

phenotypsetter.

Our Way to Sustainability

About phenotypsetter

- An independent fashion label in Hong Kong since 2014
- Unconventional and experimental.
- Business models: Fashion items sales at Retail, Wholesale and Online
- Others: Project, Workshop



Sustainability in Fashion

6 Rs

- **RETHINK**

Do we make too many products?
Design in a way that considers
people and the environment

- **REFUSE**

Don't use a material or buy a
product if you don't need it or if it's
bad for people or the environment

- **REDUCE**

Cut down the amount of
material and energy you use
as much as you can

- **REUSE**

Use a product to make
something else with all or
parts of it

- **RECYCLE**

Reprocess a material
or product and make
something else

- **REPAIR**

When a product breaks down
or doesn't work properly,
try to fix it

Our Sustainability Initiatives

- Minimal stock. Production flexibility (qty, fabric substitution)
- Use fabric stock. Fabric manipulation
- Customisation request (size, details, fabric)
- Repair request
- Workshop opportunity

- Sustainable fabric?



Approach - Waste Management

- Maximize use of stock fabric & scrap – in terms of design (REUSE/REDUCE), our flexibility to substitute fabric
- Minimize inventory - Made to order / Pre-order (RETHINK/REDUCE)



Approach - Longevity

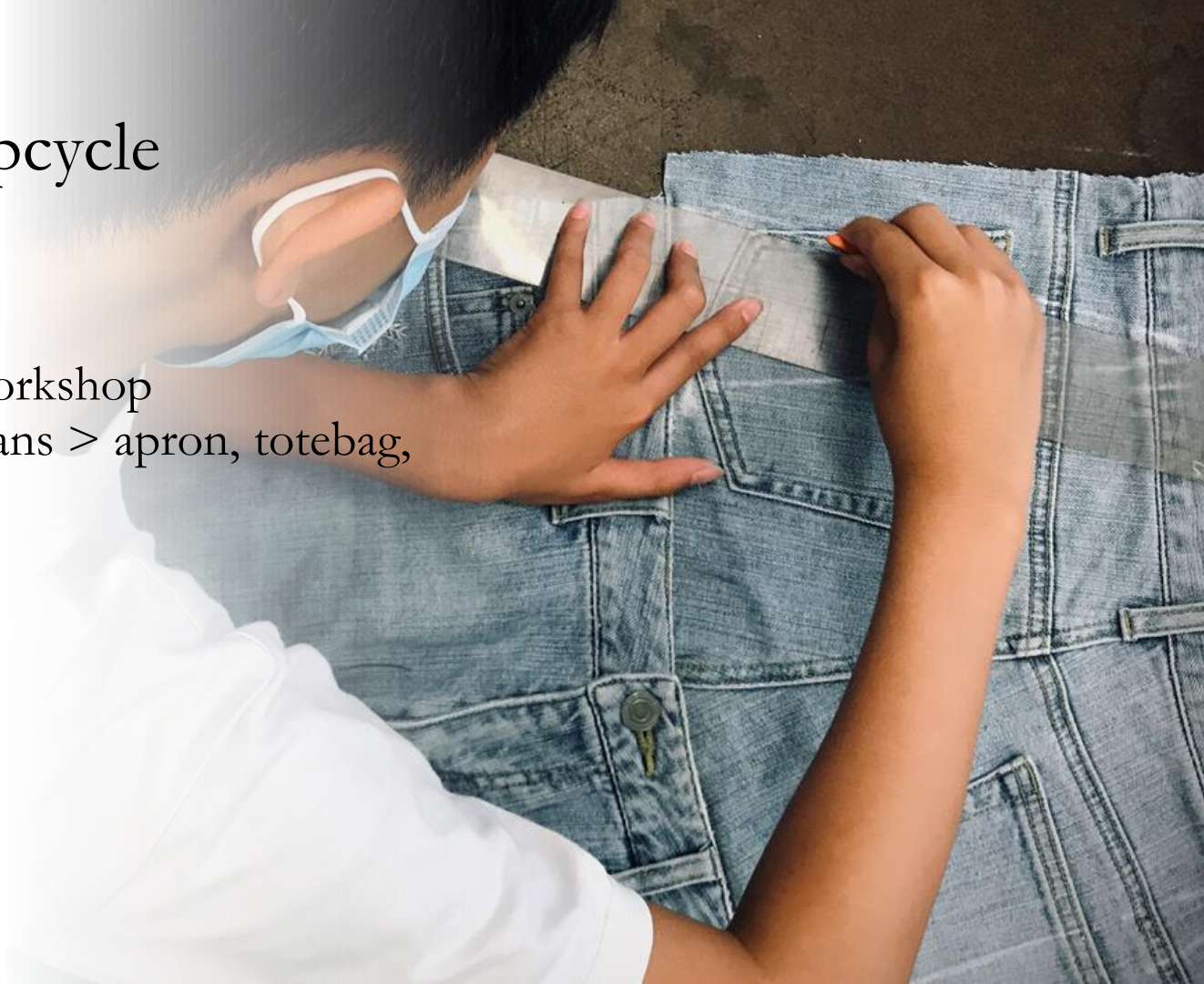
- Design: unconventional (RETHINK)
- Craftsmanship: last longer
- Repair & Re-model service (REPAIR)
- Redesign (REUSE)
- Upcycle (RECYCLE)



Approach - Upcycle Workshop

- Upcycle Denim Workshop
- user's own idle jeans > apron, totebag,
hat

(RECYCLE)



Approaching Circular Economy

- Incorporating circular economy thinking into the design: e.g. cradle to cradle design, single fabric content
- Repair – lifetime repair
- Return for upcycle
- Material better for recycle
- Work more with sustainable material vendor
- Made local
- Rethink the business model
(quality over quantity, consumer education, rental, resell)



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Thank you!

