

# ReWear

## Giving Your Clothes a Second Life!

Laura Sangiorgio, Tim Diethelm, Loris Klindworth, Marino Tramonti, Cedric Christian, Sascha Eymann

St. Gallen, 19.05.2025  
Final Project – Circular Economy  
Rachel Brooks, Justus von Grone

# Team: 6 Motivated Students from the SuM Certificate

---



**Sascha Eymann**  
*Market Research*



**Laura Sangiorgio**  
*Project Manager*



**Marino Tramonti**  
*Strategic Advisor*



**Tim Diethelm**  
*Partner Relations*



**Loris Klindworth**  
*Chief Technical Officer*



**Cedric Christian**  
*Sponsoring*

# Fashion Waste is a Problem and Students are Powerless



People buy **60% more clothes** than 15 years ago, but wear them **half as long**



**92 million tonnes** of textile waste are generated each year globally



In Switzerland, ca. **100,000 T of textiles** are discarded per year.  
→ incinerated or landfilled



Producing 1kg of textiles = **up to 30 kg of CO<sub>2</sub>e**  
**1 jeans** = 7500–10000 Liters of water



## In the life of a Student

- No free time
- Little knowledge of German
- Always on Campus
- Looking for budget friendly deals

## What should a student do with their clothes?

- Repairing the item **themselves** 😞
- Ask a **relative** to repair the item 😞
- **Throw** the item away and buy a new one 😞
- Go to the **seamstress** 😞

# Implementing a Student-Centered solution

## ReWear Vision

A **student-centered solution** that empowers sustainable habits by making **clothing repair easy** and part of **everyday campus life**



**Permanent Repair drop-off box**  
Weekly collection



**Affordable Garment Care**  
Simple adjustments to extend clothing life



**Digital Platform**  
Track repairs, learn about textile waste, and stay connected



**Workshops and Storytelling**  
Build community and share the value of sustain.

## ReWear - Pilot

### Steps of the Pilot

- 1 Needfinding** Surveys, interviews
- 2 Marketing** Insta, Booths, LinkedIn
- 3 Collection** Collect damaged clothing
- 4 Repair** Coordination with Joy Abendmode
- 5 Pick-Up** Clients pay the service and pick up the item



### Goals of the Pilot

**Follow** the customer personally on their **customer cycle**

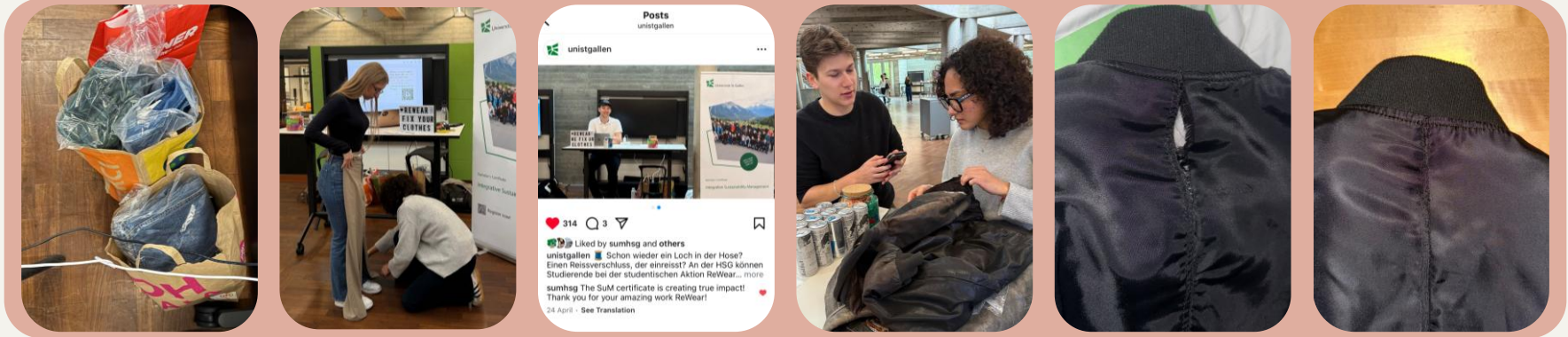
Create a good **first impression**

Foster **emotional connection** to clothes

Establish a sense of **trust**



# 25 Repairs for 439 CHF and a Reach larger than 600 people



## Repair Results

**25 repairs** completed:

- 16 trousers (94% successful)
- 8 tops (75% successful)
- 1 bag (0% successful)



