



BY







ATELIER RIFORMA IS AN INNOVATIVE STARTUP  
WITH A SOCIAL VOCATION FOUNDED IN TURIN  
IN 2020, WITH THE MISSION OF

**promoting the transition of the  
textile and clothing industry  
towards a more circular model.**



THE FIRST BUSINESS-TO-BUSINESS (**B2B**) DIGITAL **MARKETPLACE** FOR THE PURCHASE AND SALE OF **USED CLOTHING**.

OBJECTIVE: HELPING ALL PLAYERS IN THE TEXTILE AND CLOTHING INDUSTRY TO **SOURCE** THE **BEST SECONDARY RAW MATERIALS** FOR THEIR CIRCULAR BUSINESS, REDUCING THE DEPENDENCE ON VIRGIN RESOURCES.

**Our solution:**



# A platform of connection

between two worlds that often struggle to meet:

## WORLD OF USED CLOTHES COLLECTION

which needs to manage  
clothes in an  
economically and  
ecologically sustainable  
way

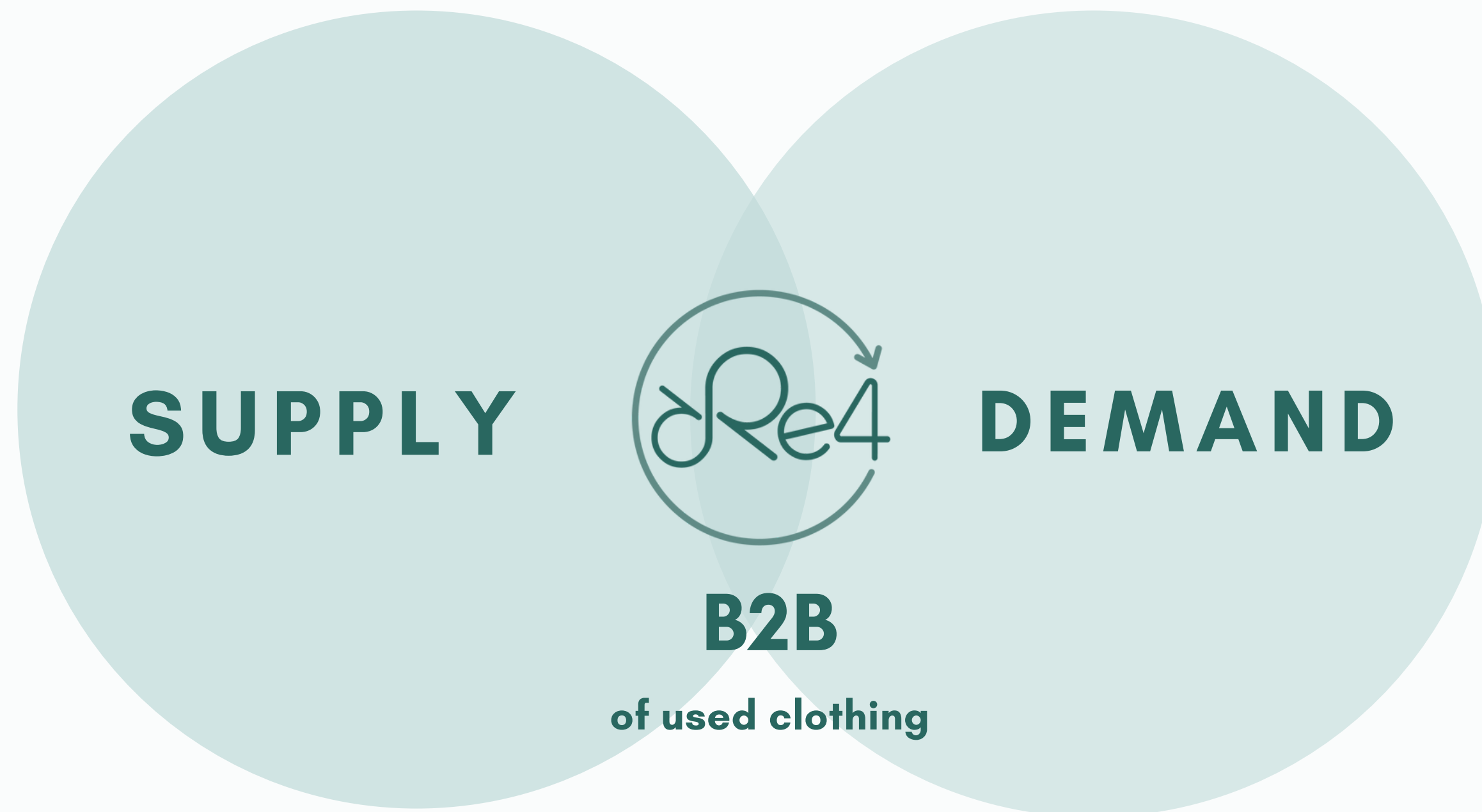


## WORLD OF CIRCULAR FASHION

which needs to source  
the material for its  
business in a  
convenient and  
efficient way



