



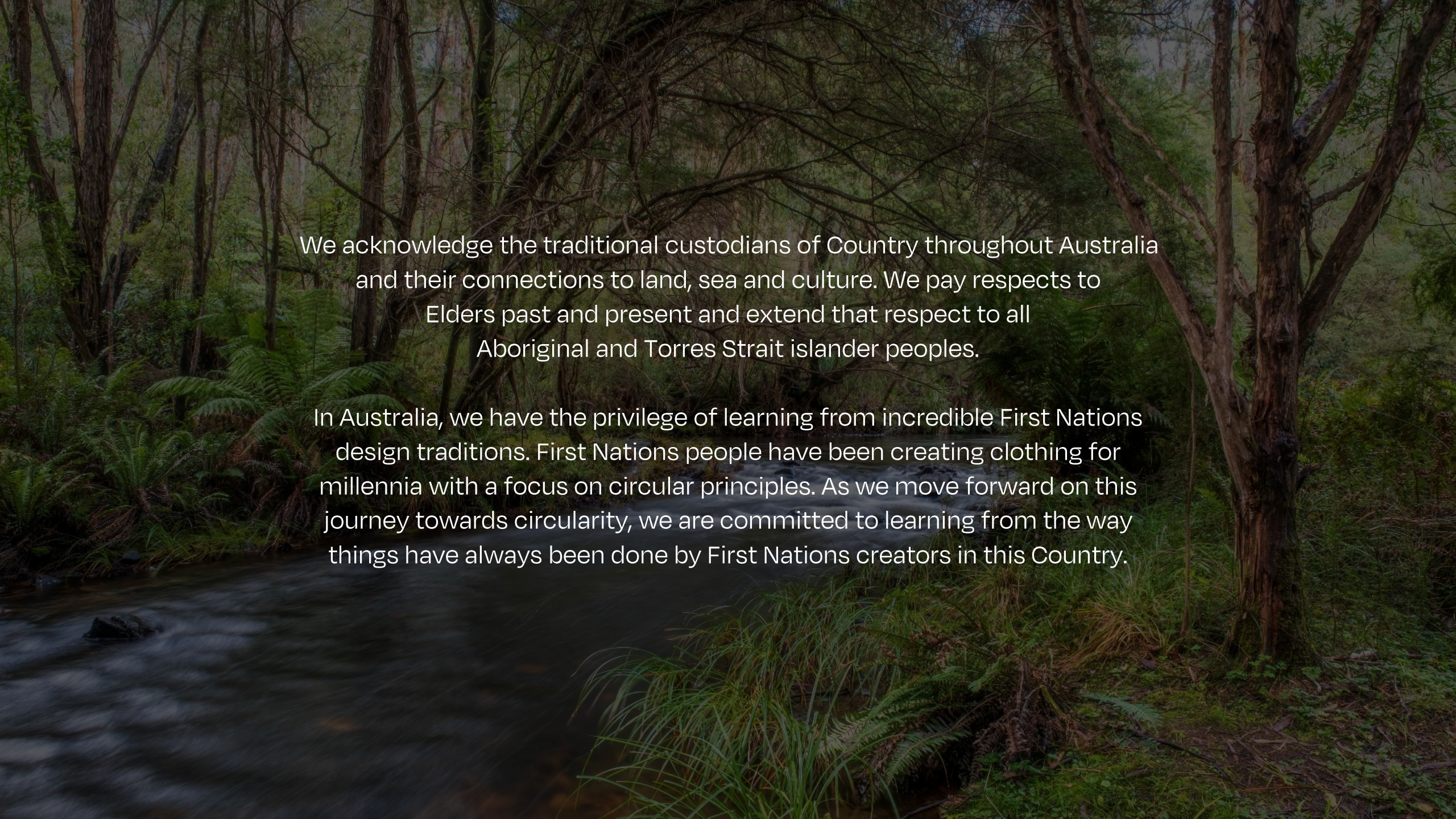
Seamless

Circular Clothing Design Implementation

Final workshop and presentations

September 2025





We acknowledge the traditional custodians of Country throughout Australia and their connections to land, sea and culture. We pay respects to Elders past and present and extend that respect to all Aboriginal and Torres Strait islander peoples.

