Team ID: U05

Circular Textile Solutions

Team Member Name	**Year**	**Major**
Matt Marino	2026	Marketing
Stella Conroy	2027	Marketing & ISBA
Kaela Richards	2026	Marketing & Entrepreneurship
Nikhil Shah	2026	Finance

Advisor(s): Jeffrey Thies

Topic Title: Fast Fashion: Reducing Textile Waste

Audience: H&M Board of Directors

Sustainable Development Goal

SDG #12: Responsible Consumption and Production: Ensure sustainable consumption and production patterns

Executive Summary

H&M is one of the largest fast-fashion retailers globally, producing about 3 billion garments annually, with frequent overproduction of styles leading to a surge in discarded products. Although the company is actively working to reduce its textile waste, these efforts are insufficient to offset the environmental harms generated by its high-volume, trend-driven business model. The environmental burden of overproduction and textile waste is effectively displaced onto manufacturing communities and global waste systems, contributing to pollution, resource depletion, and an uneven burden on society. As a result, H&M has an ethical responsibility to directly address the consequences embedded in its production and supply chain. By implementing this solution, H&M upholds its ethical responsibility to the common good by reducing textile waste at scale, protecting shared environmental resources, and mitigating harm to communities disproportionately affected by global waste practices.

To reduce textile waste, Circular Textile Solutions recommends that H&M integrate a resale model into its operations. Unlike current collection and recycling programs that focus on end-of-life garments, resale addresses waste earlier by extending product lifespan and reducing overproduction. This model could generate an estimated $25–35 million in annual incremental revenue while lowering environmental impact. It also aligns with growing U.S. and global circular economy regulations, including EPR laws that increasingly support reuse and resale. Expanding resale across H&M's global markets would help reduce regulatory risk, extend garment lifecycles, and strengthen its sustainability strategy.