



CENTRE FOR CIRCULAR FASHION



Created by Urvara India



INSTINCT is more than just a name—it's a philosophy. This circular fashion centre is designed to be a dynamic hub where innovation, sustainability, education, and creativity intersect. It fosters a new instinctive approach to fashion, one where circular thinking isn't an afterthought—it's embedded in every decision, every design, and every narrative.

INSTINCT – Key Highlights

Innovative

- Cutting-edge material innovation, design techniques with circular re-design thinking.
- Collaborations with tech innovators: AI in fashion, bio-fabrication, and material science
- Incubation space for sustainable fashion & textile waste management startups

Narratives

- Storytelling as a core tool to shift mindsets
- Amplifying indigenous knowledge, craft traditions, and regenerative practices
- Showcasing journeys and sustainable initiatives of ethical brands, retailers and artisans

Sustainable

- Emphasis on renewable, long-lasting materials and processes
- Regenerative practices: natural dyes, low-water usage, energy management & closed-loop systems
- Carbon tracking and offset programs

Tenacity

- Pushing boundaries in sustainability despite industry challenges
- Advocating for policy changes and ethical labour rights
- Community empowerment through skill-building and strategic manoeuvring

Integrated

- Bridging the gap between academia, industry, artisans, brands and consumers
- Circularity embedded across functions: design, production, education, retail
- Space for collaboration across disciplines: fashion x science, art, tech

Nurture

- Educational & Upskill workshops for industrial professional and students
- Mentorship programs for emerging designers and startups
- Community-focused repair and alteration hubs
- Safe space for experimentation and failing forward

Circular

- Reuse, repair, resale, remanufacturing
- Recycling, Upcycling and Downcycling
- Material libraries and swatch exchanges
- Take-back programs and digital passports via supply chain traceability

Thinking

- Challenging linear models with systemic alternatives
- Hosting panels, exhibitions, and think tanks
- Instilling circularity as a mindset from consumer to creator

Executive Summary

A quick overview of INSTINCT's purpose, vision, and what it seeks to achieve.

1. Problem Statement

- The global fashion industry's waste crisis
- Lack of spaces dedicated to systemic, circular thinking
- Gap between design, innovation, industry and community participation

2. The Solution: INSTINCT

- A multi-functional, interdisciplinary centre
- Bridges the gap between theory and practice
- Nurtures circular mindsets through education, creation, and innovation

3. Key Features & Services

- Circular Lab with project management
- Tech-based supply chain traceability and management systems
- Resource Centre
- Retail-as-Experience
- Learning Hub & Material Library
- Collaborative Programs & Workshops
- Policy & Advocacy Arm

4. Strategic Objectives

- Provide brands with tangible waste management solutions
- Create local circular economies
- Empower emerging designers, startups and artisans
- Build public awareness of circular fashion
- Foster collaborative research, design re-think and concept implementation

5. Stakeholder Engagement

- Fashion brands, retailers and designers
- Industry Members through the entire value chain
- Universities and Research institutes
- NGOs & Advocacy groups
- Local council & Govt agencies

6. Revenue Model

- Membership programs with studio access
- Workshops & Training programs
- Brand partnerships with buy-back programs
- Research grants
- Advisory & consulting services

7. Impact Measurement

- Reduction in textile waste (Pre & post-consumer)
- Circularity metrics (reuse, repair, resale & re-direct)
- Number of community members engaged
- Environmental and social impact reporting

PILOT PROJECTS by INSTINCT

- Resource Identification & Circular Engagement (RICE)
- Take Responsibility of Your Waste (TRYW)

BECOME A INSTINCT STAKEHOLDER

- We firmly believe that together we can make a difference.
- Are you interested in becoming a part of **INSTINCT**?

For **textile service companies**, these are the **benefits**:

- The members of **INSTINCT** are collectively committed to Sustainability and Circularity.
- **INSTINCT** offers a full-service sustainable solution of Pre & Post Consumer Textile Waste for the (B2B) textile service market with multiple aggregators in the recycling sector.
- Our preferred material type, Cotton and other natural fibres the best match is made to a specific market.
- Part of the turnover generated by **INSTINCT** is invested in projects aimed at promoting sustainability and circularity in the textile service chain.
- Members actively contribute to the optimisation of the (textile) supply chain and participate in **INSTINCT** working groups to build resource centres, initiate crowd funding, provide framework for CRS activities and access.
- Members of **INSTINCT** receive a fair market price.
- **INSTINCT** creates partnerships in the supply chain to realise our goal of textiles circularity.
- Our members make a joint effort in the field of Sustainability and Circularity and put this into practice.
- **INSTINCT** provides marketing information to stakeholders, upskill programs and workshops.
- **INSTINCT** offers stakeholders the opportunity to participate in **INSTINCT** pilot projects.

If you want to work with **INSTINCT** to move the textile service industry towards a circular chain, become a partner now.

Everyone who wants to be part of **INSTINCT** as a stakeholder signs a declaration. In this way, we want to ensure that all stakeholders subscribe to the **INSTINCT** values and share the same goals for a more sustainable development.



Thank You !