

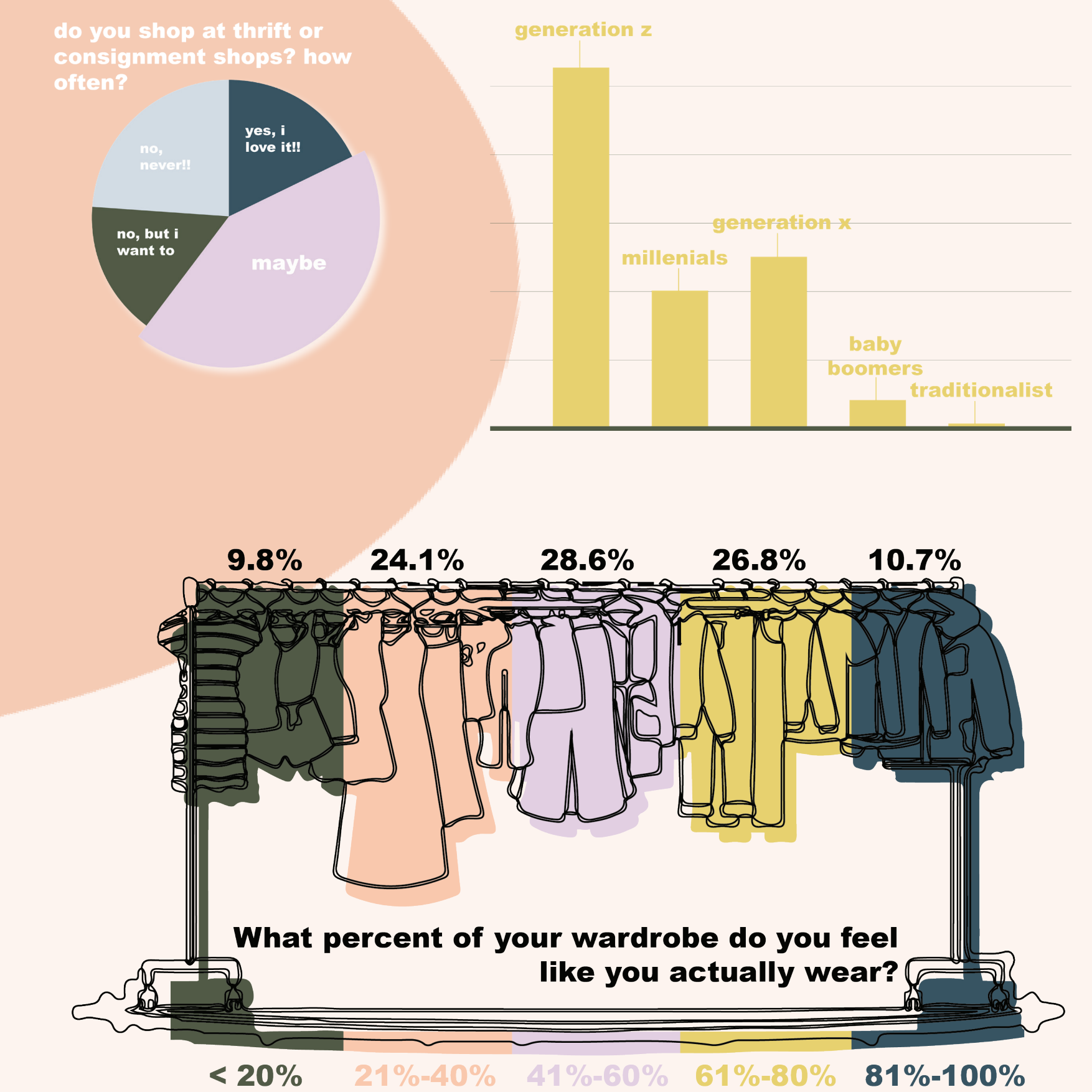
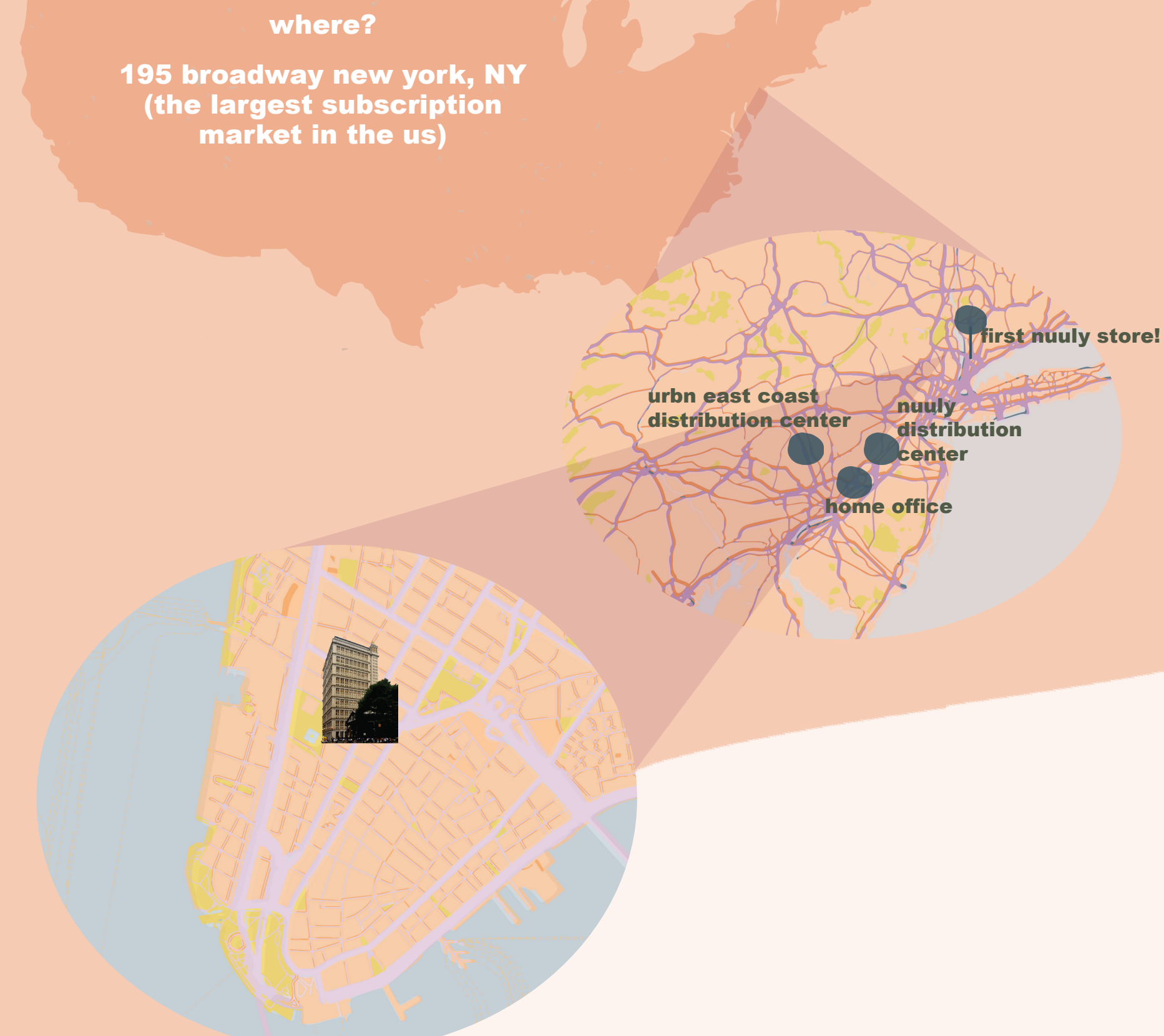
# re/nu

