



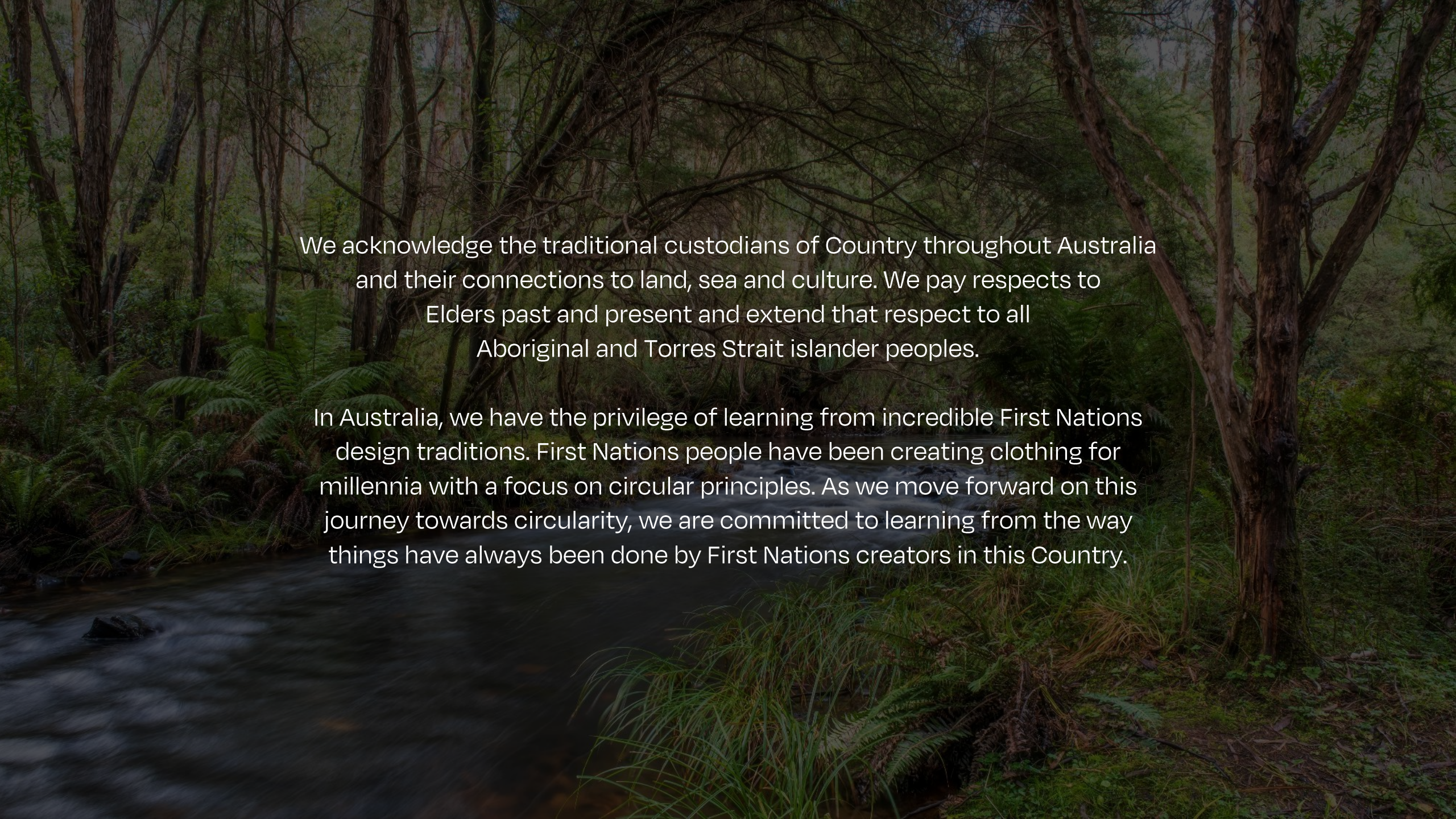
Seamless

Leading for circular advantage

Seamless update

Ainsley Simpson, CEO, Seamless





We acknowledge the traditional custodians of Country throughout Australia and their connections to land, sea and culture. We pay respects to Elders past and present and extend that respect to all Aboriginal and Torres Strait islander peoples.

