



A PROJECT BY



**Huulke.**

# THE RIVESTITO PROJECT

## A PILOT IN TURIN FOR A MORE CIRCULAR AND TRANSPARENT TEXTILE COLLECTION

Speaker: Elena Ferrero, CEO of Atelier Riforma

**B2B Torino Fashion Match 2025**

Green Pea, Turin - 3 July 2025



Co-funded by  
the European Union



# RIVESTITO

## A project created by:



Social innovative startup, has developed Re4Circular. [atelier-riforma.it](https://atelier-riforma.it)



Benefit company providing consultancy, training and engagement on circular economy topics. [mercato circolare.it](https://mercato-circolare.it)



Technical provider. [huulke.com](https://huulke.com)



# RiVESTITO OBJECTIVES

- Ensure a sustainable management of **textile products** collected in the city of Turin, creating new opportunities for **valorization** of the textiles through connection with **local** circular businesses.
- Build a system to **monitor** the quantities and destinations of collected textiles, ensuring **transparency** and reducing the risk of illicit practices.
- Raise **awareness** among citizens and support **reuse** practices at source, **before textiles become waste**

# CONTEXT ANALYSIS (I)

In-depth study of current regulations



Contextualization of textile-fashion industry with global data



Definitions (waste, product, byproduct, end of waste, etc.)



