

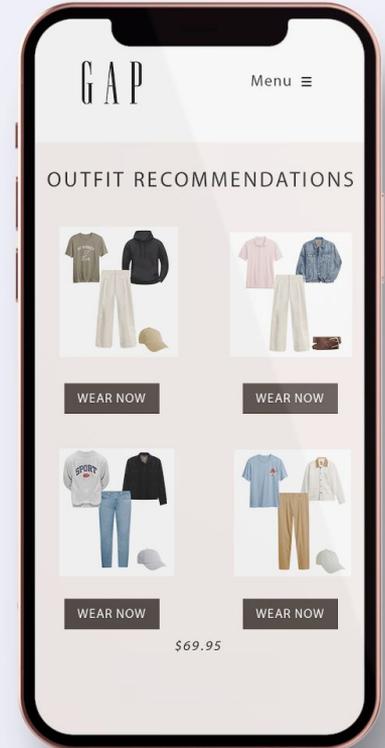
THE GAP TRACKS APP



Easily input clothing items by snapping a quick picture. Click “wear now” each day to track clothing usage.

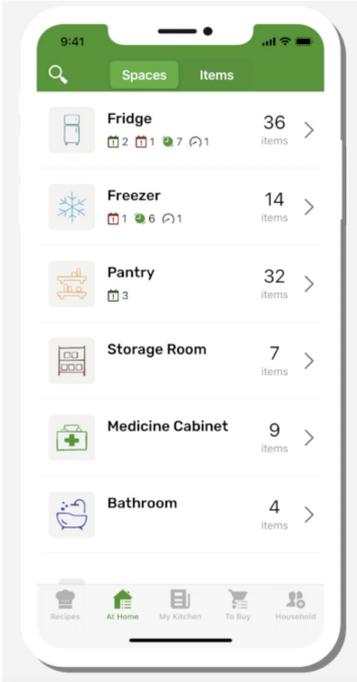


Flip through all available options of clothing divided into categories to browse instead of having to dig through the closet.



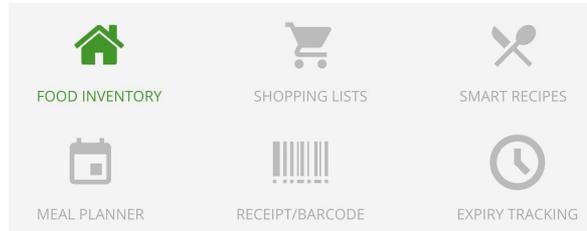
Artificial Intelligence will recommend outfits based on pieces with less wear time to remind the consumer to wear what they own.

Overproduction, Overconsumption, & Under-Wearing



Items are worn **only seven to ten times** before being tossed, and the average person keeps clothing for **half as long** as they did 15 years ago. [Antropocene.org](https://www.antropocene.org/)

The average American throws away around **81 pounds** of clothing yearly. [Saturday Evening Post, 2018](https://www.saturdayeveningpost.com/2018/01/18/2018-01-18-clothing-waste/)

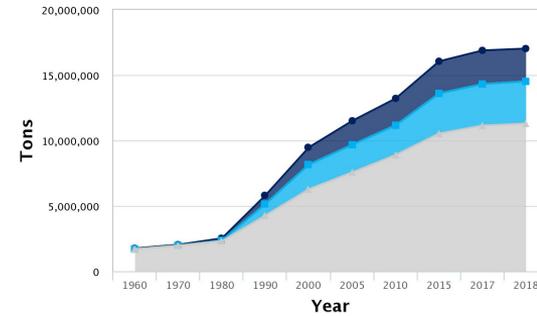


COZZO FOOD WASTE TRACKING APP

Users to reduce their food waste by **50% to 70%** within the first one to three months.



Textiles Waste Management: 1960-2018



Click on legend items below to customize items displayed in the chart

- Recycled
- Composted
- Combustion with Energy Recovery
- Landfilled



Partnership & Compliance



- Promote app on website
- Add new tab to website about sustainability efforts and how much clothing is kept out of landfill due to the app
- Add features progressively to app to keep it enticing to the consumer

- Advertise the app in store through signage and emphasize it at checkout
- Add statistics to signage about textile waste to make consumer aware of their impact before purchasing

- Must actively use app to track their usage
- Commit to using app for not only GAP clothing but for all of their closet
- Share with friends on social media to promote good habits and the impact they are having

OUTCOME:

Less clothing ending up in landfills, clothes worn more by consumers, brand loyalty, transparency from brand to consumer

The Problem

What do you do with your jeans after you're done with them?

