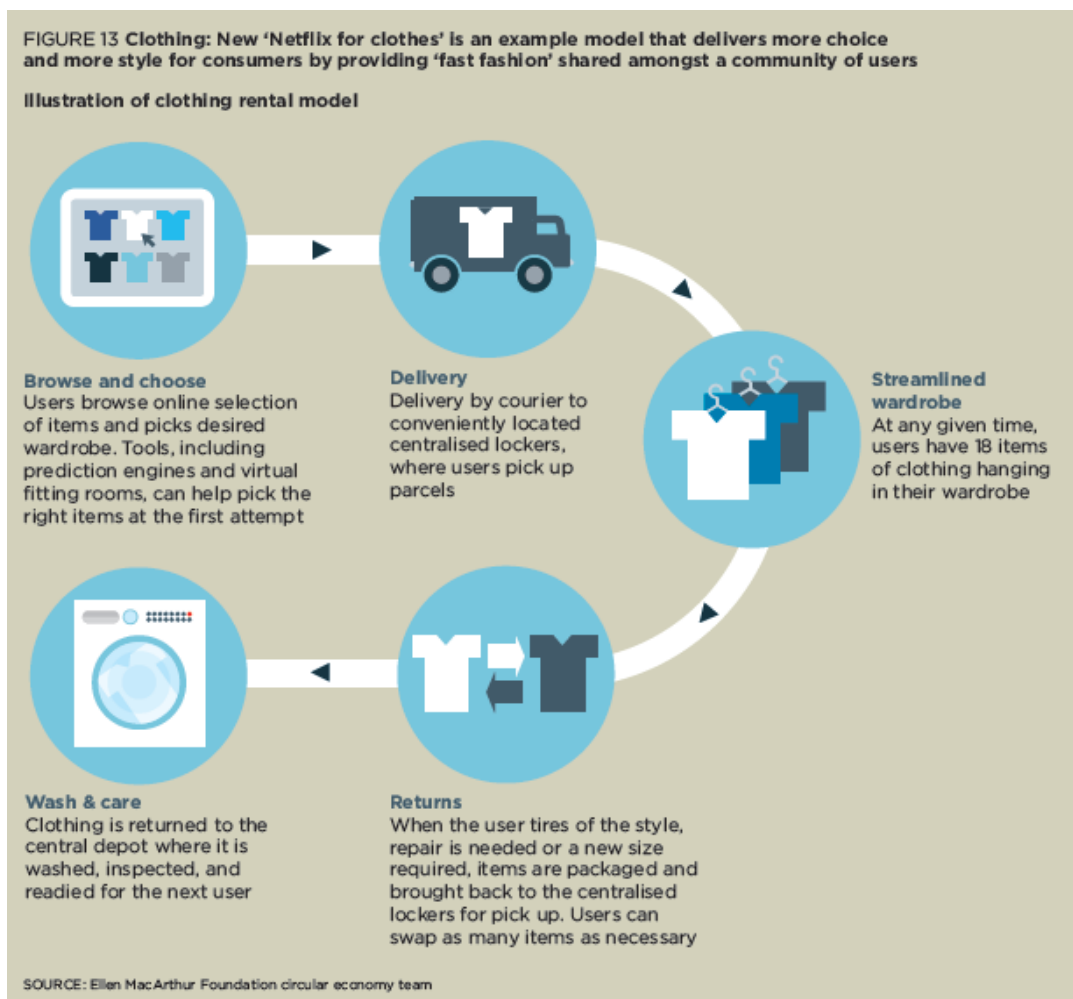


Netflix for clothes

GRAPHIC

To test the potential of a different approach, we have envisioned one version of wide-scale rental: a 'Netflix for clothing' (see image below).

Netflix charges a monthly fee for unlimited access to a selection of television programming and cinematic films. For an analogous clothing rental service, consumers pay a membership fee equivalent to their current annual spend on clothing (~USD 1,000 per year for the U.K.). In return, they receive access to a full week's wardrobe with the possibility to swap items on a weekly basis. Such a model reduces the amount of unworn and unwanted clothing in our wardrobes, as items that would have otherwise remained unworn are currently being worn by someone else. This model also delivers a better solution for consumers by increasing the range of clothes available through the year and providing regular laundry service.



To read full details of this case study, download a free copy of Towards the Circular Economy 2 [here](#).

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