EU regulatory framework



Focus on ESPR, Ecodesign for Sustainable Products Regulation



Focus on Extended Producer Responsibility EPR



Italy regulatory framework



The obstacles (including regulatory ones) to circular fashion practices

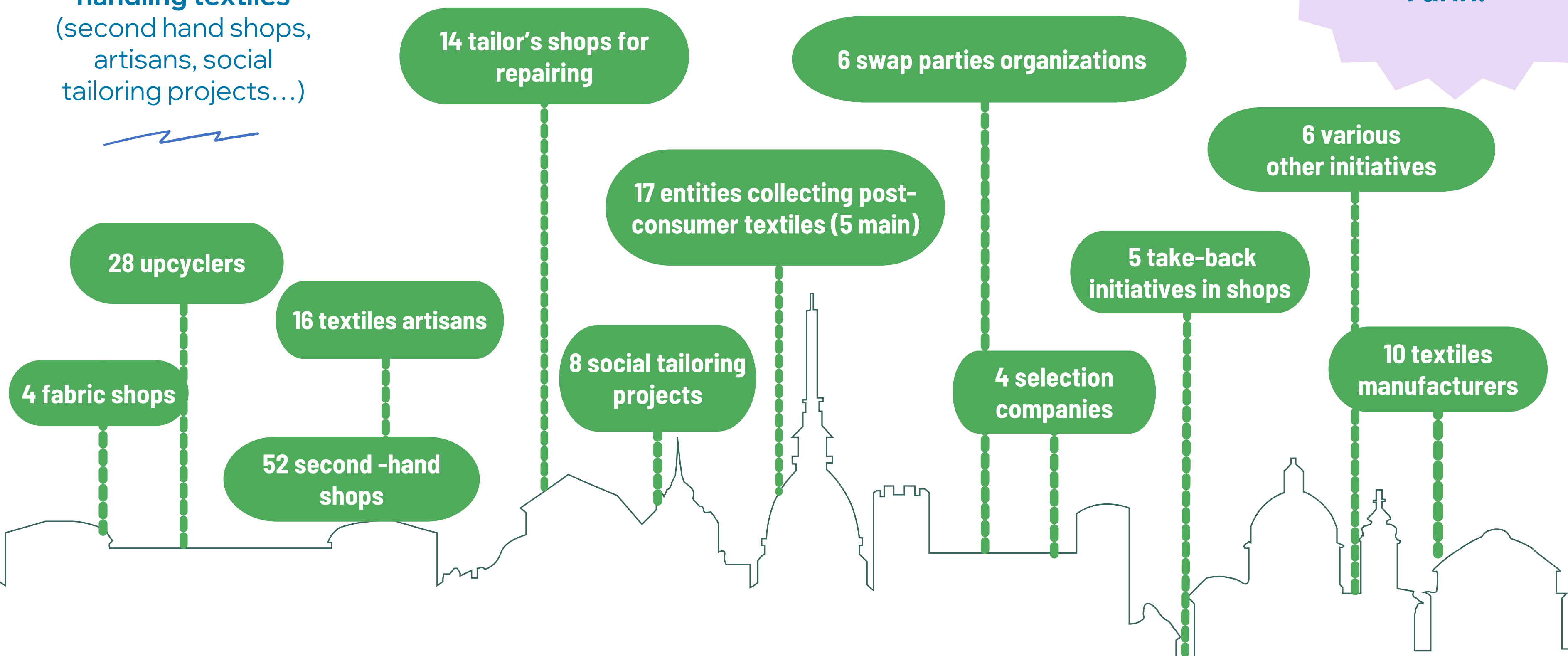




# CONTEXT ANALYSIS (II)

Mapping of **entities handling textiles**  
(second hand shops, artisans, social tailoring projects...)

170  
entities  
mapped in  
the city of  
Turin!



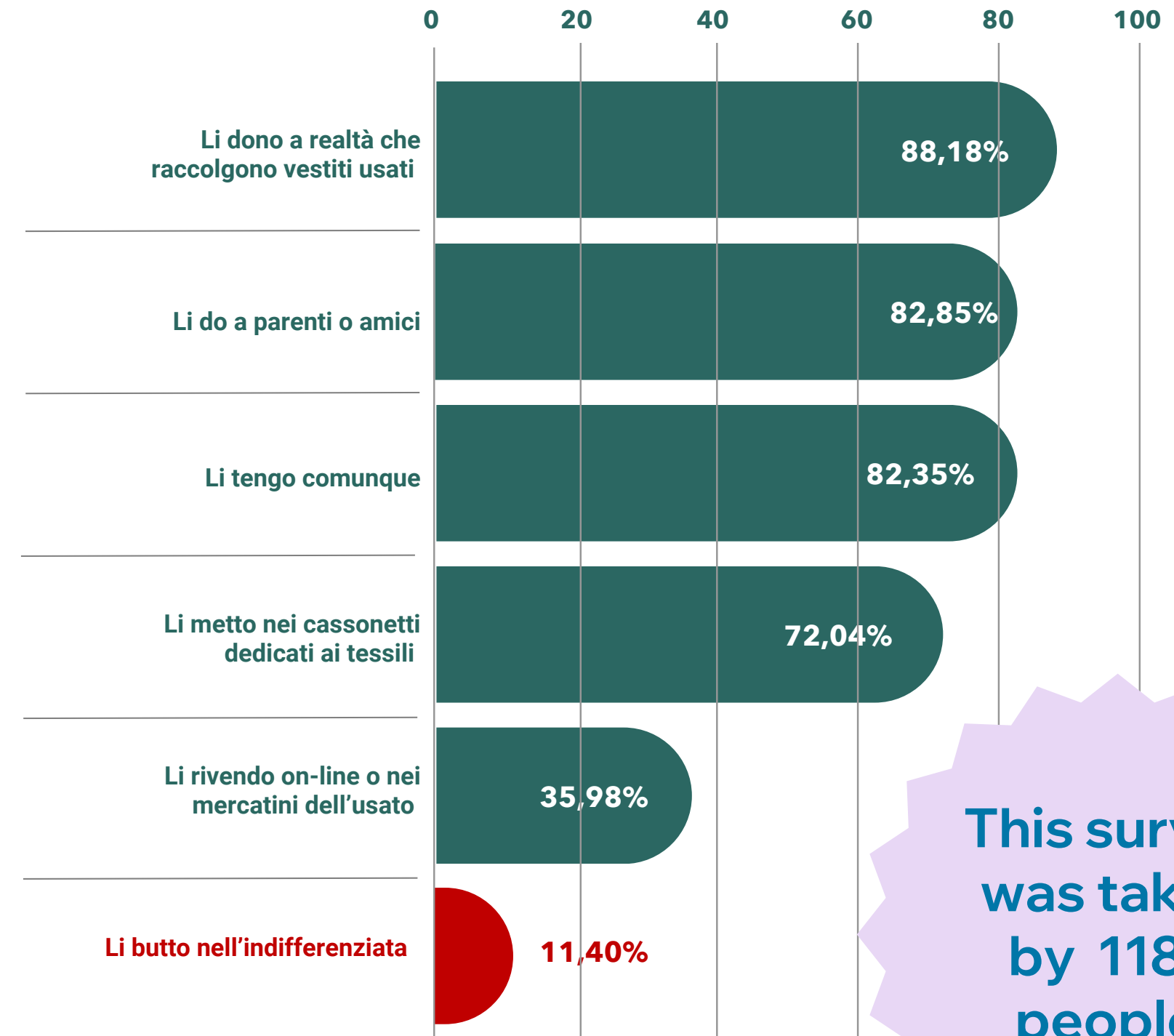
# CONTEXT ANALYSIS (III)



