Better World Fashion

98% REUSE
100% UNIQUE

BETTER WORLD
FASHION

THE PROJECT JUST
SEAL OF APPROVAL

Certified
B Corporation

BEST for THE WORLD 2017

What is YOUR Definition of Success?

- Wife, two kids, one dog,

Better World Fashion
The world's most sustainable leather jacket

The world is in need of something new.
Not new things.
But new ideas!

Better World Fashion, Manifest, (**2015**).
Read the rest on www.betterworldfashion.com

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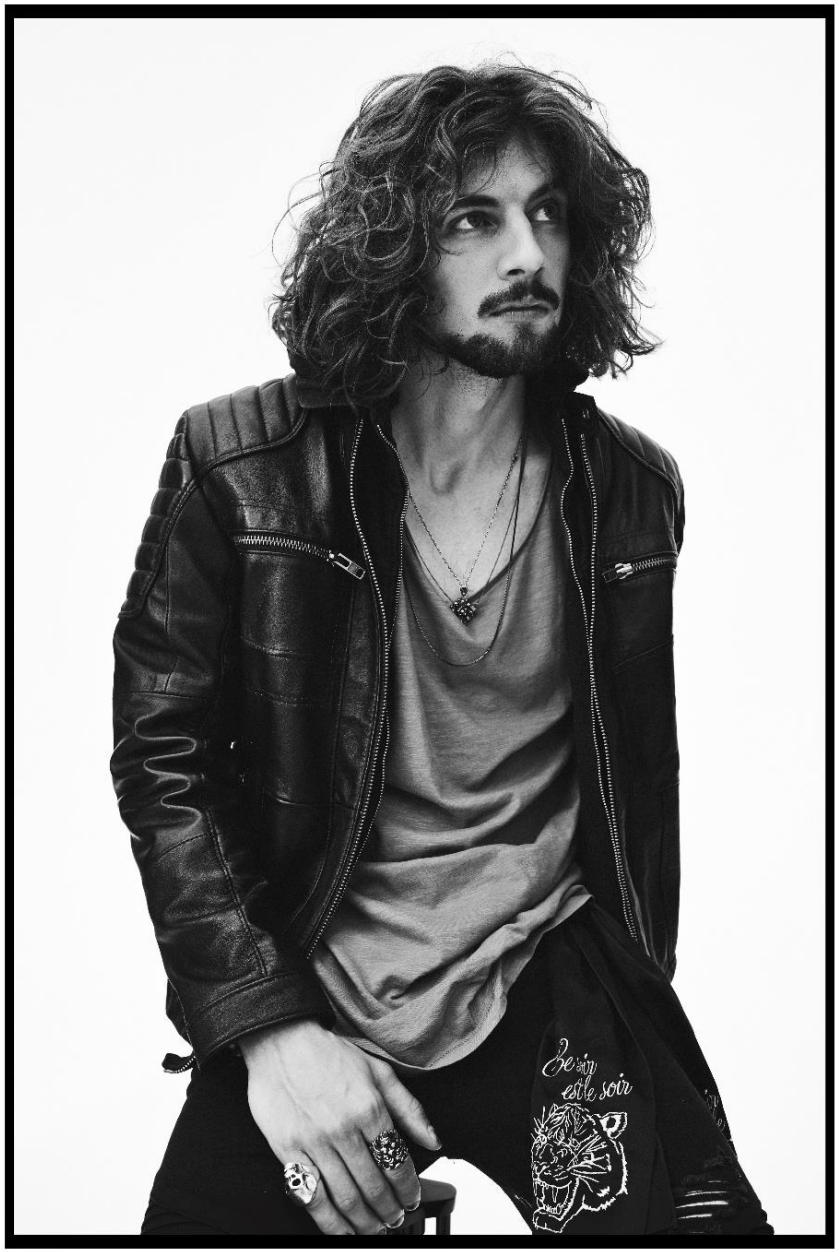
Better World Fashion is a new **idea**.

We revolutionize the way we **produce**, **sell** and **own** clothes.

Better World Fashion, Manifest, (2015)



How we do it?

We only use:

- **2. generation inputs**
- **Rent or buyback**
- **Emotional attachment / storytelling**

98% REUSE - 100% UNIQUE

BETTER WORLD

Reused/recycled leather, plastics and metals
Leather is washed in sawdust, polyester printed
New leather jackets 98 % REUSE – 100 % UNIQUE
Consumer rent or buy jacket
Consumer co-produces via story telling
Consumer return the jacket. 50% discount on a new jacket

BUYBACK!

The concept is simple!