**A digital tool that is able  
of efficiently matching**





# WHO IS THE SUPPLY?

## COLLECTORS AND SELECTION ENTITIES

NECESSITY:  
ENHANCING THE VALUE OF COLLECTED  
GARMENTS BY FINDING THE MOST SUITABLE  
MARKET FOR THEM, HAVING LITTLE WASTE

## FASHION BRANDS

NECESSITY:  
MANAGING CLOTHES (EITHER  
DEADSTOCK OR TAKE-BACK SERVICES),  
SHOWING SUSTAINABILITY





# WHO IS THE DEMAND?

## SECOND-HAND SHOPS

NECESSITY:  
CLOTHES IN PERFECT  
CONDITION AND OF  
SPECIFIC TYPES

## RECYCLING COMPANIES

NECESSITY:  
GARMENTS MADE OF A  
SINGLE MATERIAL, DIVIDED  
BY COLOR

## UPCYCLERS & CREATIVES

NECESSITY:  
CLOTHES WITH SPECIFIC  
CHARACTERISTICS/PATTERNS,  
EVEN WITH DEFECTS





ATELIER RIFORMA - RE4CIRCULAR

# How to use the marketplace

Buyer side



You can access the marketplace platform freely,  
without the need to register immediately



Search by  
Category

Used/ Deadstock

Clothes condition

Type of garment

Season

Color

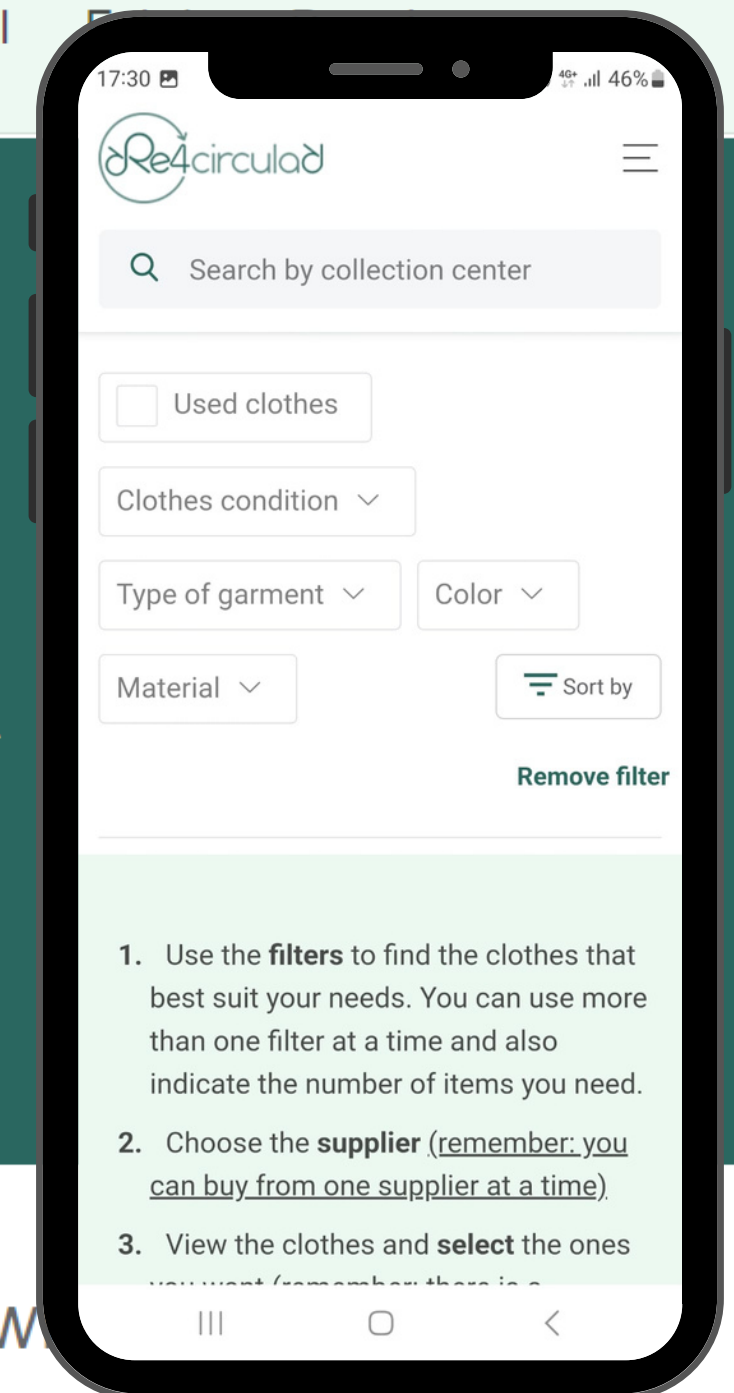
Gender

Size

Material

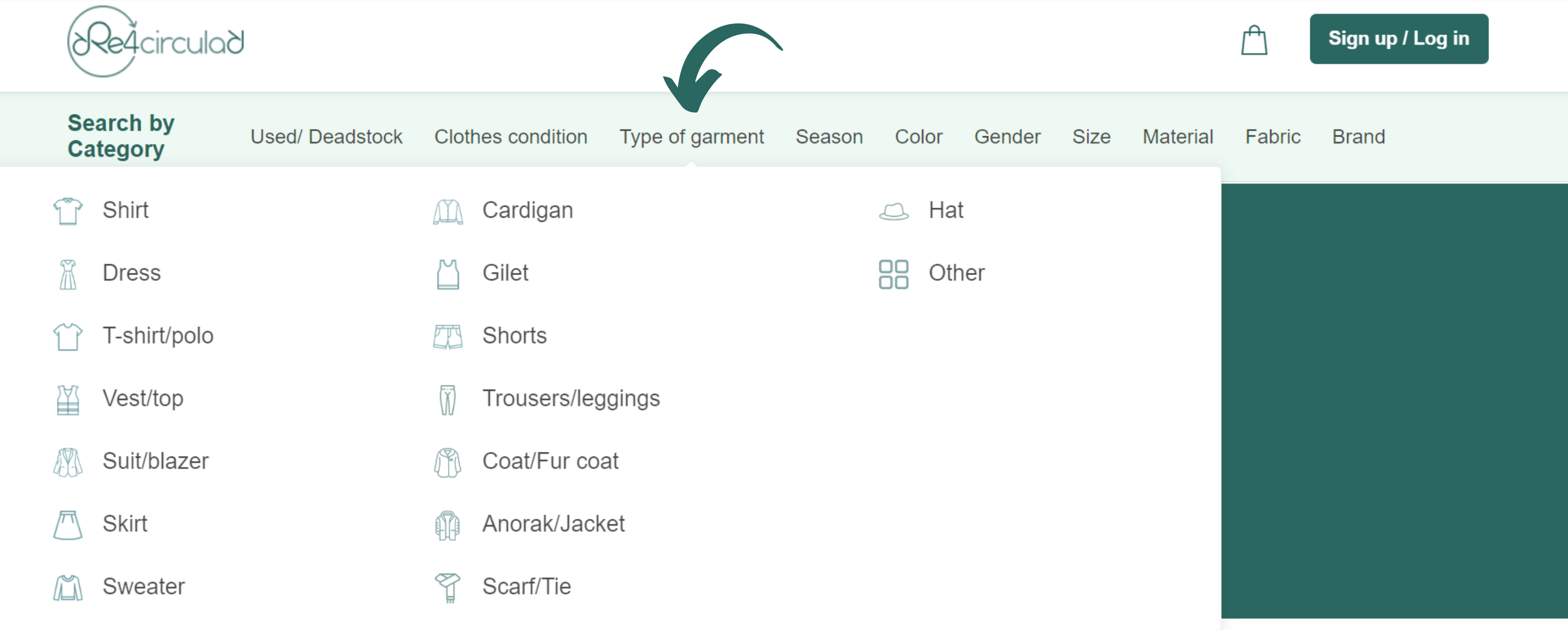
Choose the proper used garments for your  
circular activity

Let's make fashion more circular together, by using waste as a  
resource



We match the supply of post-consumer clothes and deadstock with  
the demand of the circular fashion businesses

# Clients can use different **search filters** to find the clothes they need



We match the supply of post-consumer clothes and deadstock with the demand of the circular fashion businesses



Here, in the example, we have selected the clothing type “shirt”. You can add different filters to this one in order to **narrow your search** (any newly added filter will be displayed below, next to where you can see “shirt x”).