Survey aimed at citizens to investigate their **habits and behaviors** toward their textile products



## Cosa fai dei vestiti ancora in buono stato che non utilizzi più?



This survey was taken by 1184 people!

# CONTEXT ANALYSIS (IV)



- Mapping of **entities collecting textiles** in the city of Turin
- **Interviews with key players** on how they currently manage collection and for what purposes they allocate them and their critical issues

**>670  
tons/year**

Used textile products  
collected by various  
charitable org.

Turin has  
**846.926**  
residents

**2.156  
tons/year**

Textile waste  
collected through  
street bins by



LAVORO E SOLIDARIETÀ  
SOCIETÀ COOPERATIVA SOCIALE S.C.S.

- **1.423 tons** collected
- through **300 bins**



**HUMANA**  
PEOPLE TO PEOPLE ITALIA

- **593 tons** collected
- through **99 bins**



**547,5  
ton/year**



**+ 30  
ton/year**



**+ 450.000  
items of clothing /  
year**

**+ MANY OTHERS!**



# RIVESTITO RELIES ON ATELIER RIFORMA'S RE4CIRCULAR TECH

A high-tech **digital platform** that connects **entities that handle pre- and post-consumer textiles** with any **circular business** that uses this material in its activity

So that **each textile is directed** to the **circular process** best suited to its characteristics and conditions