Get 50% discount when changing to a new product

It is a unlimited guarantee – also applies if you damage your product

RENT!

The concept is simple

20 EUR or 149 DKK pr. month

Minimum of 4 month

Keep the jacket for 24 month – you own it!

Today!

- Successful Kickstarter
- Jackets sold in 26 countries
- Several types of bags developed
- Sunglasses of old skateboards
- Watches of waste wood

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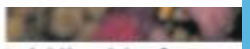
BEST for THE WORLD 2017

BØRSEN.

Breaking news **Novozymes venter salgsvækst på 3-6 procent i 2019**

Iværksættere laver
læder og brugte pla

tøjfirmaet Better W
anvender blandt an



Læderjakkerne købes på nettet, og
de dem retur, der ikke passer. Pr-an

Better World Fashion **vil have modebranchens** mindste aftryk

Skindjakker produceret med en cirkulær model er kernen i den danske start-up, Better World Fashion. Men ideen bagved er langt større.

Tekst: **Eva Harpøth Skjoldborg og Anders Kampmann**

ØSTJYLLAND

Danske læd
miljøpris

For første gang nogensi
the Environment-prisen.

I efteråret 2014 holdt Reimer Ivang og Karsten Lund et møde. De skulle egentlig have talt om noget helt andet, men da Karsten Lund, som har 20 års erfaring fra modebranchen og lidt mindst produktionen i Sydøstasien, nævnte muligheden for at skabe noget af genbrugt læder, skete der noget.

To år senere, efter at have rejst penge på Kickstarter, designet jakkerne, fundet og oplært producenterne, sourcet rå-materialerne, begyndte salget af skindjakker på deres website betterworldfashion.com i december 2016, og i januar 2017 blev virksomhedens

sen og knapperne består af omsmeltet metal fra f.eks. sodavandsdåser. Det eneste element, som ikke er 100 procent bæredygtigt er sytråden.

Sourcingen af de kasserede skindjakker foregår ved opkøb hos NGO'er i primært Danmark, og også andre steder i Europa. Produktionen, hvor læderet renses uden brug af kemi, foregår på en familieejet virksomhed i Polen. Med jakken følger adgang til en app, hvor kunderne kan følge genbrugslæderets ID og se deres jakkes historie.

"Vores målsætning er, at skabe det mindst

rockkoncerter, men til
Better World Fashion,
mest cirkulære virksom

CHRISTEL LÜTTICHAU | temasektion@pol

Hvor har du den jakke fra?

Dét spørgsmål har de fleste enten stillet eller fået stillet, når et særligt vellykket tøjindkøb er blevet vist frem.