In Australia, we have the privilege of learning from incredible First Nations design traditions. First Nations people have been creating clothing for millennia with a focus on circular principles. As we move forward on this journey towards circularity, we are committed to learning from the way things have always been done by First Nations creators in this Country.

Today's facilitators

Courtney Holm

- CEO and Founder of A.BCH World and Circular Sourcing.
- Circular fashion designer and systems thinking.

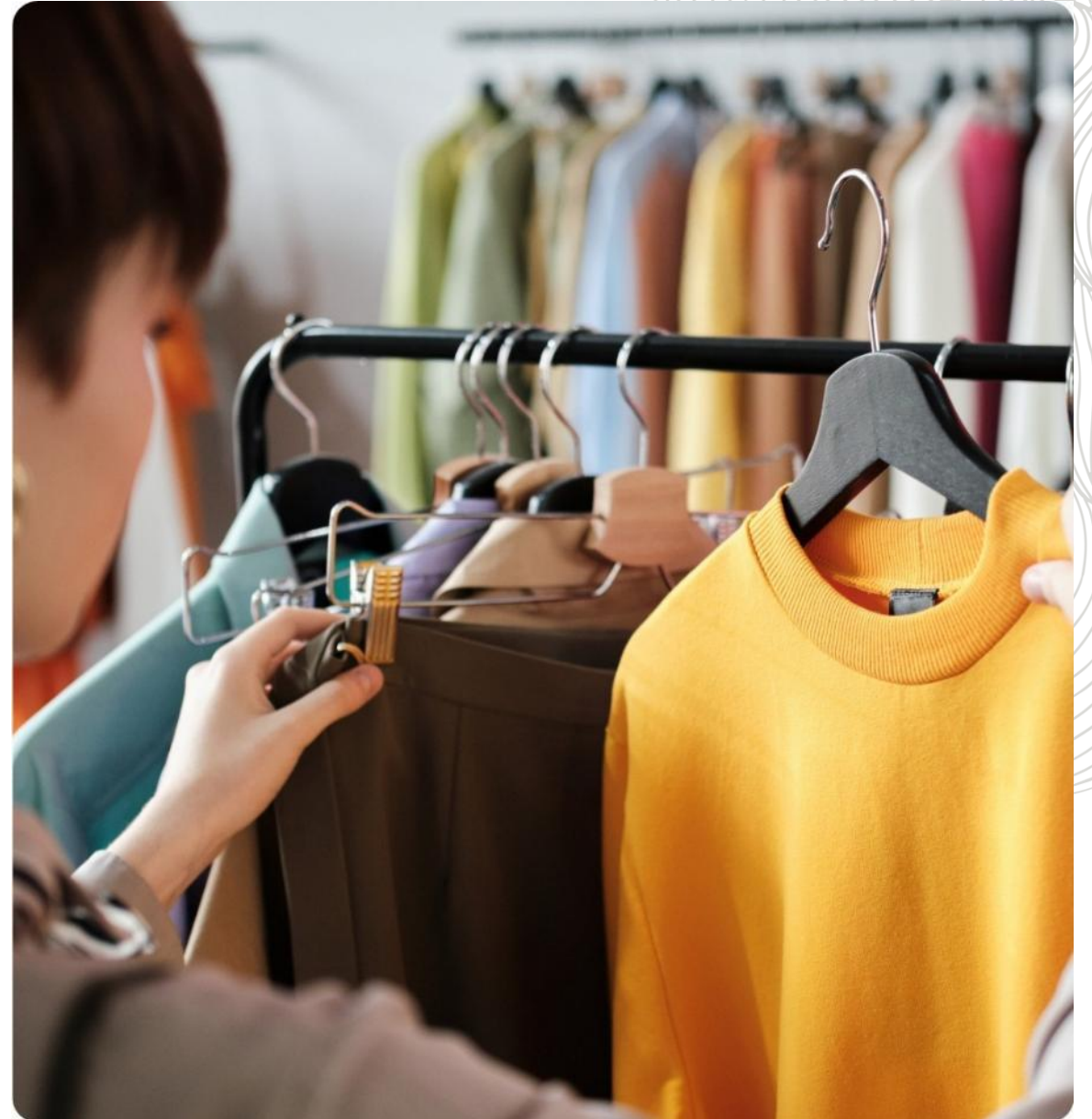
Julie Boulton

- Leading sustainability expert in application of futures thinking, circular principles and systems design.
- Advises business and government on implementing sustainability frameworks.



