

Atelier Riforma

SHAPE YOUR STYLE
TO REFORM THE WORLD



Atelier Riforma

Atelier Riforma was born with the aim of making fashion more sustainable and society more aware through the circular economy and sartorial creativity.

The starting problem



The textile industry is the second most polluting industry in the world. In 2015, greenhouse gas emissions for the production of fabrics stood at 1.2 billion tons of CO2 equivalent, more than the amount produced by intercontinental flights and sea navigation combined. The high environmental impact is mainly due to the fact that the system works linearly. A large amount of non-renewable resources (98 million tons in total per year, including oil to produce synthetic fibers, fertilizers to grow cotton and chemicals to produce, color and finish fabrics) is extracted to produce clothes, which are used only for a short time. After the materials are sent mainly to landfills or incinerators. This fast fashion has led to a disposable consumption of clothes, which has generated a huge production of textile waste. It is as if one truck of thrown clothes were sent to landfill every second. Over half of the fast fashion garments produced are disposed of in less than 1 year. Less than 1% of the material is recycled into new clothing.



The solutions available before Atelier Riforma



For the consumer who wants to try to reverse this trend, there are 3 main alternatives:

- *The donation of used clothes, but with the doubts deriving from an incomplete transparency on the final destination of the clothes*
- *The purchase of used items from thrift shops, but with problems related to size, quality and style of clothes*
- *The purchase of eco-friendly garments, but with high costs and the risk of buying from companies that do "greenwashing", that is, they pretend to be more sensitive to the environment than they really are.*



The solution proposed by Atelier Riforma



Atelier Riforma aims to increase the life of use of clothes, thanks to the application of the principles of the circular economy, since the data show us that extending the life of a dress even for only 9 months reduces its environmental impact from 20 to 30%.



How does Atelier Riforma work?



Atelier Riforma deals with:

- 1. Door-to-door collection of used clothes (the donor is given a symbolic discount voucher in exchange for new purchases)*
- 2. Distribution to the network of collaborators, so that - through the appropriate modifications - they give new life to the garments and new value (upcycling)*
- 3. Sale of upcycled clothes (and of those that do not require any modifications)*



What network of collaborators can Atelier Riforma currently count on?



Atelier Riforma can count on a solid network, which includes:

- *designers and tailors, skilled in upcycling and more niche professionals (including a knitter);*
- *small sustainable fashion brands;*
- *tailors that give employment and training people to disadvantaged people;*
- *fashion institutes for the creation of collections (this specific collaboration allows on the one hand to have a less expensive manufacturing cost and on the other to combine the possibility of training students).*

The companies that collaborate with Atelier Riforma agree to be paid with a percentage on the sale price of the garment they made, previously agreed upon.



What characterises the Business Model of Atelier Riforma?



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- 1. The raw material is not purchased, but received by donation, since the donor wishes to dispose of it.*
 - 2. Used clothes increase their value thanks to sartorial creativity (upcycling)*
 - 3. Tailoring work is paid once the garment has been sold, dividing the profit between Atelier Riforma and the professional who performed the work.*
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How does Atelier Riforma promote environmental sustainability?



Atelier Riforma's mission is to make the fashion industry eco-sustainable.

In particular, Atelier Riforma wants to contribute to contrasting the “throw-away society”, offering an alternative model, attentive to the environment and today's social challenges. This is achieved by implementing all the principles of the circular economy, a way of conceiving the economy based on the extension of the life of products, the production of long-lasting goods and the reduction of waste production. Elena and Sara, the two founders of Atelier Riforma, have the ambitious goal of eliminating clothing waste, ensuring high quality and the enhancement of tailoring art.

How does Atelier Riforma promote social sustainability?



Atelier Riforma promotes social sustainability mainly through two entrepreneurial choices:

- *Involve some specific tailors in the network of collaborators, which favour the job placement of people in disadvantaged conditions (such as migrants and women victims of trafficking)*
- *Donate all the clothes that after 1 year have not been sold to no-profit associations that distribute them for free to the needy.*

How does Atelier Riforma promote transparency?



One of the key point of the activity of Atelier Riforma is to ensure the transparency of donations. This will be achieved through a labelling system that will trace the path of the dress from the moment of delivery to the Atelier Riforma, to that of any transformation, to that of the sale or donation to non-profit organizations. In this way, the customer will be able to monitor the "path" of the garment, see the effect of the donation and feel involved and part of the change. At the same time, through the code on the label, the buyer will be able to be informed of what the item of clothing was like before any transformation and what benefits the purchase brought to the environment in terms of saving resources. This particular method of labelling is underway, also thanks to the collaboration with SITPolito and SITUnito, the Social Innovation Teams of the Polytechnic and the University of Turin.

How the idea of Atelier Riforma was born



Atelier Riforma was born from the idea of two young people under 30, Elena and Sara. For the start of the initiative, the "Talenti per l'Impresa" course was fundamental, a 150-hour entrepreneurship training course organized free of charge by the CRT Foundation.

During the course, Elena had the starting idea and then Sara joined her in creating Atelier Riforma. In order to test the idea, they organised a series of questionnaires and face-to-face meetings that involved 470 respondents to understand what leads the individual to get rid of a piece of clothing.

At the beginning of 2020, Atelier Riforma was registered as an innovative startup at the Turin Chamber of Commerce. The decision of the legal form of the enterprise (“srl”, according to Italian law) was taken after requesting some external consultations. Recognition as an innovative startup is possible only in cases of technological innovation (combined with other criteria), represented for Atelier Riforma by the particular traceability system of the garments.

The next steps



Among the next important steps, there are the start of online sales and the expansion of the team. Elena and Sara also intend to add new premises, in addition to the warehouse. In the future, they would also like to open a physical store.



Industry data



Several indicators encourage investment in the sustainable fashion sector:

- 1. The demand for sustainable fashion is growing all over the world and in Italy it had a growth rate of 78% between October 2018 and April 2019;*
- 2. Ecological fashion is considered one of the 10 fashion megatrends of the next 10 years;*
- 3. In 2018, the market volume of used clothing in the United States increased to 24 billion dollars and it is expected that by 2028 it will reach 64 billion dollars, surpassing the world of fast fashion;*
- 4. Consumers are turning their interest to custom-made and unique outfits rather than standardized fast fashion. The craft sector is expected to grow over the next 10 years, particularly as regards the repair and maintenance sectors.*









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