In Australia, we have the privilege of learning from incredible First Nations design traditions. First Nations people have been creating clothing for millennia with a focus on circular principles. As we move forward on this journey towards circularity, we are committed to learning from the way things have always been done by First Nations creators in this Country.

What we'll cover

- 1 Our challenge
- 2 A stewardship approach
- 3 Seamless priority areas
- 4 Our collective program of work
- 5 Supporting a coordinated clothing system



Our challenge

- The 2024 National Clothing Benchmark for Australia quantifies the flow of clothing through the economy.
- It's a timely reminder that how we design, enjoy, and recirculate clothing will shape Australia's transition to a vibrant, productive circular economy, with clothing valued as an asset.



Our challenge



2024 National Clothing Benchmark for Australia

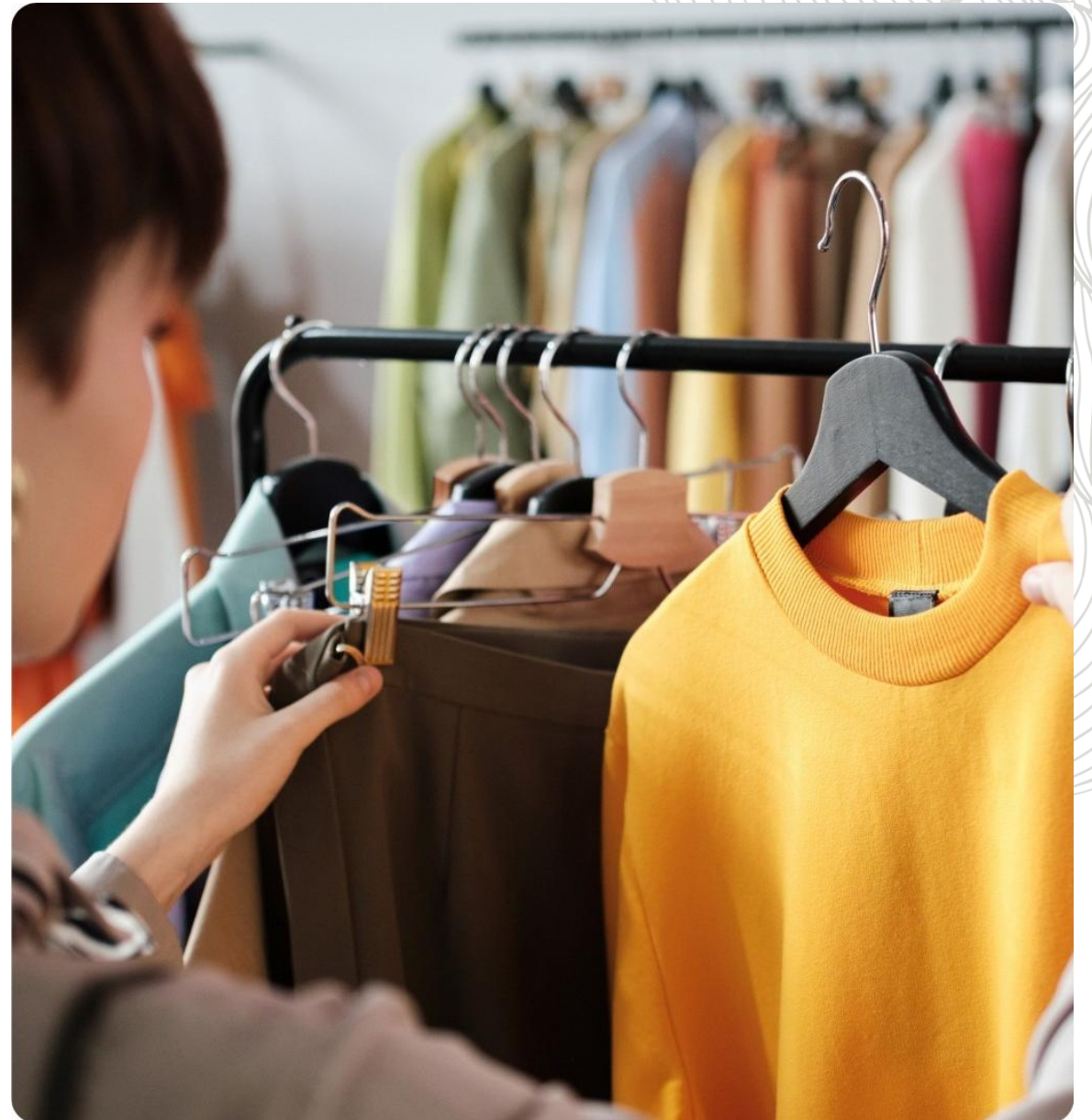
A person wearing a mustard-colored sweater is holding a stack of folded clothing items. The stack includes a green ribbed sweater, a yellow ribbed sweater, a blue and white striped shirt, and a white shirt. The background is softly blurred, showing a wooden chair and a white wall.