- Donate?
- Recycle?
- Give to a take-back program?

84%

of all donated clothing ends up in a landfill or incinerated

60%

of all clothing manufactured around the world is made of synthetic fibers

Brands can't control what happens to their products at the end of their life cycle so it's their responsibility to consider lasting negative impacts on the environment after use



Figure 1: Textile Waste in an Overseas Landfill, by The True Cost



Figure 2: Denim Waste by ELV Denim



Figure 3: Biodegraded Wrangler Jeans with just Synthetics Left After 20 Years, by Sean Gormley

A Solution

Use fully renewable and natural fibers to create woven denim that will eventually biodegrade

100% Cotton



cotton

Biodegradable & durable, but will make a stiff denim, no stretch

100% Lyocell



lyocell

Renewable & biodegradable, but less durable in the long term

Blend



cotton

lyocell

Durable biodegradable and can form stretchy, comfortable denim



Feels so right



Logistics

YARN



**Micro Tencel & Cotton
Yarn from India**

PRODUCT DETAILS

Pattern : Greige

End use/Application : Weaving

Count : Ne:60s

Blend % : 50/50%, 60/40%, 70/30%

WOVEN



**Woven denim from
Foshan Seazon Textiles,
Guangdong**

The average \$/yard
for tencel and cotton
blend denim \$2.40



**Sourcing a high quality blend for \$6.70 would
still allow for an FOB of \$22.18 with a 70%
markup resulting in a retail price of \$98.00**

Traceability

EON



Access insights into how products
are being used and moved across
the lifecycle

Sustainability Solution

- SKU Reduction & Textile Waste



Reasons why too much is too much...

- Environment - the fashion industry is the **second leading global polluter** behind oil
 - companies **discard unsold merchandise** by **destroying** or **burning** it
 - ex. Burberry destroyed \$37 million worth of their own products in 2018
 - 13 million tons of recyclable textiles wasted annually
 - responsible for creating greenhouse gas emissions of 1.2 billion tons per year
- Social - inventory **loses value over time** as degradation occurs and demand diminishes, leading to an eventual **loss of revenue**
- Financial- customers begin to feel **paralyzed** by having too many options making it **less likely to make a choice** at all

Levi's Assortment

Of the 268 Men's Jeans...

- 180 are currently discounted
- 178 advertised as discounted

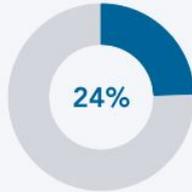
Current discount %



Advertised as discounted



Average discount %



Average advertised discount %



Edited.com 3/8/2022

SHOP CUSTOM DISCOVER SECONDHAND



What are you looking for?



Clothing / Men / Jeans

MEN'S JEANS



Straight Jeans



Slim Jeans



Skinny Jeans



Tapered Jeans



Bootcut Jeans



Relaxed

Size

Waist

26 27 28 29
30 31 32 33
34 35 36 38
40 42 44 46
48 50 52 54
56 58 60 62

Length

28 29 30 32
34 36 38 40

Fit

- Straight (60)
- Taper (36)
- Slim (32)
- Original (18)
- Loose (9)
- Skinny (9)
- Relaxed (8)
- Athletic (7)
- Bootcut (6)
- So High (3)
- Western (3)
- Wide Leg (1)

Color

- Black (44)
- Blue (7)
- Brown (14)
- Dark Wash (76)
- Green (8)
- Grey (25)
- Light Wash (38)
- Medium Wash (69)
- Red (1)
- White (6)
- Yellow (1)

Each jean offers options of anything from:

- 1 to 15 colorways
- 8 to 15 waist sizes
- 3 to 6 length sizes

The average men's jean at Levi's.com can offer up to **1,350 SKUs**

Levi's Custom Made to Order Jeans

- Eliminates all excess unsold merchandise taking up rack space
- No need to markdown or discard unsold merchandise
- Customers are getting exactly what they want
- Eliminates excess fast fashion purchasing