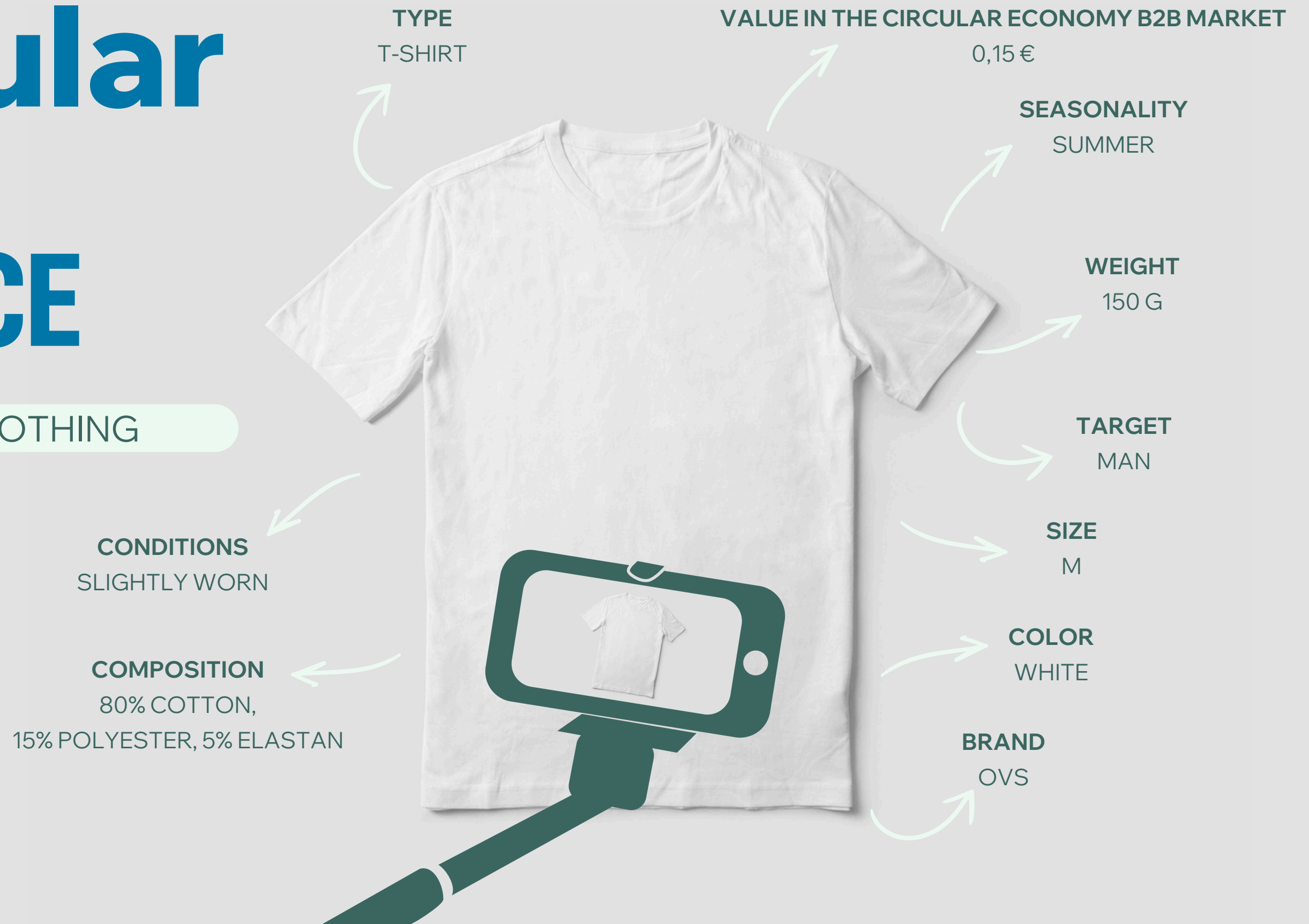




# Re4Circular ARTIFICIAL INTELLIGENCE

FOR THE CLASSIFICATION OF CLOTHING

POWERED BY





# Re4Circular

## B2B DIGITAL MARKETPLACE

### SELLERS

Textiles cataloged with AI automatically become **items for sale** on the digital marketplace, through which user entities can address them to circular companies

☒ Used clothes

☒ Garments with defects

☐ Brand

Type of garment

Season

Color

Gender

Size

Material

Fabric

Quantity

Sort by

- ☒ Shirt
- ☐ Dress
- ☒ T-shirt/polo
- ☐ Vest/top
- ☐ Suit/blazer
- ☐ Skirt
- ☐ Sweater
- ☐ Cardigan
- ☐ Gilet
- ☐ Shorts
- ☐ Trousers/leggings
- ☐ Coat/Fur coat
- ☐ Anorak/Jacket
- ☐ Scarf/Tie
- ☐ Hat
- ☐ Other

Remove filter

### BUYERS

By accessing the marketplace, buyer companies can search for the most suitable textiles for their business through specific **search filters**, **view** the garments and **purchase them online**.

☒ Select all on the page

ARI001534 €2  
Color: Beige Size: Xlor52  
Quantity: 1

ARI001524 €0.05  
Color: Blue Size: Sor3  
Quantity: 1 Sequi

ARI001522 €1  
Color: Blue Size: Xlor52  
Quantity: 1

ARI001519 €1  
Color: Black Size: Lor40  
Quantity: 1 Sequins

ARI001518 €1  
Color: White Size: Lor40  
Quantity: 1 Sequins

## TESTING (I)

Local entities will also  
benefit from  
**a discount voucher!**

# OBJECTIVE

CREATE NEW CIRCULAR RECOVERY  
OPPORTUNITIES FOR TEXTILES LOCALLY

### SUPPLY

SUPPORT COLLECTION ENTITIES IN  
THE ADOPTION OF RE4CIRCULAR  
TOOL TO SELL THEIR TEXTILES

- Used clothing collection entities (cooperatives, NGOs, waste management companies, stores with tack-back services...)
- Textile companies with dead-stock
- Other companies with occasional needs