What we'll cover

- 01** Welcome and overview
- 02** Participant presentations with Q&A
- 03** Group discussion and reflection
- 04** Next steps including goal setting
- 05** Wrap up from Seamless



Circular design training overview

What	When	Who
Circular Clothing Design Foundations	Two hour online course held in late June 2025	Organisation wide
Circular Clothing Design Implementation	Full day workshops in Sydney and Melbourne in July 2025	Design and production teams
Circular Clothing Design Implementation final workshop and presentations	Two hour online workshop in September 2025	Design and production teams, and key decision makers

Learning objectives

- 01** Apply the Refashioning circular clothing design methodology in a real world environment to redesign a garment that aligns with circular design principles.
- 02** Collaborate with others to share learnings and set practical, actionable goals to support the implementation of circular clothing design principles within your organisation.



02.

Participant presentations

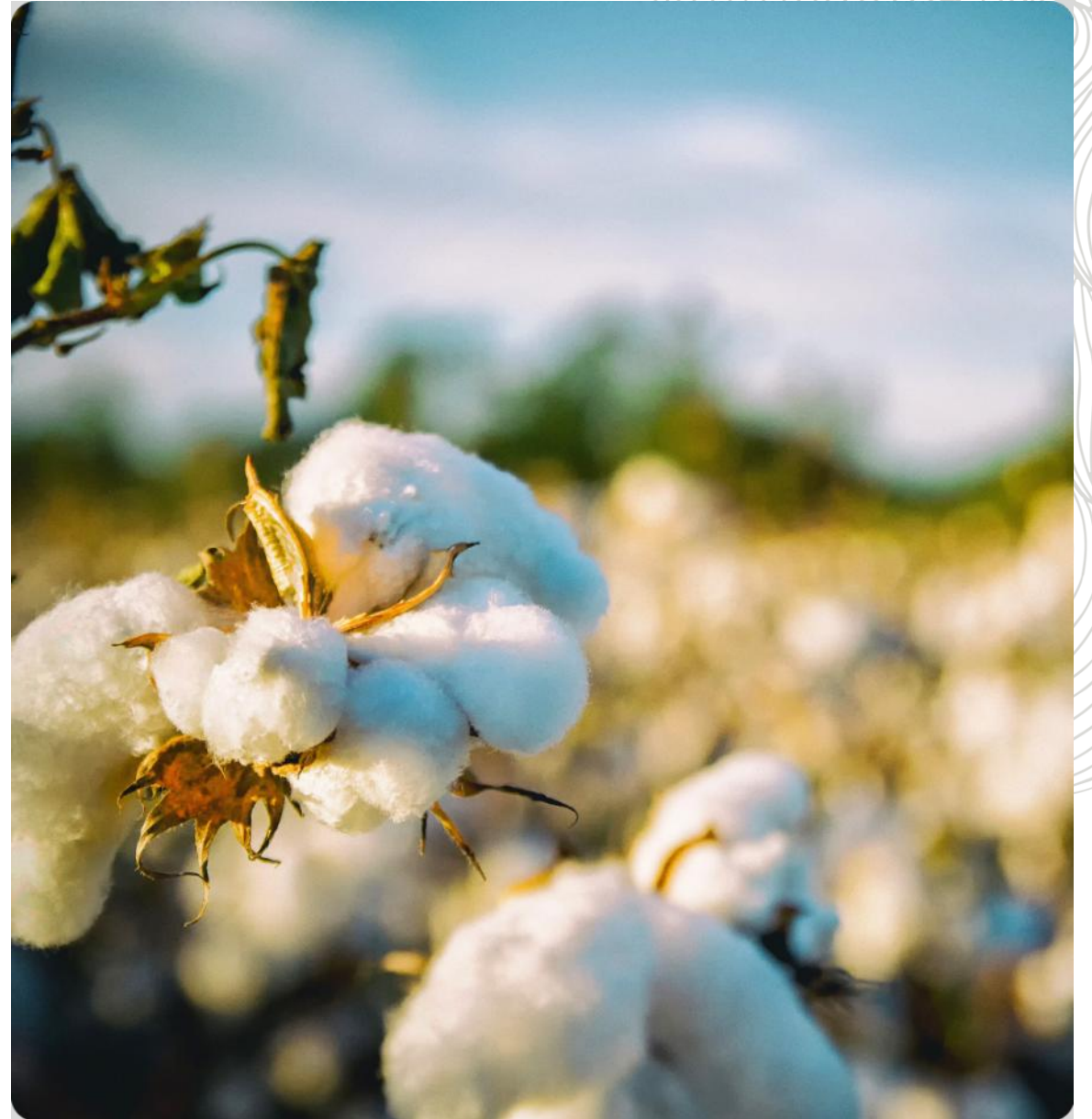


A person wearing a mustard-colored sweater is holding a stack of folded clothing items. The stack includes a green ribbed sweater with two yellow pom-poms on top, a yellow ribbed sweater, a blue and white striped shirt, a blue denim shirt, and a light blue shirt. The background is slightly blurred, showing a wooden chair and a white wall.