re/nu is not only a space for clothing, rather it creates a simple, yet interactive experience to change the perspective we may have on second hand garments. this location will offer many services that bring customers in, while all leaving with the satisfaction of not buying into the demand of fast fashion. offering various chances to revive your style is what makes re/nu so special.

**how is it innovative?**  
the new solution to shopping may be redefining the "thrift shop" with trendy options that the subscription companies may have to get rid of anyway after they lived out their life span.

**why?**  
while subscription boxes may be a better alternative to shopping for new trendy clothes, there is still potential waste on a larger scale, fast fashion is a major contributor to clothing waste, and thrift shopping has become a safer alternative.

The goal is to encourage a more sustainable version of shopping with a new retail environment that promotes upcycling your own wardrobe



## metamorphosis | re[vive back to] nu

walking through the doors of re/nu will assist your journey with decreasing your carbon footprint through shopping. while the first steps in are the easiest, the deeper you indulge yourself, the more you can see yourself becoming a part of the revolution of a new thrift style. everyone is capable of morphing into a greener shopper.



**Sustainability at Nuuly**

**Change Is Here**  
A new way to experience clothing, from the URBN family of brands.

Developing reusable shipping materials is just one of the ways we're working to support a healthier environment. Making shareable clothing accessible, investing in energy-efficient wet and dry cleaning machines and using environmentally friendly cleaning products are some of the steps we are taking to meet this goal.



stores are reducing lead time from 9 weeks to 6 weeks. Zara's is 15 days

retailers such as Zara, renowned for their ability to react almost instantly to current trends, have expanded throughout the world with unprecedented success.

**fast fashion: a financial snapshot**



"...to satisfy these needs for uniqueness with less fashion products consumed and disposed could resolve the environmental issues associated with the excess production, consumption, and disposal ..."

**5 sustainable retailing concepts**

- swapping
- style consultancy service
- repair/alteration service
- sale of redesigned clothing
- renting

"...millennials typically value experiences over things, which translates to the shopping experience, whether it is online or in stores, it has to be inspirational."

feel good from head...



how will re/nu help consumers transition to more sustainable shoppers?

- 1st floor:
  1. recycle, donate to someone in need
  2. resell, do not let items sit in your closet forever
  3. repair, alter/ fix pieces to evolve with you
- 2nd floor:
  4. reflect, how much waste am I producing?
  5. reform, how can I buy differently?
  6. rejuvenate, choose to feel good about your choices
  7. refresh, look for a dry cleaning service that uses less water
  8. revolutionize, create moments that will get everyone else in the same mindset