Tailor length  
of trousers



Leather

## Economic Impact

**439 CHF**

ReWear gathered 439 CHF  
worth of repairs in three days  
of collection

## Outreach and Media Visibility

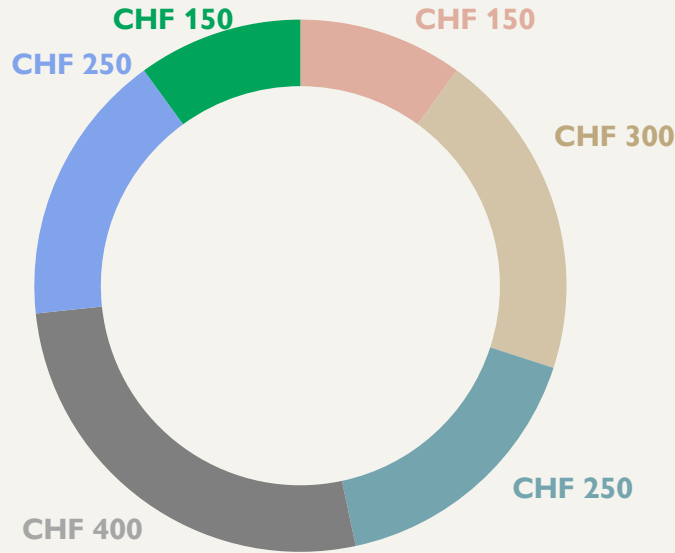
SuM Instagram reach - **619** accounts

ReWear Website – **659** individuals

Published by the **University of St. Gallen**  
on **LinkedIn and Instagram**

**Article** about ReWear will be published in  
the University magazine **Prisma**

# Why We're Asking for CHF 1'500



## Operational costs

To buy envelopes for safely storing repaired clothes, bags for transporting items to and from the tailor and printing forms and information sheets



## Purchase of collection infrastructure

To install a permanent drop-off box and informational displays on campus, ensuring year-round accessibility and convenience for students



## Marketing expenses

To raise awareness and increase engagement through posters, flyers, and online campaigns, encouraging more students to repair their clothes.



## Launch event

To build momentum and visibility around the initiative with a kickoff



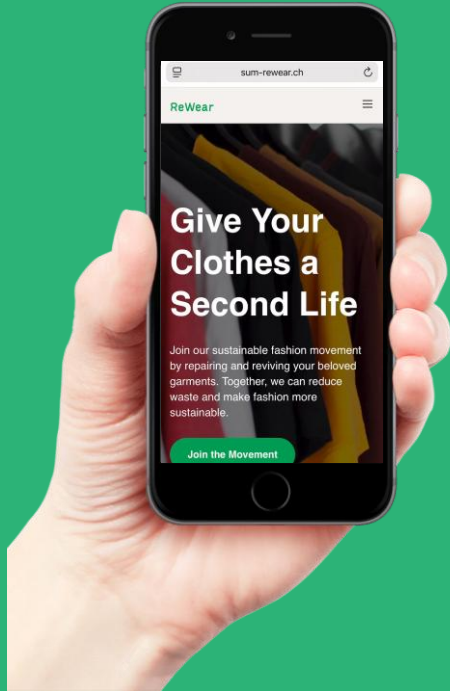
## Contingency for repair issues

To handle unexpected repair complications and ensure customer satisfaction even in cases of miscommunication or additional fixes



## IT infrastructure

To develop a digital tracking system that improves coordination, transparency, and communication between students, volunteers, and the seamstress



# ReWear

# Thank You

QUESTIONS?