### DEMAND

GET CIRCULAR FASHION BUSINESSES  
TO SOURCE USED TEXTILES DIRECTLY  
FROM THE CITY'S COLLECTORS

- Vintage and second-hand shops, wholesalers
- Tailors, artisans
- Recycling companies
- Textile waste recovery projects in other industries

MEET ON



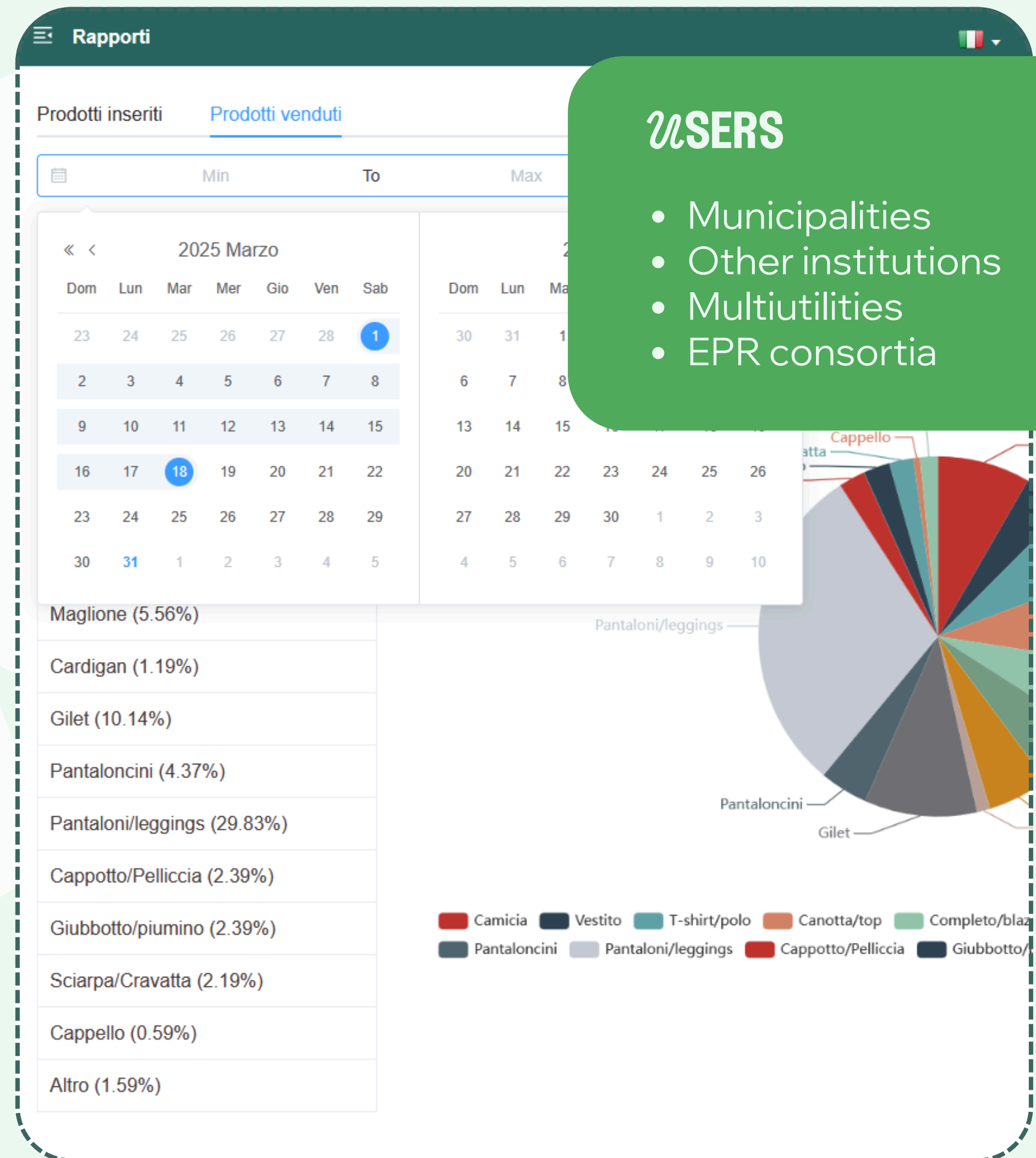
## TECH DEVELOPMENT & TESTING (II)

# Re4Circular

## MONITORING PANEL

### FUNCTIONALITIES

1. Have a picture of **all the entities** that use **Re4Circular** to digitize their textiles in an area;
2. Consult **aggregated data on the quantities** and **characteristics** of the material classified by each entity;
3. Understand which **percentages** of clothing are still **reusable** and which are in poor condition or constituted by household textiles;
4. See the **circular destinations** taken by the material sold through the platform.





