



Stores Trashing and Burning Unsold Merchandise

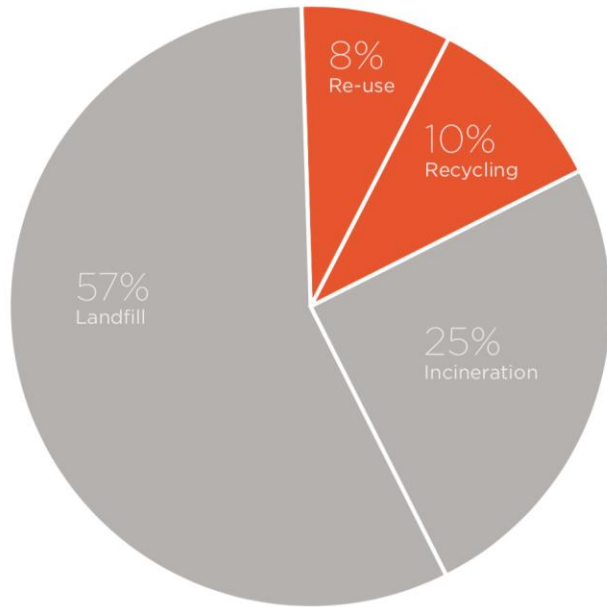
Adriana Castillo

BUF 4700

The questions I will be answering throughout this presentation are:

1. Why do retailers and brands trash or burn unused merchandise?
2. How do brands benefit from this practice?
3. What are the drawbacks?
4. How is this practice unsustainable?
5. What can brands and retailers do with the unsold merchandise?
6. What steps are fashion brands taking regarding this issue?
7. How can consumers help to stop this practice?
8. Are there any laws to prevent this practice?

FIGURE 2
Final share of clothing waste per year



Source: Pulse Report, 2017

 WORLD RESOURCES INSTITUTE

HOW MUCH CLOTHING DO WE WASTE?



1 GARBAGE TRUCK
of clothes are burned
or landfilled every **SECOND**



Enough to fill
1.5 EMPIRE STATE
BUILDINGS every **DAY**



Enough to fill
2019
SYDNEY HARBOR
every **YEAR**



2,625 kilograms
of clothing



82,782,000,000 kilograms
of clothing

Source: Ellen MacArthur Foundation.

1. Why do retailers and brands trash or burn unused merchandise?



Overproduction due to poor forecasting



Retailers need the space to store new merchandise



Trashing or burning them is cheaper than sending it to be sold in another country



Storing merchandise is very costly



By doing this, they get a refund on the taxes they pay for each garment

2. How do brands benefit from this practice?



Prevent fraudulent returns



They can remain in control of who owns their product



Preserves the exclusivity of the fashion brand



Protects the brand reputation.



Destroying deadstock prevents it from being sold at discount price

3. What are the drawbacks?

Not a good look for
retailers

Consumer's disapproval
might affect the brand
image and sale

4. How is this practice unsustainable?

All the resources used to make the merchandise goes to waste

Outrageous amount of CO₂ emitted to make a garment and then to burn the merchandise

Contributes to landfills waste

5. What can brands and retailers do with the unsold merchandise?



Recycle



Donate



Sell textile to textile sorter or recyclers



Sell it to discount stores



Hold onto that stock until the next appropriate season rolls around



Upcycle the merchandise

6. What steps are fashion brands taking regarding this issue?



In 2013, H&M announced its “Close the Loop” initiative to prevent discarded clothing from ending up in landfills



In Sweden, power plants burn discarded H&M clothing instead of coal



The Kering group donate unsold textile to up and coming designers



Using technology to reduce dead stock by helping them understand shoppers’ behavior



Improvements to e-commerce websites and services to encourage online orders and allow consumers to order items in advance



They are using Nextail and inturn



Buying used fabric to make clothes



Many are moving towards circular fashion



**Source: Redress
Limited, 2019**

7. How can consumers help to stop this practice?

- *****The less clothing consumers purchase, the less merchandise brands will have to produce, reducing unused merchandise and the need to burn or trash them ***

8. Are there any laws to prevent this practice?



BY 2023, MANUFACTURERS AND RETAILERS IN FRANCE WILL HAVE TO DONATE, REUSE OR RECYCLE THE GOODS.



DESTROYING UNSOLD GOODS COULD RESULT IN FINANCIAL PENALTIES OR PRISON TIME.



THANK
YOU



Any questions?

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