No single organisation can
drive the transformation required.

Seamless is a transition broker that is driving a
collaborative transformation of the
Australian clothing sector towards circularity by 2030.

A stewardship approach

- Seamless is a product stewardship scheme which recognises that the brands who make or import clothes are responsible for their entire lifespan.
- Product stewardship schemes already exist in Australia for many products including mobile phones, printer cartridges and tyres.
- Seamless is Australia's first **clothing** product stewardship scheme, and the world's first **circular** product stewardship scheme.



55 clothing brands and retailers are members

BERLEI

carla zampatti

DAVID JONES

ELK

fellahamilton
EST 1969

JAG.

LORNA JANE
ACTIVE LIVING

M.J. BALE

OROTON

Crafted for life
R. M. WILLIAMS
EST. 1932. AUSTRALIA

RIPCURL

Sportsgirl

sussan

THE ICONIC

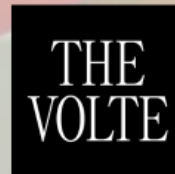
Universal Store

ZIMMERMANN

Joined by over 125 supporters



A U S T R A L I A N
F A S H I O N C O U N C I L



Seamless priority areas

CIRCULAR DESIGN

Brands to design garments that are more durable, have recycled content and are recyclable.

- Design
- Materials
- Manufacturing

CIRCULAR BUSINESS MODELS

Pilots and support to de-risk new business models to extend the life of clothing.

- Rental
- Reuse, resale and repair
- Subscriptions
- Made to order

CLOSING THE LOOP

Support payments for effective collection, sorting and recycling. Establish trusted end markets for resource outputs.

- Recycling
- Collection and sorting

CITIZEN BEHAVIOUR CHANGE

Nationwide education campaigns to help Australians choose clothes better, enjoy them for longer and recycle them with care.

Our collective program of work

Benchmarking and addressing gaps

Seamless clothing benchmark, draft taxonomy, eco-modulation framework, aged inventory management, requirements for uniforms, emissions profile for Australian clothing system



Circular business model pilots

Pilot programs build the corporate and commercial readiness for new revenue streams that yield better business outcomes



A coordinated clothing system

Deliver a program to support a coordinated national clothing collection, sorting, reuse and recycling system for Australia



Circular design

Ongoing delivery of Seamless circular design training, establish First Nations circular design principles for Australia's clothing industry in partnership with UTS