# 3

## OBJECTIVE

### ENCOURAGING THE REUSE OF GOODS BEFORE THEY BECOME WASTE

#### EXPERIMENTAL CORRIDOR

The experimental corridor **runs alongside the** existing **regulations**, so it is possible:

- for private **citizens** to bring **clothes** directly to **circular businesses** so that they can be **upcycled** and re-sold, without these being considered waste;
- for **businesses** to deliver directly to other businesses **scraps, unsold or faulty products or used work uniforms**, so that they are **upcycled** and re-sold, without these being considered waste.

**AIM: TO TURN THE EXPERIMENTATION OF THESE REUSE PRACTICES INTO AN ESTABLISHED PRACTICE AND MAKE THE PILOT IN THE CITY OF TURIN A BEST PRACTICE THAT DEMONSTRATES THE FEASIBILITY OF REVISING SOME NORMS RELATED TO WASTE MANAGEMENT**



Thanks to this we have already directed **820 used uniforms** of a Turin public entity to **14 local artisans**, saving them from discarding!



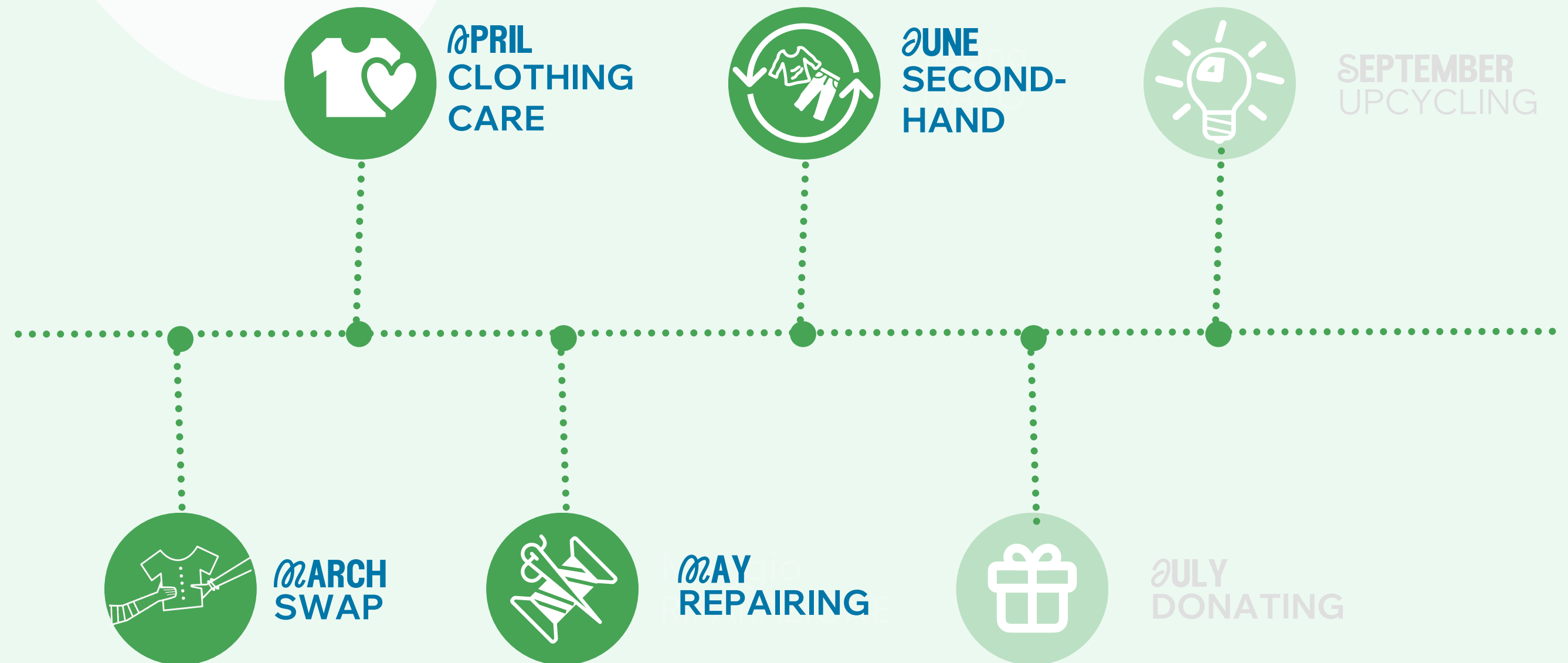
# ENGAGEMENT (I)