Svaret på spørgsmålet vil de tre idémænd

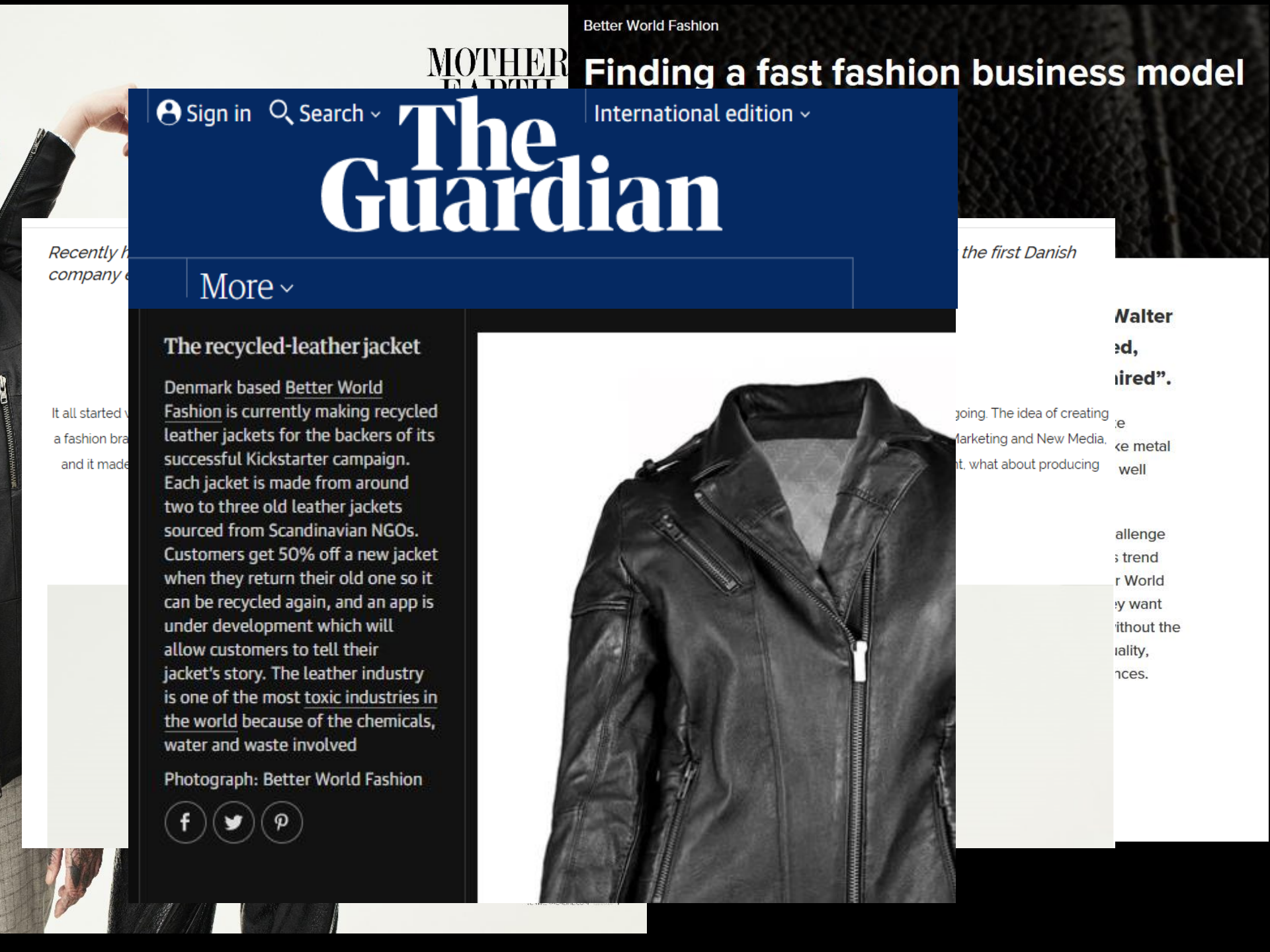
fra genbrugsbutikker. Jakker, der enten er gået i stykker eller er af en model, som ingen kunder i genbrugsbutikkerne har villet købe.

Herfra tager syersker over, sprætter op, matcher læderstykker og syr sammen til en

i forbindelse med Aal-

Modellerne på reklamebillederne er frivillige, der gerne vil hjælpe til, at Better World Fashion bliver

Jakkerne er håndsyede, og selvom de alle er lavet over de samme seks modeller, er hver jakke


Better World Fashion
Finding a fast fashion business model
Sign in
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The Guardian
More
The recycled-leather jacket
Denmark based Better World Fashion is currently making recycled leather jackets for the backers of its successful Kickstarter campaign. Each jacket is made from around two to three old leather jackets sourced from Scandinavian NGOs. Customers get 50% off a new jacket when they return their old one so it can be recycled again, and an app is under development which will allow customers to tell their jacket's story. The leather industry is one of the most toxic industries in the world because of the chemicals, water and waste involved
Photograph: Better World Fashion

majamanczak • Follow
Paid partnership with betterworldfashion

majamanczak My new normal is more caring and love among us 🤗 Caring for one another and treating each other with an open mind and tolerance 🌀 Caring for our planet 🌍 Coming closer to nature, accepting that we are a part of it, but not the only important one 🌀 Werbung/Ad The jacket I am wearing was made with huge love for our environment ❤️@betterworldfashion is making jackets out of old, thrown away leather and letting it shine again! 🚫Can't imagine anything more sustainable than reusing the resources we already have! Love for everyone ❤️ #thenewnormal

View all 25 comments

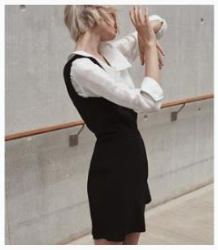
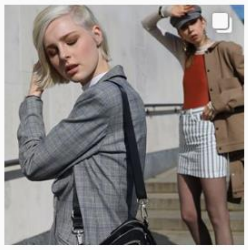
betterworldfashion This is so good!!!! Thank you @majamanczak 🖤

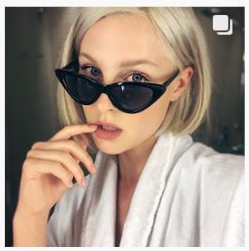
majamanczak @betterworldfashion you are

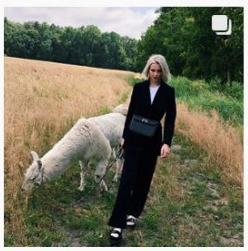
2,266 likes

JUNE 30

Add a comment...





