Our strength is  
the variety,

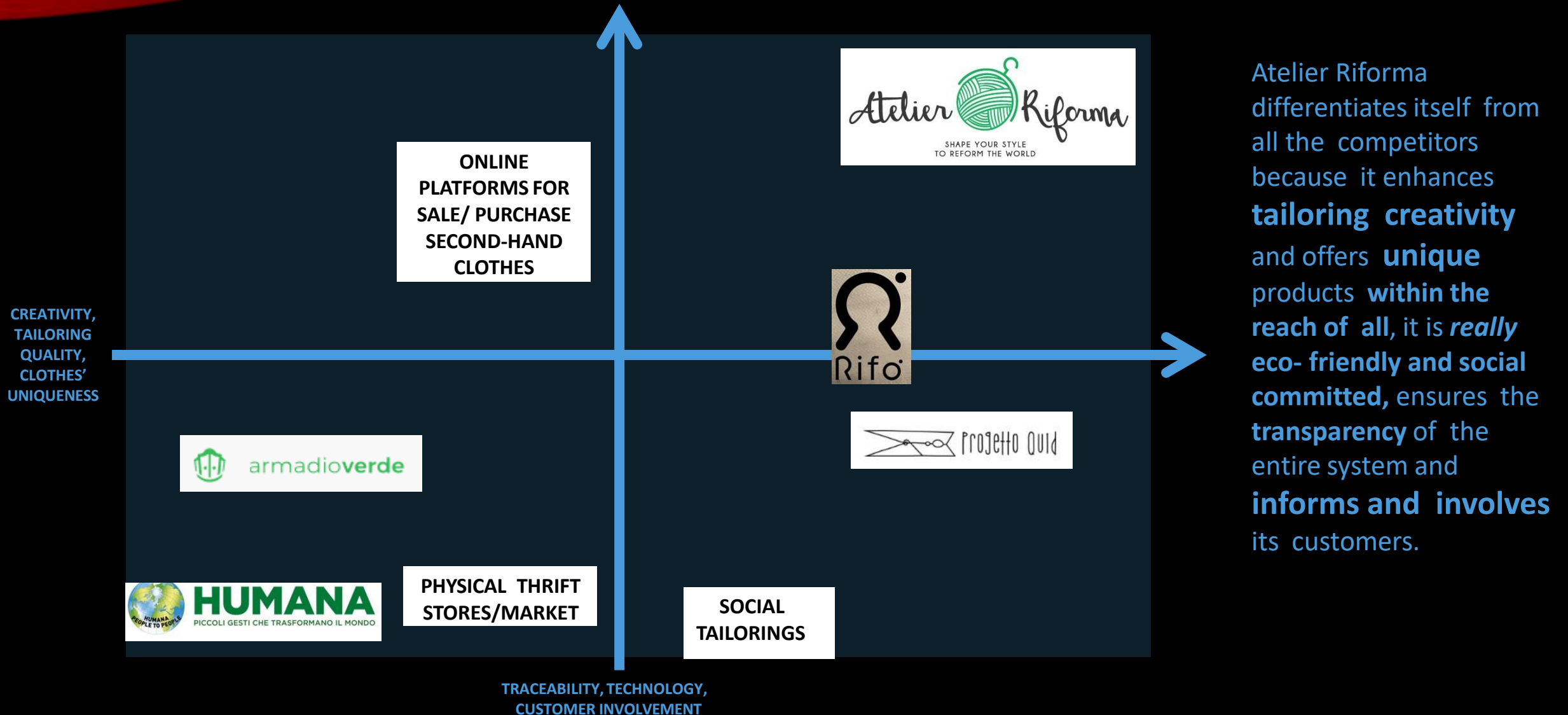
Which through the  
tailoring transformation  
is multiplied to the  $n$ th  
degree.