Questions

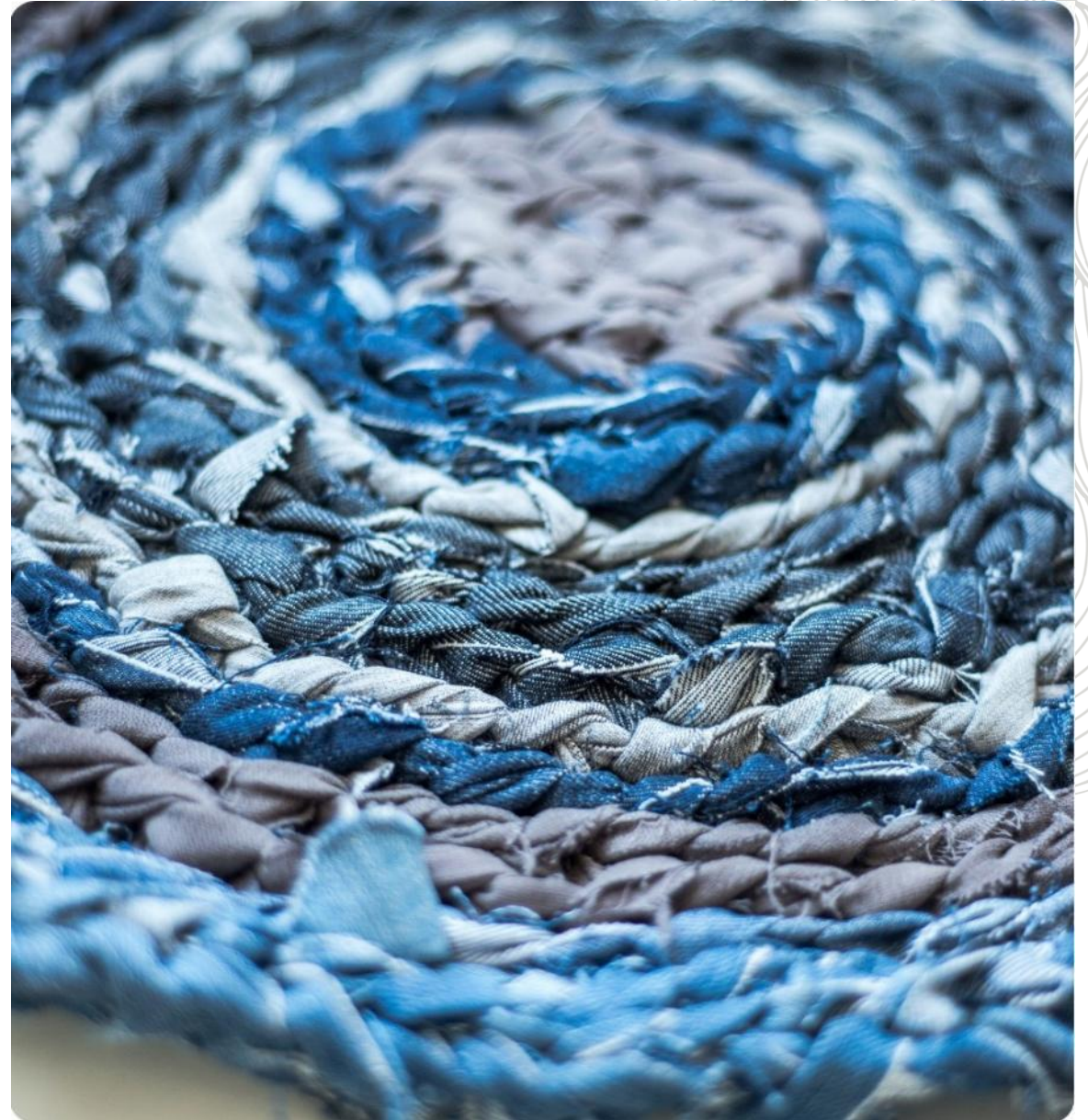
Group reflection

- 01** What surprised you the most?
- 02** Did you uncover new opportunities?
- 03** How challenging was it to apply the methodology on a scale of 1 to 10, with 1 very easy and 10 very hard?
- 04** What challenges did you face and how did you address them?
- 05** What's required to address broader challenges at the industry level?



Industry collaboration

- In 2024, 220,000 tonnes of clothing was sent to landfill in Australia.
- No single organisation or government can solve these challenges on their own.
- Seamless is a transition broker, fostering industry collaboration to transition to a circular clothing economy in Australia by 2030.
- To do this, we need to consider the entire clothing lifecycle and circular design is critical.



Next steps

Consider our next steps:

- As individuals
- As organisations
- Partnering with Seamless



Next steps

Set SMART goals

- Create a SMART goal for your organisation to carry circular design forward.
- Examples could be to produce a new product as a pilot, gather customer feedback, undertake a cost analysis, implement a new process or system or set up an internal working group.
- Consider how this goal contributes to meaningful change in your organisation.



Setting SMART goals

SMART criteria	Guidance	Detail
Specific	Be clear, focused and specific. Consider: <ul style="list-style-type: none">• What needs to be accomplished• Who is responsible• What steps need to be taken	
Measurable	Ensure your goal can be quantified and establish metrics, including interim milestones, to track progress.	