**6**  
**CITIZEN  
AWARENESS  
EVENTS**



each in a **different  
district** and  
concerning a  
**different topic of  
responsible textile  
consumption**







# ENGAGEMENT (I)



**21**  
dissemination  
activities  
carried out



**1400**  
people  
reached  
through **live**  
events...



..and lots of  
**online**  
**information**  
**content**, which  
reached  
**> 100.000**  
people







# ENGAGEMENT (II)

Citywide promotion of circular initiatives through **Mercato Circolare App**



**Sassi**  
Abbigliamento, Negozio, Estensione vita del prodotto, Input circolari  
www e-mail map  
Prodotti  
Colli Sassi  
Accessori, Upcycling  
Nata nel 2010 a Torino, Sassi disegna una linea di abbigliamento donna made in Italy di qualità e in controtendenza all'usa e getta imperante oggi nel mercato della moda. Gli abiti, realizzati ...

**Ero Una Tovaglia**  
Ero Una Tovaglia è un laboratorio di sartoria artigianale che nasce a Torino per offrire il perfetto incontro tra chi desidera indossare un capo esclusivo e un tessuto che cerca una seconda ...  
LEGGI DI PIÙ  
Sedi  
Via Carmagnola, 10, Torino, Torino  
Simili alla realtà che stai cercando

**Colori Vivi - Sartoria Senza Confini**  
Abbigliamento, Accessori, Riduzione impatto e sprechi, Upcycling  
www e-mail tel map  
La storia di "Colori Vivi" parte a Torino nel 2013 con la nascita di Articolo 10 Onlus con l'obiettivo di favorire l'integrazione culturale e abitativa. Nel 2016 dà vita alla Sartoria ...  
LEGGI DI PIÙ  
Altre informazioni  
f Instagram  
Sedi  
Via Giuseppe Parini, 9, TO, Piemonte  
Simili alla realtà che stai cercando

**Swap Party Torino**  
e-mail  
SwappartyTo è il progetto pilota dell'organizzazione senza scopo di lucro Swapparty Italia ODV, ente che nasce con l'obiettivo di supportare un nuovo modello di consumo in ambito moda tramite l'utilizzo e la diffusione dello strumento degli swap party, a cui affiancare attività esperienziali, formative e divulgative per consegnare ai consumatori competenze e possibilità per ambire e mantenere uno stile di vita più sostenibile e consapevole a livello sociale, ambientale ed economico.  
post\_tag: accessoires, cittadinanza circolare, événements, Récupération, vêtements  
LEGGI DI MENO  
Altre informazioni  
f Instagram  
Simili alla realtà che stai cercando



**Huulke.**

# KEEP IN CONTACT!

Are you a **fashion business** that implements **circular** practices (such as reselling used clothes, upcycling, recycling, etc.)?

→ Check out **Re4Circular's marketplace** and **source there the materials best suited for your business**

Are you a **municipality** or an **EPR consortium**?

-> Keep an eye on the pilot on the city of Turin, if it goes well, **it could be replicated in other cities in the future...** maybe yours!

## E-MAIL:

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

Location: Turin (Italy)

## WEBSITE

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

<https://re4circular.com/>



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CITTÀ DI TORINO