Sign up / Log in

☐ Used clothes

☐ Luxury brand

Clothes condition ▾

Type of garment ▾

Season ▾

Color ▾

Gender ▾

Size ▾

Material ▾

Fabric ▾

Quantity ▾

Sort by

Shirt ×

Remove filter

A couple of important filters are the “Used clothes” and “Clothes condition” ones, which refer to the **type** and the **condition** of the clothing. If you’re looking for used clothes, select “**Used clothes**”, while not selecting it will showcase **deadstock** garments. The “**Clothes condition**” drop down menu refers to the condition of the items: by selecting “**Flawless**”, you will only see clothes without any defects and suitable for re-sale. Selecting “**Small flaw**” will showcase items that are not flawless, but easily mendable through tailor work, while selecting “**Big flaw**” will display clothing in poor condition, which are accordingly sold at a lower price.



Sign up / Log in

The screenshot shows the filter interface of the Re4circulad website. The 'Used clothes' checkbox is checked and circled in green. The 'Clothes condition' dropdown menu is open, showing three options: 'Flawless', 'Small flaw', and 'Big flaw', each with an unchecked checkbox. A green arrow points to the 'Big flaw' option. Other filters include 'Luxury brand', 'Type of garment', 'Season', 'Color', 'Gender', 'Size', 'Material', and a 'Sort by' button. A 'Shirt' tag is also visible.

Filter	Value
Used clothes	<input checked="" type="checkbox"/>
Luxury brand	<input type="checkbox"/>
Clothes condition	<input type="checkbox"/> Flawless <input type="checkbox"/> Small flaw <input type="checkbox"/> Big flaw
Type of garment	
Season	
Color	
Gender	
Size	
Material	
Sort by	

Shirt ×

Each item of clothing is carefully inspected by an **operator** during the cataloging phase in order to detect these characteristics (all data are **transparent** and **available** on the platform).



The buyer can insert the **minimum quantity** of clothes needed and the platform will only show the sellers who can supply enough.



Sign up / Log in

☒ Used clothes

☐ Luxury brand

Clothes condition ▾

Type of garment ▾

Season ▾

Color ▾

Gender ▾

Size ▾

Material ▾

Fabric ▾

Quantity ▾

Sort by

Used clothes ×

Shirt ×

Quantity (at least)

Apply

Remove filter

Results

✓ Select all on the page

AR

Quantity: 1

ARI002862

Quantity: 1

After selecting the filters and inserting the quantity of the items you need, the platform will show every supplier (collectors and selection entities or fashion brands) that can meet the demand.

The client will then select one of their choosing, while also being able to see their information (including where the supplier is located).

Please note: the client may only buy **from one seller per order**.

### Collection center



**Atelier Riforma**

Corso Raffaello 11



Sign up / Log in

**Atelier Riforma**



SHAPE YOUR STYLE  
TO REFORM THE WORLD



**Indirizzo**

Corso Raffaello 11 - TO - Italia



**Contatto**

info@atelier-riforma.it



**Website**

https://atelier-riforma.it/




After choosing a supplier, the platform will display all the available items from that vendor, according to the previously selected search filters.

From this list the buyer can see the image and information of every single item of clothing and select the ones they want to buy, as well as adding even more filters.

Results


Select all on the page



ARI002865

Quantity: 1  
Garment condition: Big Flaw  
Second hand: Yes  
Material: Synthetic Blend


€0.40



ARI002862

Quantity: 1  
Garment condition: Flawless  
Second hand: Yes  
Material: Synthetic Blend


€1.00



ARI002861

Quantity: 1  
Garment condition: Flawless  
Second hand: Yes  
Material: Cotton

€1.50




ARI002853

Quantity: 1  
Garment condition: Flawless

Prices are not at the discretion of the vendor but are assigned in an objective way by our algorithm based on the characteristics of the garment (used/not used, with defects/without defects, material, brand, etc.)