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1.544 opslag 212t følgere 786 fulgte

Carlos Costa
I Get Lost in My Mind MENSWEAR•LIFESTYLE•TRAVEL
Cornwall
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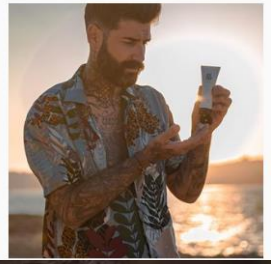
www.roqueandsoul.com/vintage

Følges af betterworldfashion og fiepe

#vivacosta

OPSLAG TAGGET



roque_80 • Følg

roque_80 For @betterworldfashion #THENEWNORMAL 📷 @connorjamesmason

Indlæs flere kommentarer

roque_80 @ilmassimo_con_la_barba fast
roque_80 @michaelblaschke1 thanks man
roque_80 @giulioaprin I'm digging this look and gonna keep it for the summer
roque_80 @meinlebenmeinkampf sorry
roque_80 @deujja thanks for the love ❤👌
roque_80 @simonnygard thanks bro 🤘
roque_80 @alirezabartar_ ❤👌
roque_80 @adr_guerreiro sim, mas a onde?
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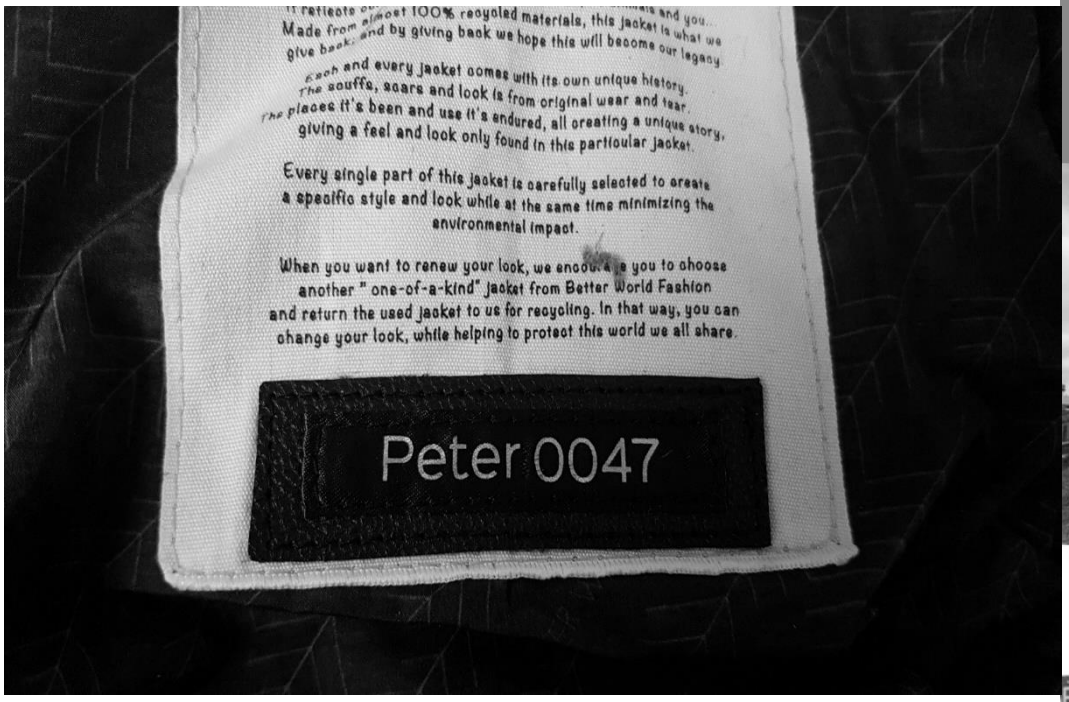
michaelblaschke1 @roque_80 👌😊

7.535 Synes godt om

8. JUNI

Emotional attachment



Capturing the individual story of each jacket

1. Each individual jacket gets a unique ID
2. BWF starts the story
3. The consumer can enter experiences into the storyline
4. New customer – new updates
5. The jackets become parent

Customization and collaboration

The Norwegian National Museum in Oslo has our jackets.

We have also produced merchandise for companies etc.

It’s a Win-Win-Win

We changed the perspective.

With smart products the consumer can continue the current behavior

The Impact

Compared to industry standard we have saved:

Water: **500.000** L
Co2: **32.000** kg.
Chemicals: **7.000** kg.
Waste: **12.000** kg.

… and we are just in the beginning!

Feel free to contact me:
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Phone: +45 2728 9006

The world is changed by your example – not by your opinion