

20%

of your closet is utilized on average

2x

clothing production

-36%

clothing utilization

10%

of all recycled garments receive their
best possible reuse



1 in 2

people will throw their unwanted
clothes straight in the trash



58%

of consumer spending is on clothing

76% of Americans live paycheck to paycheck



100 billion

new garments produced annually

50%

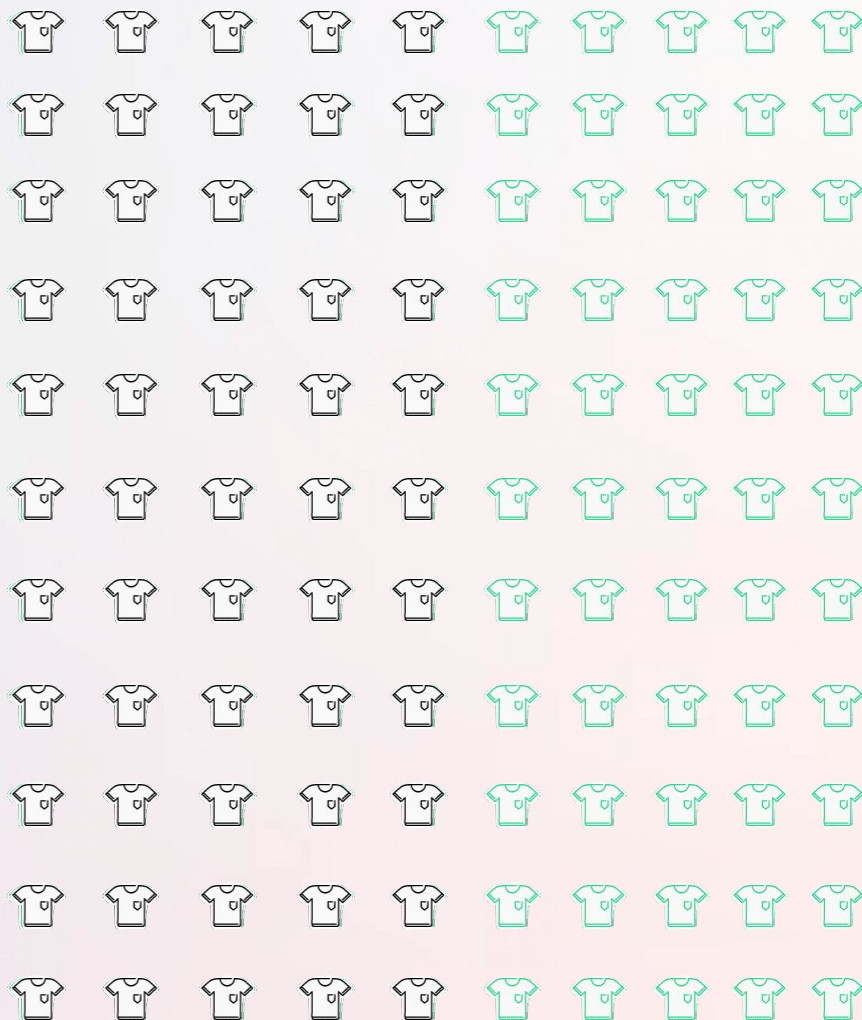
will become textile waste **in
the same year**



= 1 billion clothing items



= 1 billion discarded clothing items



Linear fashion is a systemic issue.

Linear = Buy, Wear, Dispose



There's a lot of discussion around more sustainable production and supply chains, but what about the millions of garments discarded daily?



THREDUP

Largest fashion resale company on Earth

~\$0.15 credit for an average pair of jeans

GAP



Dismal selling rates on
common marketplaces

90% of thrift store
inventory goes unsold

POSHMARK
depop



\$USD is too scarce

Secondhand fashion is too abundant

Most consumers want the trending styles that are **cheapest**

Resale businesses incur **major risk**





Karma Trade

Experience Endless New Outfits

Powered by 





Karma Trade Flagship
Urbana, IL

28,000+
ITEMS

in our Karmic network

 **280,000**
KARMA

circulating in our system

**\$80,000 in grants +
revenue since opening**

**1,200 TRADERS
+ YOU**

Join the movement
and bring your friends



Secondhand market is projected to double in the next 5 years, reaching \$77b



Discussion Question:

The biggest barrier to creating a circular fashion economy is the **psychological barrier of wearing other people's clothes**. How can we overcome this?



**The circular fashion
system of the future.**



SWAP, DON'T SHOP.

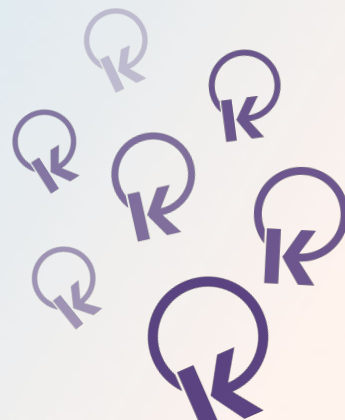
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Help us forge the future
by adopting KARMA



www.karmatrade.shop



References

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