# Vision

## Collection booth

**Drop-off booth** at Mensa B: April 23–25

## Payment method

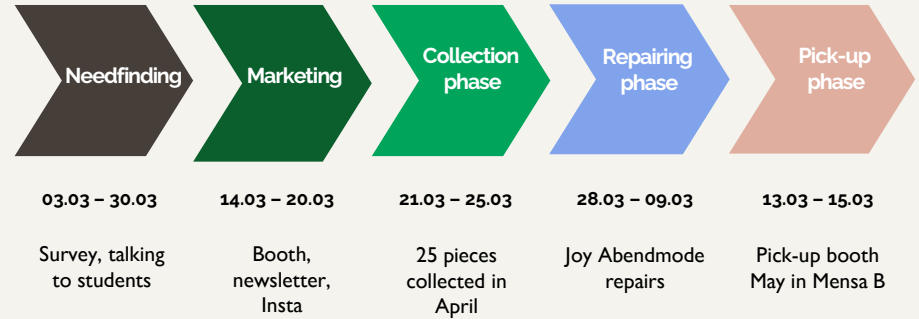
Clients pay the repair price to Joy through us at pick-up

## Seamstress Joy Abendmode

Collect damaged clothing, send it to Joy Abendmode, and return it 2 weeks later at the same location

## Logistics

We coordinate everything: collection, tracking, communication, and return



## OUR GOAL

1. Establish a sense **trust**
2. Create a good **first impression**
3. **Follow** the customer personally on their **customer cycle**
4. Foster **emotional connection** to clothes



## The seamstress making it possible



- A local seamstress, primarily focused on evening dresses
- Excellent repairs for an affordable price

We successfully negotiated discounted rates with Joy, making our service more affordable than competitors', for instance:

- Shorten a trouser CHF 20
- Repair a button CHF 5
- Tailoring the waist of pants CHF 22

# Project Reflection

## 01 WHAT WORKED WELL?

### LOGISTICS

Drop-off and pick-up points functioned well  
→ seamless user experience

### ENGAGEMENT

Many students stopped by our booth,  
→ strong interest in sustainable fashion solutions.

### QUALITY

The workmanship was reliable and appreciated,  
→ students were happy with the results

### TROUSERS

14 out of 23 total items. These repairs were fairly standard, making coordination efficient

### LEATHER REPAIR

A few students asked to repair leather items, but our tailor, Joy, doesn't work with leather

→ This highlighted the importance of being transparent about material limitations from the start

### WIDE INTEREST

Even our small initiative raised great interest on campus and Social Media

## 02 WHAT SURPRISED US?

## 03 WHAT WOULD WE DO DIFFERENTLY?

### MATERIAL CLARITY

Before collecting clothes, we should confirm with the tailor which fabrics and items are feasible

→ Clearer communication could help manage expectations and avoid unrepairable items

### TRACKING SYSTEM

Our Excel file got confusing and made it hard to track items and communication. We'd implement a digital solution for future rounds

# Example of how the service could look like

## Pants

Type of adjustment.		x	Specifications needed for a successful adjustment
<b>Tailor</b>	Length	<input checked="" type="checkbox"/>	- how many cm to shorten: ..... <i>5 cm</i> ..... (20 chf)
	Waist	<input type="checkbox"/>	- how many cm to tighten: ..... (22 chf)
<b>Zipper</b>		<input type="checkbox"/>	- any important remark: ..... (22 chf)
<b>Tear</b>	Pocket	<input type="checkbox"/>	- ev remarks: ..... (15 chf)
	Crotch	<input type="checkbox"/>	- ev remarks: ..... (15 chf)
	Seams	<input type="checkbox"/>	- ev remarks: ..... (15 chf)
	Other	<input type="checkbox"/>	- ev remarks: ..... (15 chf)
<b>Others</b>		<input type="checkbox"/>	- specify: ..... (price to check)



We do not accept leather

If you used pins the cm are not needed

Price may change +/- 5 chf