

EVOLVING THE CIRCULAR ECONOMY TO *CIRCULATION*.

Enabling brands to keep products in
the hands of customers, over and
over.



kept / sku

Rachel Kibbe, Founder
www.keptsku.com
rachel@circularservicesgroup.com

**I've always been
interested in
landfills.**



kept / sku



2011, founded one of first ecommerce stores for ethical fashion.



By 2018, merged with a used clothing collector.



kept / sku

The fate of apparel.



85% is landfilled

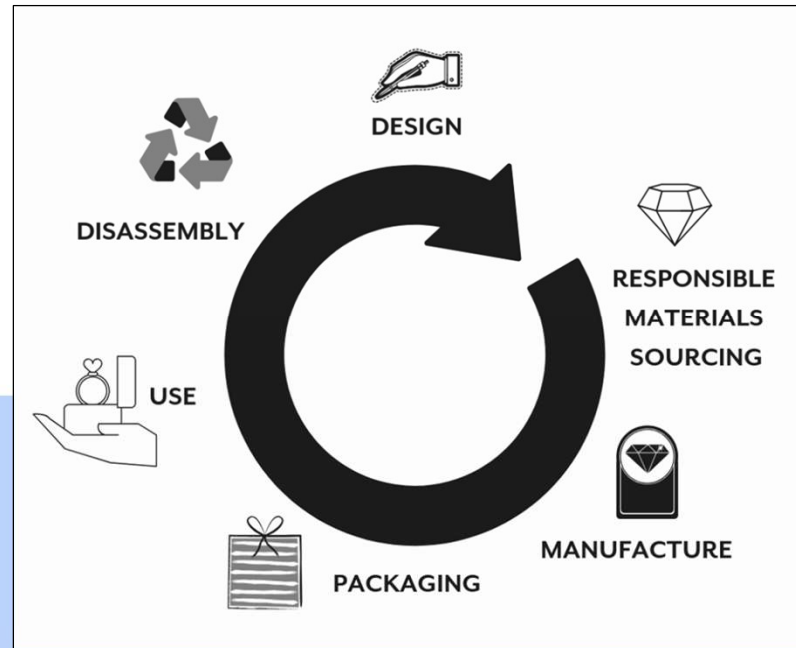


\$500B/year incinerated



kept / sku

Circularity stunts progress.

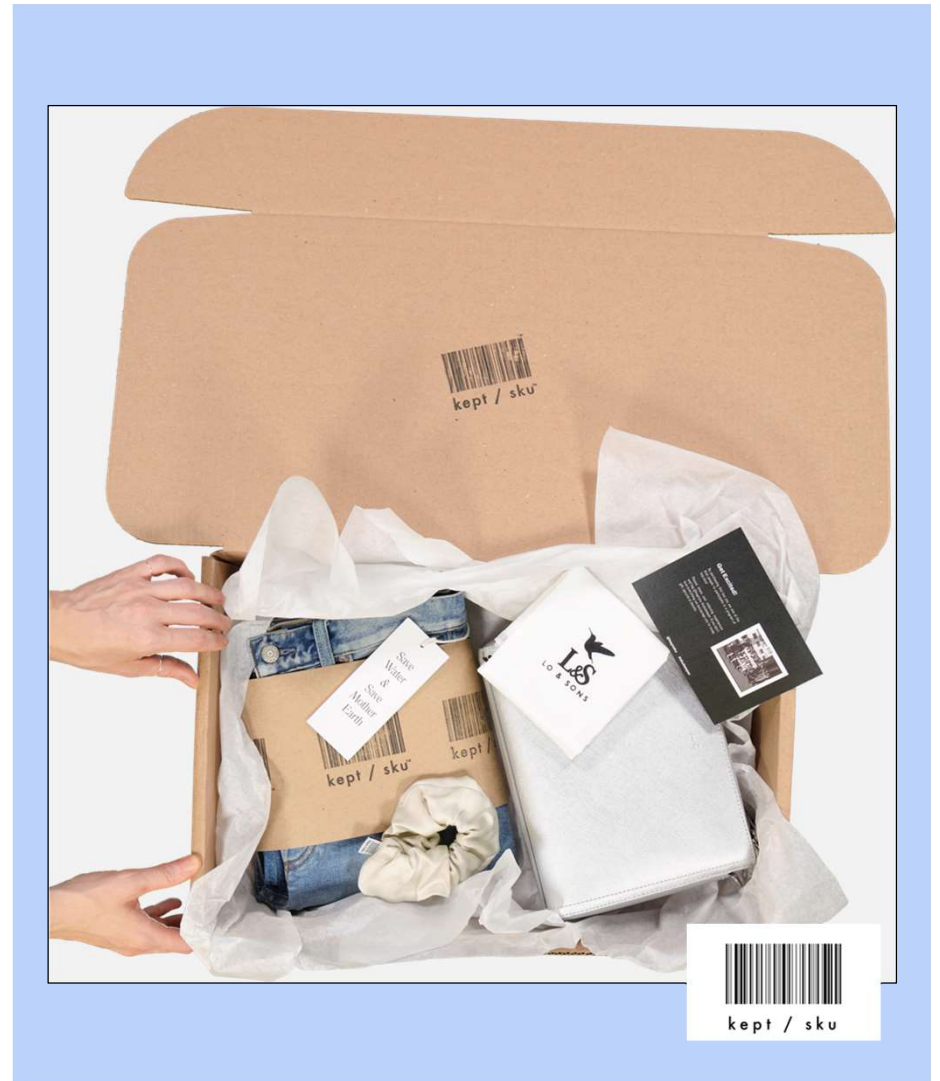


Prioritizing recycling, before life extension,
limits achievement of either.



kept / sku

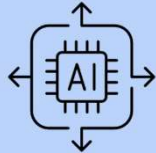
**Kept resale box of
returns and items
marked 'damaged'.**



Playbook for the *Circulation* Economy.

EFFICIENT PRODUCTION

**AI & On Demand
Manufacturing**



to optimize production
levels avoiding excess

WASTE

PRODUCED AND SOLD

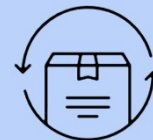
PRODUCED AND UNSOLD

**Increased collection
+ sortation**



to feed resale +
recycling systems

**Increased circular logistics
and fulfillment models**



to feed resale

RECOMMERCE + CIRCULATION LOGISTICS

**Increased resale, rental, and
other business models.**



B2B logistics to power
the circulation economy



kept / sku

Circulation

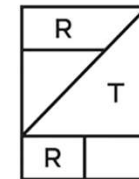
**is already big
business.**

depop


POSHMARK

ebay

The RealReal



RENT THE RUNWAY

THREDUP



Vestiaire Collective



kept / sku

**Creating value from
\$500/B of apparel
trashed per year.**

- Resale and rental models represent 3.5% of the fashion market today ***but could represent 20% by 2030.*** (EMF).
- Kept is the B2B service infrastructure to accelerate the circulation economy.



kept / sku

Transforming Brand Responsibility.

- We're blurring the line of what a fashion brand really is - traditional fashion brands are no longer just selling new product.
- New business and services are forming to create and scale the infrastructure of the circulation economy
- Brands can support businesses and services right now - they will be as important to them tomorrow, as their factories are today.



kept / sku

EVOLVING THE CIRCULAR ECONOMY TO *CIRCULATION*.



kept / sku

Rachel Kibbe, Founder
www.keptsku.com
rachel@circularservicesgroup.com