Results




ARI002865

Quantity: 1  
Garment condition: Big Flaw  
Second hand: Yes  
Material: Synthetic Blend

€0.40




€1.00



ARI002861

Quantity: 1  
Garment condition: Flawless  
Second hand: Yes  
Material: Cotton

€1.50



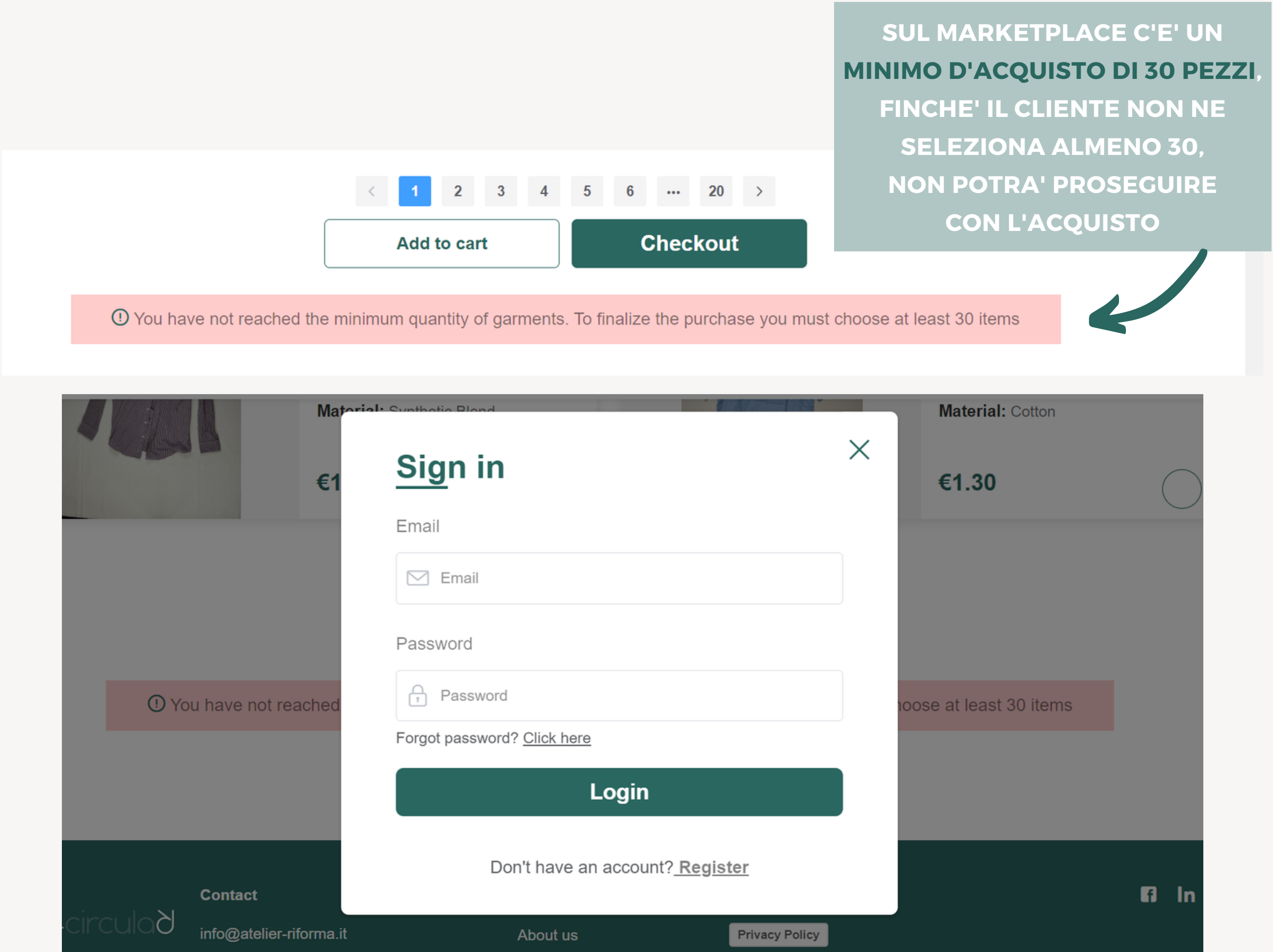
ARI002853

Quantity: 1  
Garment condition: Flawless  
Second hand: Yes  
Material: Unknown

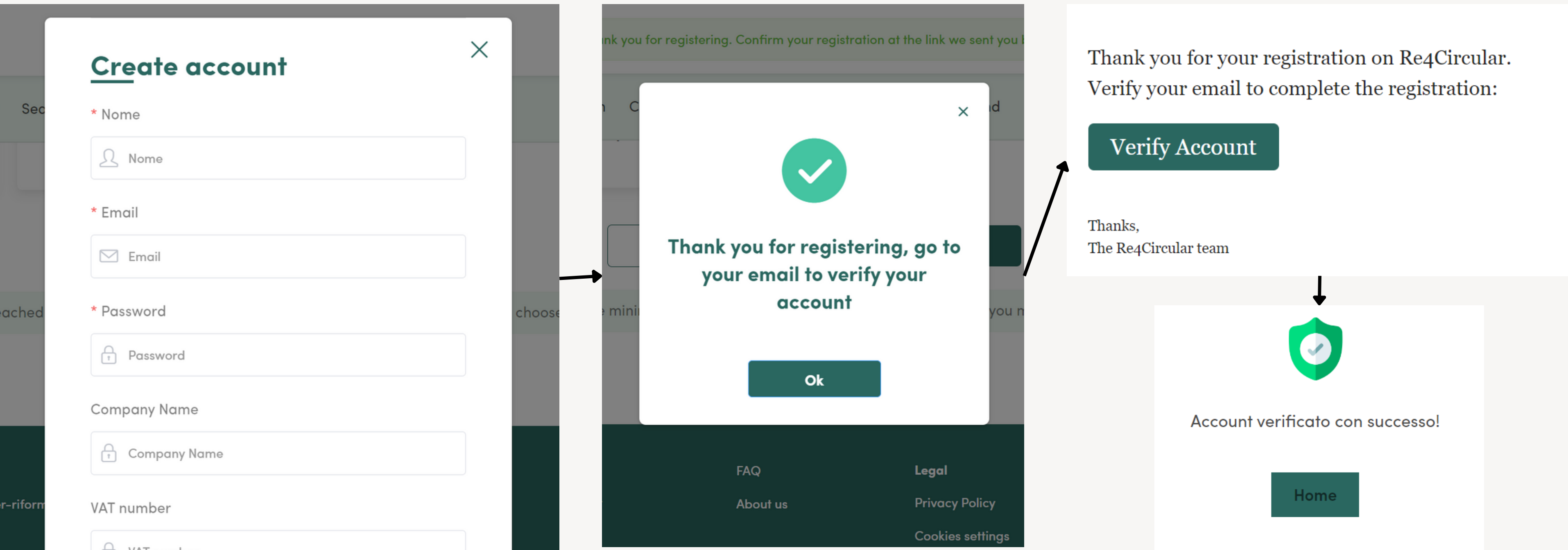
€1.00

Each selected item will be added to the cart, with a **minimum of 30 items per order from the same vendor** (remember that it is not possible to buy from different vendors in the same order).

Right before accessing the shopping cart, the client will be asked to **login or register**, if they are a first time buyer.



# Here is the registration process, which needs e-mail confirmation.





The cart will showcase all the selected items, along with the final price.



Search by  
Category

Type of garment

Season

Color

Gender

Size

Material

Fabric

Brand



€1.1

Colore: blue

Size: S

Quantity: 1



ARI000149

€0.1

Colore: multicolored

Size: S

Quantity: 1



ARI000148

€1.5

Colore: pink

Size: S

Quantity: 1



ARI000147

€1

Colore: purple

Size: S

Quantity: 1



1 items



ARI000147

1 items

€1



ARI000146

1 items

€1



ARI000145

1 items

€0.8

Total

€9,30 €

Proceed to payment

All necessary data is going to be requested when ordering, including **shipping** and **billing information**, as well as the preferred paying method.

At this point the marketplace will display the **shipping cost**, which is automatically calculated from the area both seller and buyer are located, together with the weight of the clothes.  
By proceeding with the payment, the amount is automatically split between the vendor, the Re4Circular commission and the shipping costs.

