

SUSTAINABLE  
SWAPS

# THE IMPACT OF

**depop**





# THE ENVIRONMENTAL IMPACT

**73% OF THE CLOTHES  
PRODUCED ANNUALLY  
ARE ESTIMATED TO BE  
BURNED OR DUMPED IN  
A LANDFILL**

**DEPOP ENCOURAGES THE PURCHASE AND SALE OF USED APPAREL, EXTENDING CLOTHING'S LIFESPAN AND LOWERING TEXTILE WASTE**

**DEPOP MINIMIZES THE  
NEED TO PRODUCE NEW  
CLOTHES BY CREATING A  
MARKET WHERE USED  
GOODS ARE APPRECIATED**

# WHAT IS CIRCULAR ECONOMY?

## IN FASHION TERMS:

PREVENTING WASTE AND  
POLLUTION

PRESERVING THE USE OF  
CLOTHING

REUSING MATERIALS AND  
PRODUCTS

MAKING SURE THEY CAN BE  
MANUFACTURED AGAIN

REGENERATING  
ECOSYSTEMS

USING SAFE, RECYCLABLE  
MATERIALS



# CIRCULAR

BY ALLOWING  
CLOTHING THAT ALREADY  
EXISTS TO BE PASSED FROM  
PERSON TO PERSON, DEPOP  
HOPES TO TRANSFORM THE  
WAY PEOPLE PURCHASE  
WORLDWIDE



DEPOP IS HELPING THE FASHION WORLD  
SHIFT TOWARDS A MORE SUSTAINABLE  
FUTURE BY MAKING SECONDHAND  
ACCESSIBLE AND DESIRABLE



DEPOP PROMOTES  
SUSTAINABILITY BY  
ENCOURAGING  
CONSUMERS TO EXTEND  
THE LIFESPAN OF CLOTHING  
THROUGH RESALE AND  
REPURPOSING



# FASHION

# PLEDGES & PRACTICES

9 OUT OF 10 PURCHASES  
MADE ON DEPOP AVOID

HAVING TO BUY A  
BRAND-NEW ITEM  
SOMEPLACE ELSE

DEPOP USES ONLY  
RENEWABLE ENERGY  
TO POWER ITS  
OFFICES

BY USING REUSABLE PACKAGING  
AND OTHER ENVIRONMENTALLY  
FRIENDLY ALTERNATIVES, DEPOP  
SUPPORTS SELLERS IN LOWERING  
EMISSIONS FROM THE PACKAGING  
THEY USE

BY 2025 DEPOP PLANS TO RUN  
'ZERO WASTE' OPERATIONS



# REFERENCES



Circular fashion at Depop. Depop newsroom. (n.d.). <https://news.depop.com/what-we-stand-for/sustainability/circular-fashion-at-depop/>

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