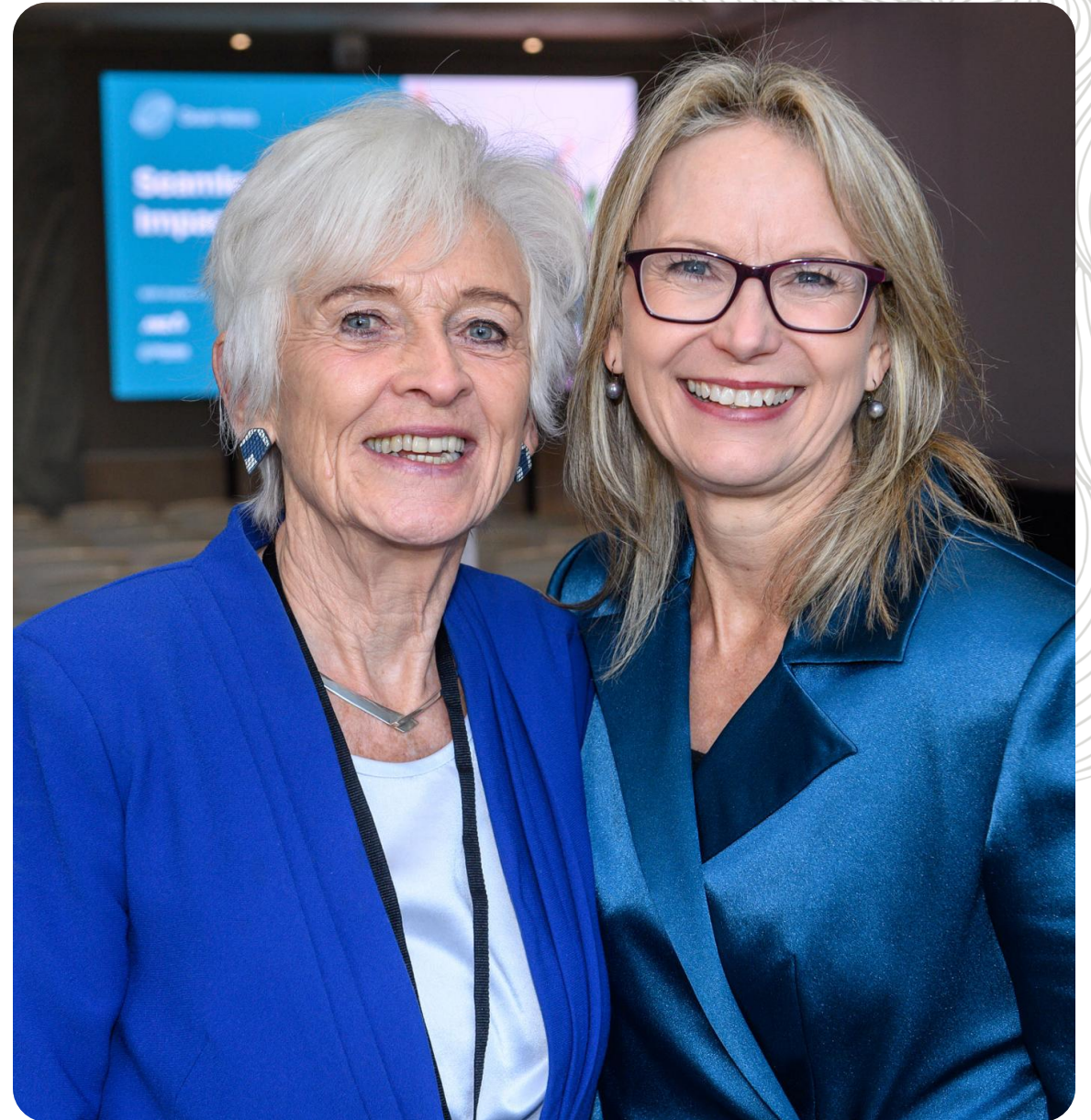
Foster connection

Development of an online finder platform to connect consumers and industry to accelerate collaboration and opportunities