Checkout

PEC / Codice univoco

Enter the code

0270H000U

My information

Name or Company Name

Sartoris Elena

Email

elena@sartoris-ritorno.it

Delivery address

Address

City

Province

Province

CAP

Country

Country

Shipping Notes

☐ Use as billing address

Billing address

Address

City

Province

Province

CAP

Country

Country

Payment Method


☒ Credit card

Card number

MM / YY CVC


Confirm

Order summary




AR1000153  
1 Items

€1.5




AR1000154  
1 Items

€1.1




AR1000151  
1 Items

€0.1




AR1000152  
1 Items

€1.1




AR1000150  
1 Items

€1.1




AR1000149  
1 Items

€0.1




AR1000148  
1 Items

€1.5




AR1000147  
1 Items

€1



AR1000146  
1 Items

€1



AR1000145  
1 Items

€0.8

Estimated shipping costs €5.8

Total €16,10 €

Confirm

The Re4Circular commission (25%) isn't extra but it is **included** in the price of each item present on the marketplace.



A close-up photograph of a hand with a gold ring, reaching into a metal clothing rack. The rack is filled with various garments, including a bright red knitted sweater in the foreground, several blue and white shirts, and a grey jacket. The background is softly blurred, showing a warm, indoor setting.

ATELIER RIFORMA - RE4CIRCULAR

# Re4Circular: why use it?

The benefits



# BENEFITS



## TRANSPARENCY

The client doesn't buy blindly, since the digital marketplace platform allows to view the image and characteristics of each item of clothing.



## NO WASTE

The client can select and buy only the material they need, without spending money for items that won't be used (lower total cost and lower post-purchase waste rate).



## CONVENIENCE

By conveniently purchasing everything online, and thanks to smart search filters, the client doesn't have to waste time looking for material offline.

# BENEFITS



## OPTIMIZATION

The client can find all the different suppliers that sell the material they need and they can see where they are located, which helps optimizing the final choice depending also on the distance.



## ETHICS

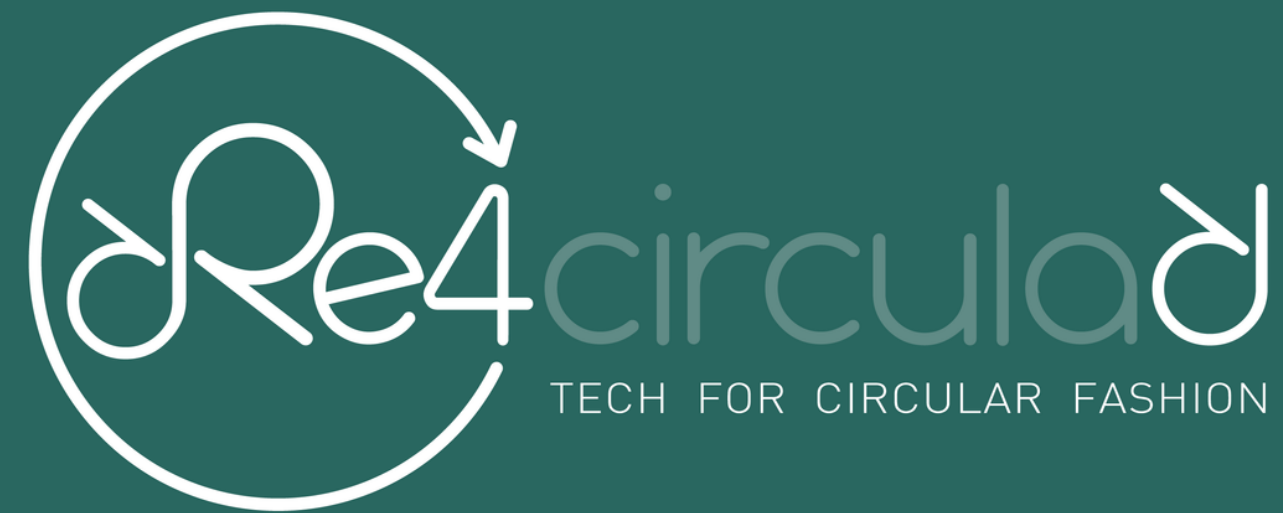
There is also the possibility of buying items from no-profit or social impact organizations, supporting their projects by purchasing their surplus.



## MARKETING

On Re4Circular you buy from a transparent and shorter supply chain: you can enhance this commitment in your business. In its communication policy, Atelier Riforma will feature you as a virtuous, transparent and circular entity (free marketing)





Visit our marketplace!

<https://www.re4circular.com/>

**E-mail:**

[info@atelier-riforma.it](mailto:info@atelier-riforma.it)

Headquarters: Turin (ITA)

**Website:**

<https://atelier-riforma.it/>

**Social Media:**

[LinkedIn](#), [Facebook](#),  
[Instagram](#) and [Youtube](#)