



MORE IN LESS

- Adding more effort in fewer products



LA FEMME ROUSSE



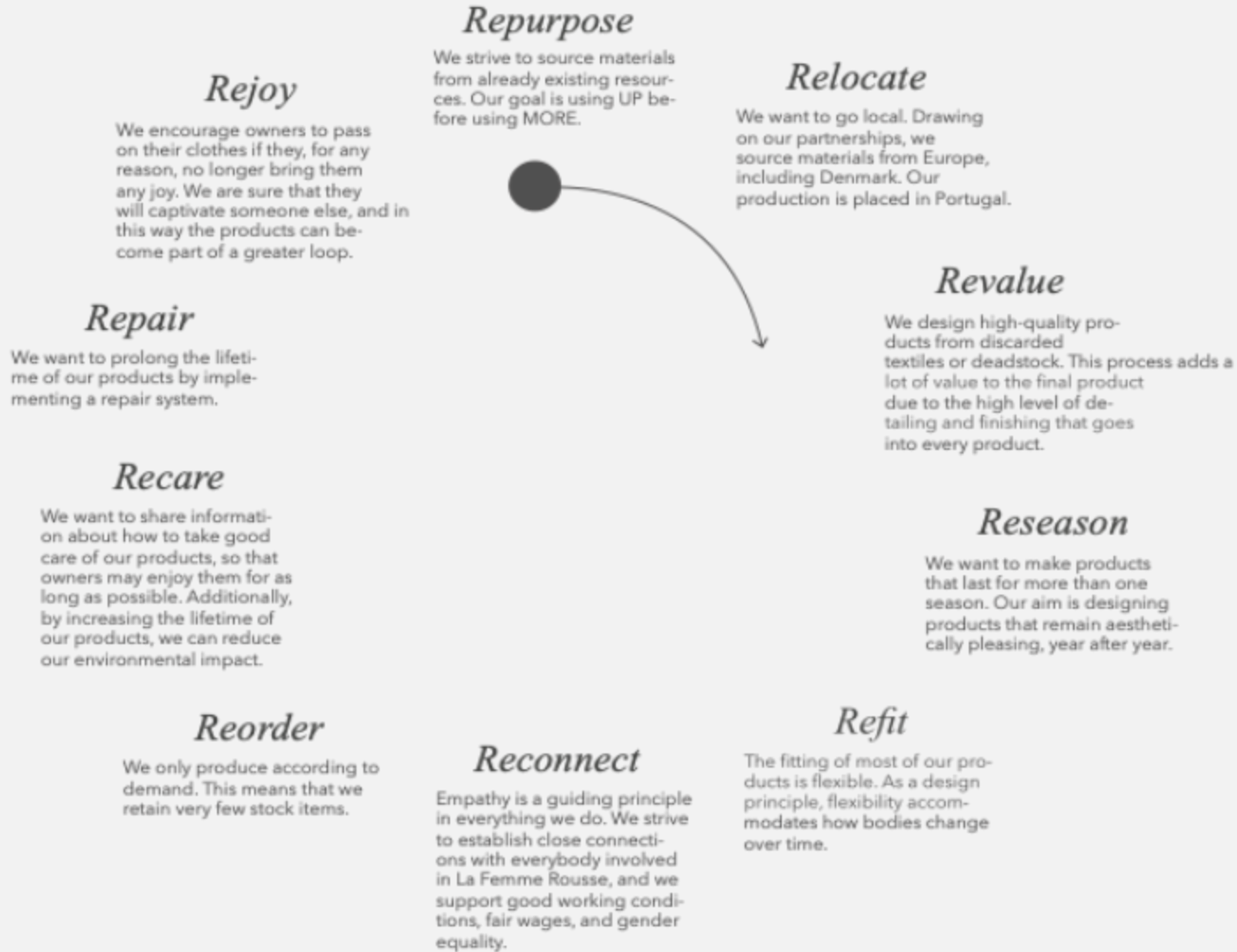
19 March 2025

16 Kilos

X3

677 tons

Waste deserts



A CIRCULAR FOUNDATION

Circular from day one

Partnership with Elis

Responsibility & collaboration





The use phase is the core!

High quality

Durable aesthetic

Original design

Limited edition

Repair

Emotional value

Long Life

Longevity // Repair // Reuse // Alteration

USE – REUSE – UPCYCLING – RECYCLING – DOWNCYCLING

*Upcycling // Recycling
// Downcycling*

*Upcycling // Recycling
// Downcycling*

New (long) Life

Longevity // Repair // Reuse // Alteration



A NEW WAY OF SEEING VALUE

Clothing as investment

Fashion = craftsmanship

Quality, care, and longevity

Material before shape

*Creative limitation as
a positive challenge*





CLOSING THE LOOP

From hotel sheets to pyjamas

Extending value through collaboration



THE HIDDEN COST OF CIRCULARITY



Upcycling ≠ cheaper and easier

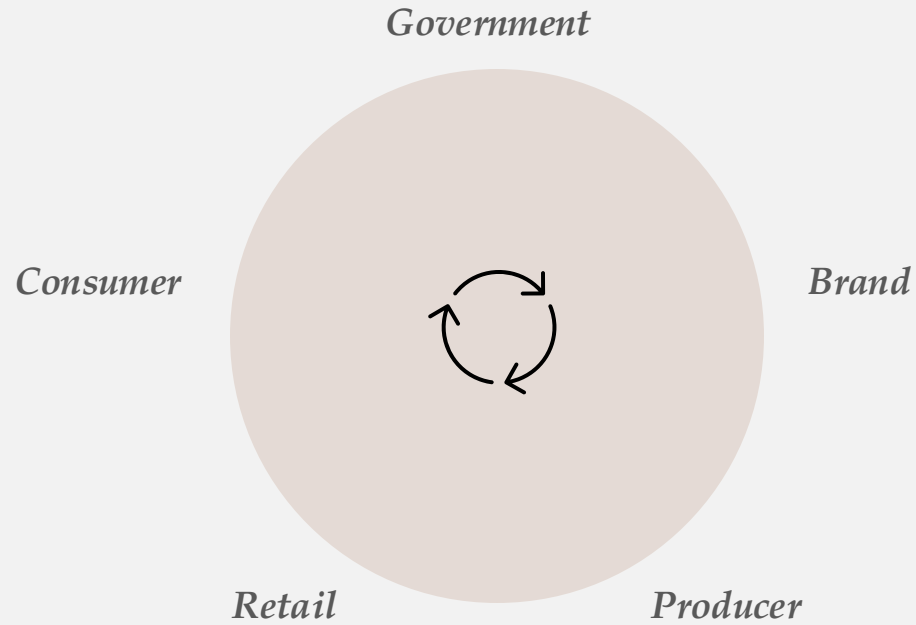
Limited resources

Unpredictable availability

Risk of legitimising overproduction



DISCONNECTION & THE RESPONSIBILITY TRAP



*Disconnection between producer
and consumer*

Everyone blames someone else

FROM CONSUMER TO CREATOR

Empowerment through making

Sewing patterns & tutorials

From product to participation





FROM CAMPAIGN TO MOVEMENT

*Campaigns fight for attention —
Movements grow through connection*

Creativity. Connection. Circularity.



THANKS FOR LISTENING