Every  
reformed  
garment  
is **UNIQUE.**





# ANALYSIS OF COMPETITORS AND COMPETITIVE ADVANTAGE







**Elena Ferrero**  
CEO, strategy and public  
relations

**Sara Secondo**  
Legal affairs,  
partnerships and logistics

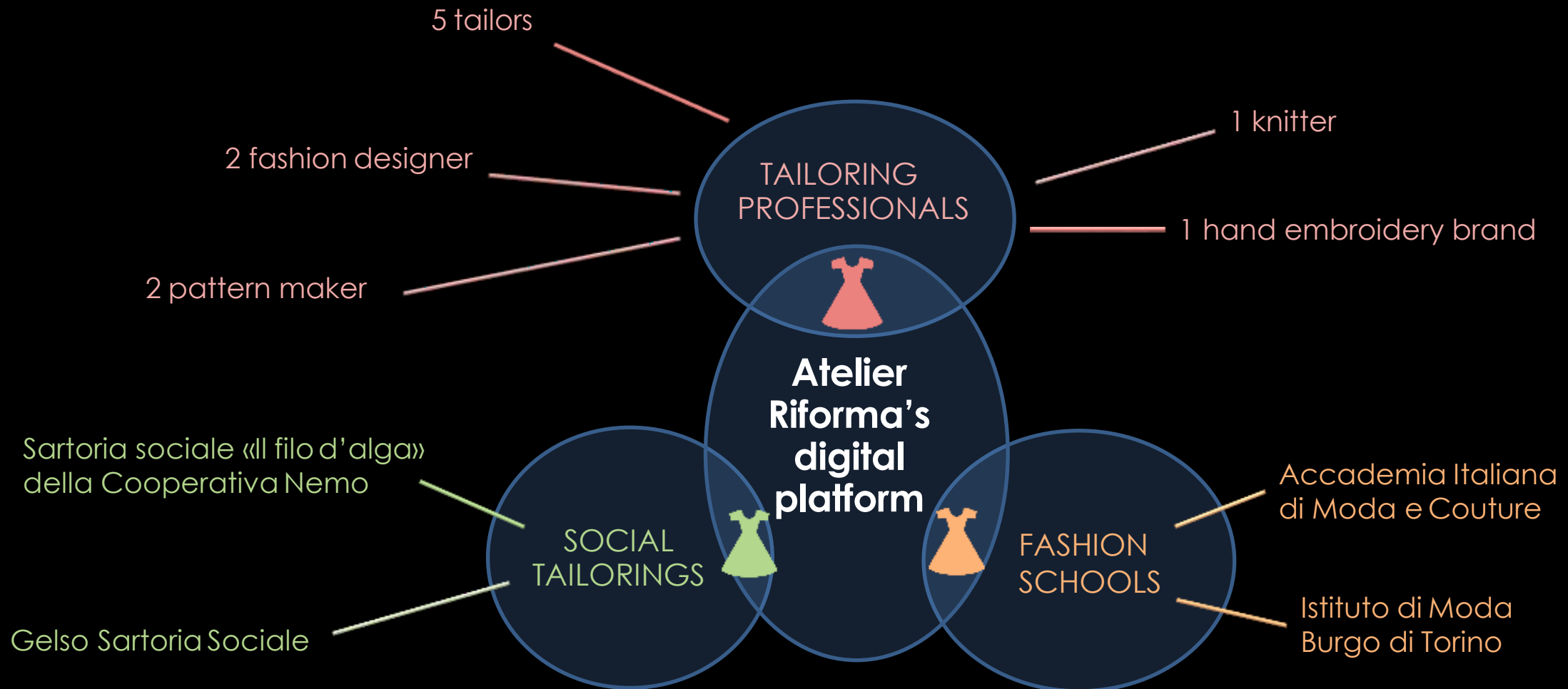
**Davide Miceli**  
Environmental  
sustainability and Sales

**Irene Maddio**  
Marketing and  
Communication

# Team



# THE NETWORK CREATED BY ATELIER RIFORMA








Atelier Riforma created a network of creativity, which is always open.





The transparency  
issue of the  
collection of used  
clothes in Italy.



A man in a dark uniform with a peaked cap is pointing his right hand towards a large, messy pile of discarded clothing. The pile includes various items like a red jacket, a brown coat, and other garments. The background is a plain, light-colored wall. The scene suggests an inspection or seizure of illegal goods.

Organized crime makes millions of euros from the illegal trafficking of used clothes. Often these clothes are resold in developing countries, destroying the local textile economy.



# INNOVATIVE BIDIRECTIONAL TRACEABILITY SYSTEM

Towards the DONOR



He knows which **destination** his clothes will have



He feels informed and involved in the entire process

Towards the BUYER



He can discover what his garment looked like before being transformed and so **appreciate the handmade work** done



He can know the **tailoring reality** who performed the upcycling



He can discover **how many natural resources he saved** by purchasing a reformed product instead of a new one





**8000 EUROS COLLECTED**  
THROUGH OUR  
REWARD-BASED **CROWDFUNDING** CAMPAIGN





But we still need to grow

---



## Atelier Riforma's model is the solution for a more sustainable fashion industry future

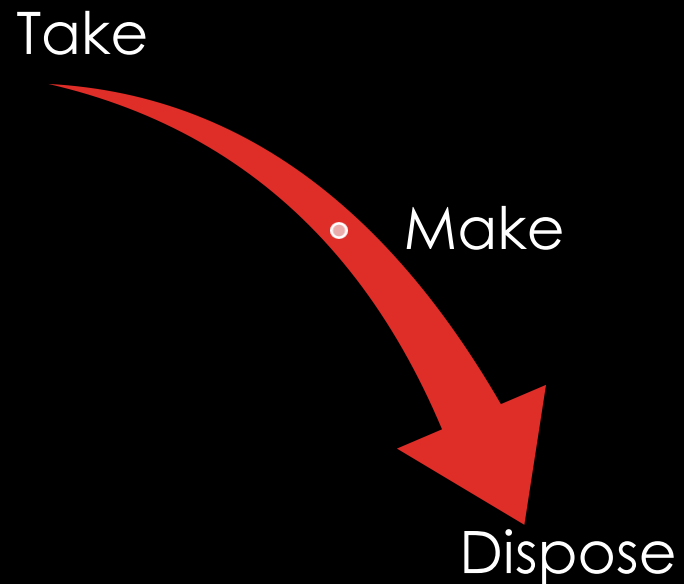
---

Studies show that to reduce the environmental impact of the fashion industry it is better to **extend the life of the garments that already exist**, rather than to create new ones, even with less polluting materials and procedures



# A RADICAL CHANGE OF THE ECONOMIC MODEL, A «REFORM»

Current **linear** system



Atelier Riforma's **circular** system



# CONTACT US!



Sito internet:

[www.atelier-riforma.it](http://www.atelier-riforma.it)



E-mail:

[info@atelier-riforma.it](mailto:info@atelier-riforma.it)



Instagram, Facebook e  
LinkedIn:

**Atelier Riforma / atelier\_riforma**



E-commerce:

<https://atelier-riforma.vidra.shop/>