Achievable	Be ambitious but also ensure your goal is practical and achievable.	
Realistic	Ensure your goal is realistic and aligns with your organisation's strategy and business objectives.	
Time bound	Set a clear timeframe and deadline for your goal.	

Work plan to achieve your goal

Goal	Tasks	Owners	Priority	Due date

An aerial photograph of a dirt road winding through a vast, flat landscape covered in low-lying green and brown scrub. The sun is low on the horizon, creating a bright lens flare effect and casting long, soft shadows. The overall tone is warm and golden.

Sharing your goals

Resources and support

The Seamless Circular Clothing Design Implementation course page includes:

- Refashioning: Accelerating Circular Product Design at Scale (Refashioning) circular design guide and glossary
- Refashioning templates
- Workshop presentations
- Coming soon: Case studies

Additionally, you can leverage Quadrant Circular and the Seamless team



Post course survey



Thank you for participating.

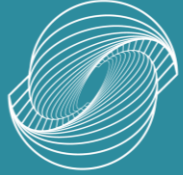
Your feedback will help us to improve future courses, so please tell us how we went.

Seamless will send you an email with the link to this presentation and the survey.

Seamless will also contact you directly about sharing your presentations and case studies.

A low-angle photograph of a mimosa tree in full bloom. The branches, covered in bright yellow, fluffy flower heads and dark green, feathery leaves, reach upwards against a clear, vibrant blue sky. The perspective creates a sense of height and growth.

Wrap up



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Thank you

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