

From Ownership to Access: *The Future of Consumer Behavior*

The next generation doesn't want more stuff. They want access, circulation, and ongoing relationships with brands they trust.



BOOK EMILY

ABOUT THE TALK

Emily built Switch Society on that idea before it was a trend: members bring what they no longer wear, earn points, and shop everyone's closet. More than 319,000 items have circulated, and it processes over 10,000 items every month. This talk looks at what the move from owning to accessing means for retail, sustainability, and the circular economy, and what companies paying attention now should do next. It's grounded in what real members do, not in forecasts.

YOUR AUDIENCE WILL LEAVE WITH

- 1 Why access models keep customers coming back in a way one-time sales don't.
- 2 What a working membership reuse model looks like day to day, and where it gets hard.
- 3 Two questions any retailer or brand can ask to test an access idea of their own.

TEDX SPEAKER

The Future of Fashion: What If Clothing Were Free

TEDxBillings, December 2024 · Watch: youtu.be/ZGhgiAEIf-E

IDEAL AUDIENCE

Retail and consumer conferences, sustainability and circular economy events, textile and fashion industry stages, business schools.

FORMATS

Keynote: 30 to 45 minutes. Story, framework, Q&A if time allows.

Workshop: 90 minutes. Teams sketch an access model for their own product.

ABOUT EMILY

Emily Petroff is the founder and CEO of Switch Society, a circular wardrobe from Billings, Montana. TEDx speaker, master's in psychology, speaking for more than a decade. She built its platform with AI.

769
paid
members

319,000+
items
circulated

3,100+
community
members

PRESENTED AT



MONTANA'S NEWS LEADER
BILLINGS



BOOK EMILY TO SPEAK

emily@switchsociety.org · www.switchsociety.org/book-with-emily