

CCES 2025
Textiles & Apparel Track Session Summary

Designing for Circularity: A Hands-On Workshop for Circular Fashion

Session Description:

This interactive workshop, a key initiative of the Canadian Circular Textiles Consortium (CCTC), offers participants the opportunity to explore and apply the principles of circular design in fashion. Participants will analyze garments—such as winter jackets, jeans, and shoes—against circularity criteria like disassembly, durability, repairability, recyclability, and material impact. Through group discussions, participants will identify design improvements, rate garment circularity, and brainstorm strategies for integrating circular principles into the design process.

This workshop provides actionable tools and knowledge to support the transition to a regenerative fashion industry, making it ideal for designers, manufacturers, and sustainability advocates committed to driving change.

Speaker

Marianne-Coquelicot Mercier, CHROMA Conseil

April 15, 2025, Montreal, Canada

SUMMARY

Presented by Marianne-Coquelicot Mercier, Senior consultant at CHROMA consulting, Lab textiles manager at CERIEC and Strategic Partner in the CCTC. Marianne presented an overview of the CCTC Circular Design project, aimed at inspiring best-practice commitments from Canadian brands and manufacturers to reduce environmental impact through circular design. The project seeks to lay the groundwork for future eco-design policy development in Canada by identifying key gaps, needs, and recommendations.



Deliverables for the project include a hands-on Circular Design Toolkit tailored to Canada's fashion and textiles sector, adapted from WRAP's international model. This toolkit will support practical implementation and industry alignment through resources, guidance, and sector-specific tools. Through all of this work, the Circular

Design working group will develop a Circular Design Guideline to serve as a seed document in development of a national standard.

The core team working on this project includes individuals from: Chroma Consulting, Metro Vancouver, Arc-teryx, Municipal Waste Association, Vestechpro, and Logistik. This team along with the supporting team members have completed the following tasks to date:

- Conducted Literature Review & Analysis of Existing Policies (ie ESPR)
- Defined Principles of Circular Design
- Established Timeline
- Conducted Key Stakeholder Interviews
- Gap Analysis & Strategy
- WRAP Toolkit analysis
- Canadian Case Study Identification
- Interview Subject Matter Experts

The toolkit is set to release in July 2025 and the Circular Design Toolkit in Fall 2025. These tools will contribute to the long-term development of industry standard, policy and alignment across the industry.



What is Circular Design?

According to the Ellen MacArthur Foundation, Circular Design is a design approach that prioritizes sustainability by minimizing waste, maximizing resource efficiency, and promoting product longevity. It is based on the principles of the circular economy :

- Eliminate Waste and Pollution
- Circulate Products and Materials (at their highest value)
- Regenerate Nature

This contrasts with Eco-design which considers environmental aspects at all stages of the product development process, striving for products which make the lowest possible environmental impact throughout the product life cycle.

Based on WRAP and Testex circular design certification, the CCTC Circular Design principles will be:

1. Design to minimize material impacts
2. Design for Optimization of Resources
3. Design for Longevity
4. Design for Recovery

This workshop aimed to gain a better understanding of how circular design applies to apparel and accessories as well as testing criteria with the audience through a hands-on analysis of three items of clothes to be analyzed and rated based on circular design criteria then suggestions for modifications to make the products more circular.



The session ended with an overview of Testex Circularity criteria: durability, repairability and recyclability, and referenced a newly released, circularity certified Arc'teryx jacket as a case study.