

EVOLVING THE CIRCULAR ECONOMY TO *CIRCULATION*.

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



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

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



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

By 2018, merged with a used clothing collector.



The fate of apparel.



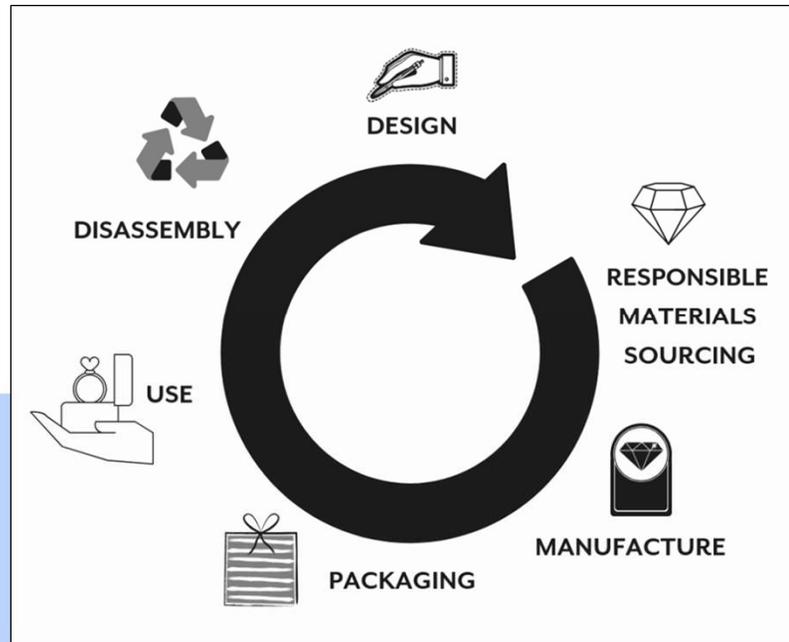
85% is landfilled

\$500B/year incinerated



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Circularity stunts progress.

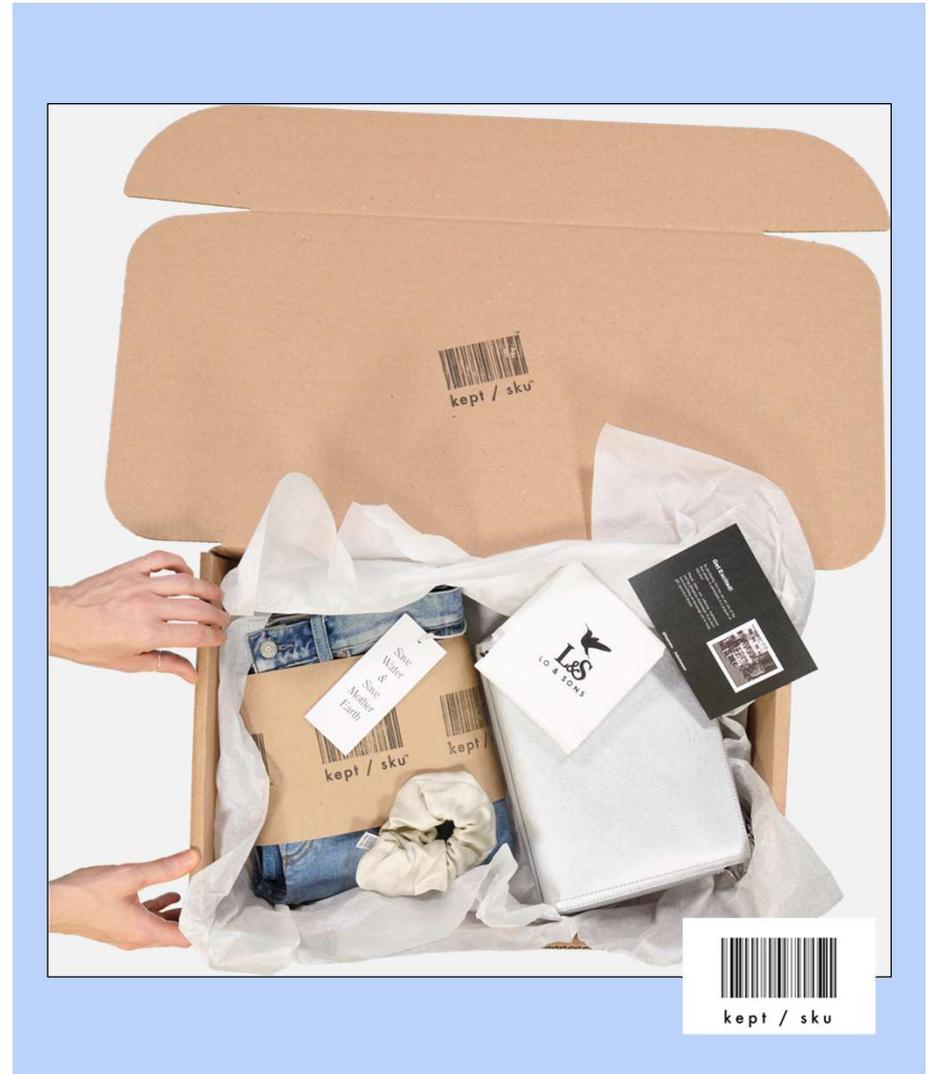


Prioritizing recycling, before life extension,
limits achievement of either.



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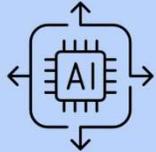
Kept resale box of returns and items marked 'damaged'.



Playbook for the *Circulation* Economy.

EFFICIENT PRODUCTION

AI & On Demand
Manufacturing



to optimize production
levels avoiding excess

WASTE

PRODUCED AND SOLD

Increased collection
+ sortation



to feed resale +
recycling systems

PRODUCED AND UNSOLD

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



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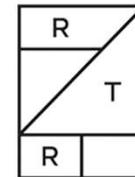
Circulation

**is already big
business.**

depop


POSHMARK

ebay



The RealReal

RENT THE RUNWAY

THREDUP



Vestiaire Collective



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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.



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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.



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