THE CLOSET CLEANER

Pop-up Campaign
Welcome to the most fancy and striking waste-collecting initiative: The Closet Cleaner. This campaign has been created to serve as an exciting and encouraging trigger to collect fashionable waste from consumers, and give it a new life. The impressive Closet Cleaner will help the fashion industry to vanish their dirty post-consumer footprint, scale-up textile recycling and support the Dutch government in reducing waste.
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Globally, only 20% of clothing is collected for reuse or recycling.

Nearly 100% of textiles and clothing are recyclable.

Worldwide, less than 1% of material used to produce clothing is recycled into new clothing.

92 million tons of textile waste was generated in 2017.
Research to the end-of-life phase of fashion products has shown that the current life-‘cycle’ of clothes can be visualized as a straight line rather than a closed loop. It is stated that fashion related products are still largely following a linear pathway of take-make-waste, whereby production and consumption of clothes is regularly followed by disposal. Consequently, in case of fashion-related disposal it was found that the majority ends up in landfills or incinerators, generating processes that are increasingly polluting our planet. While fashion-related waste could serve as a useful source to produce or complement new textiles, action and communication to realize large-scale recycling efforts are still missing. As a result, today’s fashion consumer is found highly unaware about the impact of casually throwing away clothes mixed with residual waste.

While other industries such as food, plastic, paper and glass have actively and successfully created awareness about the importance of strict separation, the fashion industry is left behind. It is time to convincingly inform consumers about their role and active contribution in preventing fashion from becoming useless waste. To support the fashion industry in getting back bigger volumes of textiles for recycling, and provide the government with an effective solution to decrease wasteful processes. The first steps of guidance to do so, are translated into a fun, encouraging and confronting pop-up campaign to raise a voice and activate consumers. The Closet Cleaner aims to turn unconscious into conscious, words into action and waste into fashion!
Plan de Campagne

Fashion is connected to esthetical charge, emotional value, expressional power and a sense of belonging. No surprise a regular garbage container has not effectively attracted fashion consumers to drop their clothes in! The pop-up Closet Cleaner aims to approach fashion consumers in a way that speaks to these values and turns on their senses.

ATTENTION PLEASE

The starting point of the campaign is the same as any other waste collecting process: fashion-related waste needs to be disposed of and separated correctly on large scale. The first step in creating awareness and activate consumers will be done by provoking attention right where the problem occurs: main shopping streets and central city points. This is where fashion consumers are unconsciously shopping while their closet is full of old, unworn or unused clothes which could be recycled into new materials.

To make them aware of why, where, how and what they can do to responsibly get rid of fashion related waste, a $360^\circ$ pop-up container will be placed in the middle of selected city’s active shopping area’s. The container will be see-through in order to make the content visible, which will strengthen the impact of the campaign and create a striking, indispensable effect when consumers pass by (see page ..). Furthermore, the $360^\circ$ design will serve as a tool to have several inlet’s around the container where different textile-related disposals will be labeled, in order to make it more clear for consumers what belongs to the category “textile waste”.

THE POP-UP JOURNEY

For the first three weeks of the campaign, The Closet Cleaner will pop-up in the heart of Amsterdam on the Dam Square. The container will travel to another city every three weeks to create awareness throughout the entire country. Other city’s include Utrecht, Den Haag, Rotterdam, Eindhoven, Breda, Nijmegen, Almere, Maastricht, Middelburg Enschede, Groningen and Leeuwarden as these are the biggest next.
JOINING FORCES

Realization of the campaign will in the first place be in collaboration with Sympany and the Dutch government. Sympany is an established Dutch textile-collecting company with a large network of relevant partners to support the campaign. The government will be needed to approve of and provide licensees for temporary placement of the pop-up containers. With their powerful position they can further support the social aspects of the campaign to create more attention around the issue of textile waste, and use their additional channels to raise awareness.

The design development of the container will be in collaboration with the TU Delft. They have the skills and tools to design the construction, as well as the partners to realize the container production.

Commitment of these three parties would enable the campaign to be subsidized and uplift the initiative.
THE CLOSET CLEANER

DESIGN SPECIFICATIONS

Material: Recycled acrylate
Height: 2.2m
Width: 3m
Inlets: 50x50cm
The QR code will be placed at every inlet of the Closet Cleaner in order to extensively inform consumers about the campaign and increase the chance they will actively contribute.
GOALS

1. Raise awareness among fashion consumers about the importance of their role and contribution in making the fashion industry less wasteful.

2. Encourage and facilitate the take-back process of clothing and textiles.

3. Make textile disposal and separation a standard routine.

4. Scale up textile recycling.