Global perspectives

- Federal Government shows leadership and Seamless is a key driver. Compulsory scheme including roadmap and targets for R-Strategies advisable
- More coordination and exchange of experiences at state and local level
- Potential for network governance is strong in the slow fashion market, but needs transition brokers to align partners and scale
- Additional drivers can accelerate change
- Orchestrated execution program is needed
- Cooperation between Australia and EU is helpful



Supporting a coordinated clothing collection, sorting, reuse and recycling system for Australia

Industry collaboration

Circular Clothing
Textiles Fund

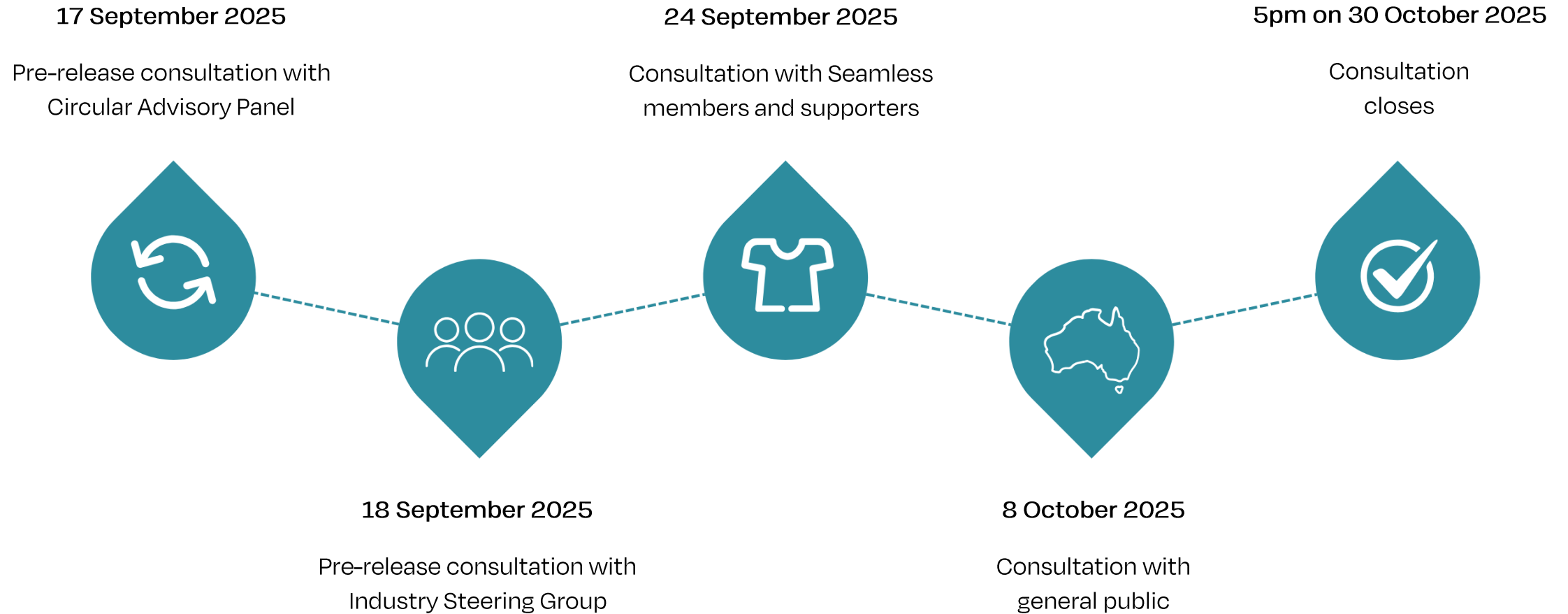
Data and insights collected
for a national coordinated
clothing system


Evidence base for a
scalable national
stewardship model

Program delivery and accountability



Taxonomy consultation



A group of diverse young people are shown from a low-angle perspective, looking upwards and smiling. They are gathered in a huddle, with their hands visible, suggesting a team or community. The background is a clear blue sky with some light clouds. The overall mood is positive and collaborative.

There's never been a better time
to turn responsibility into results.

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Seamless

Thank you

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