REVENTURE

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Fashion Enterprise Project BSc (Hons) Fashion Buying and Merchandising









BUSINESS STATEMENT, VISION & MISSION

Business Statement: ReVenture is a sustainable company creating outdoor bags from

Mission:

To create circular products that tackle the waste problem

Values:

pre-loved fabrics, trims and other outdoor equipment, with a focus on

festival tent waste. Prioritising circularity, ReVenture offers a lifetime guarantee and discounts on future products if a bag is unrepairable.

<i>'</i>	Adventure	Transparenc	y -	Sustainability
	Ethics	Creativity		Inclusion

Vision:

To create a more sustainable future for fashion, driving ai ndustry that prioritises planet over profit.

PROBLEM/SOLUTION

61% of UK consumers identify affordability as a pain point when adopting sustainable lifestyles (Fenech et al., 2024, pp 27). Additionally, with 56% of Gen Z consumers living paycheck-to-paycheck (Jalloh, 2025) (Deloitte, 2024), affordability often outweighs sustainability (Jalloh, 2025). Many consumers ultimately choose fast fashion brands that disregard circular business models (Sender Ceron, 2024) (Aponte et al., 2024). These brands fuel fashion waste, promoting a 'throwaway culture' (Morrison, 2024), through weekly collection drops that drive constant consumption of new, trending items (Statista, 2024b)(Pryor, 2024).

According to Emerald (2024), 'Consumption of clothing has increased by 60% in the past 10 years', resulting in an equal increase in waste (Abankwah Ofori et al., 2025, p1-24). The global fashion industry is responsible for the annual production of 92 million tonnes of waste, with the UK contributing 300,000 alone (Matthews, 2024). 250,000 UK music festival tents are abandoned each summer (Black, 2024), many of which go straight to landfill, contributing to approximately 900 tonnes of waste (Guest, 2024). These factors directly contribute to landfill and water pollution, negatively impacting human and animal well-being (Waste Managed, 2025).

Water pollution is another problem, significantly contributed to by the outdoor industry, due to the harsh PFAS (per- and polyfluoroalkyl substances) chemicals (DWI, 2025) required in the production process of Gore-Tex and waterproof items (Turner, 2024).

PFAS chemicals contribute to water pollution, making the water unsafe for human consumption and uninhabitable for ecosystems (The Rivers Trust, 2025) (European Environment Agency, 2024) (Fidra, 2025); in fact, 75% of UK rivers pose a serious risk to human health due to contamination (Surfers Against Sewage, 2025).

The information discussed highlights the demand for sustainable alternatives that tackle these issues and appeal to the 70% of primary research respondents who believe fashion waste harms the environment (Author, 2025) (Appendix 3.10), as well as Gen Z and Millennials seeking low-impact products (PWC, 2024).



Figure 1: Garment waste Pile. (Sasha, no date24).

OUTLINE OF PRODUCT/SERVICE

4.3 Consumer Value & Profitability

ReVenture's consumer was identified as Gen Z and Millennials(Section 6.5) by the Sustainability Seekers report (2022) and the (Albella et al., 2022) (Author, 2025). These consumers are the target demographic for sustainable products (Clear Channel, 2024), with 10% willing to pay up to 50% more for sustainable items (Fashion's Finest, 2024) The primary research supports this, with 84.6% of Gen Z and Millennial respondents stating they are likely to pay more for sustainable products (Appendix 3.8) (Author, 2025). However, as the survey was limited to 60 respondents, due to reach and time constraints, their willingness to pay more ReVenture delivers value to these consumers through stylish, functional, affordable and environmentally friendly products, directly aligning with their desires and meeting their

pain points (Jalloh, 2025) (Sender Ceron,

2024)(Deloitte, 2024) (Brito, 2024).

Furthermore, ReVenture will be profitable through strategic wholesale partnerships (Snelling, 2022) (Leanne, 2023). These sales channels will provide consumers with greater access to the brand (Snelling, 2022), improving consumer-brand increasing profitability for ReVenture (Snelling 2022). ReVenture will partner with eco-conscious platforms, like Good on You (Good On You, 2025), to generate revenue through affiliate marketing to awareness of sustainability (Acuna, 2025). To conclude, ReVenture's product offering aligns with current trends of upcycling (Caprioli et al., 2024) (Edwards, 2022) and sustainable, cost-conscious purchasing (Business of Fashion and McKinsev and Company, 2024, pp 62) (Mintel, 2024). It addresses existing waste problems, prevents future waste, and reduces environmental impact, making it an ideal eco-friendly By disrupting the market with its alternative approach to waste reduction and niche product offering, ReVenture sets the standard for a more



Deadstock waterproof nylon canvas (Deadstock varies dependant on availability at time of purchase) (Guy, 2024) (Yu-City, 2024).



4.5 Consumer Range

Figure 6: 32 Litre Backpack. (Source: Author, 2025) (WGSN, no date).



Figure 5: 18 Litre Backpack. (Source: Author, 2025) (WGSN, no date). 4.6 Upcycled Tent Range

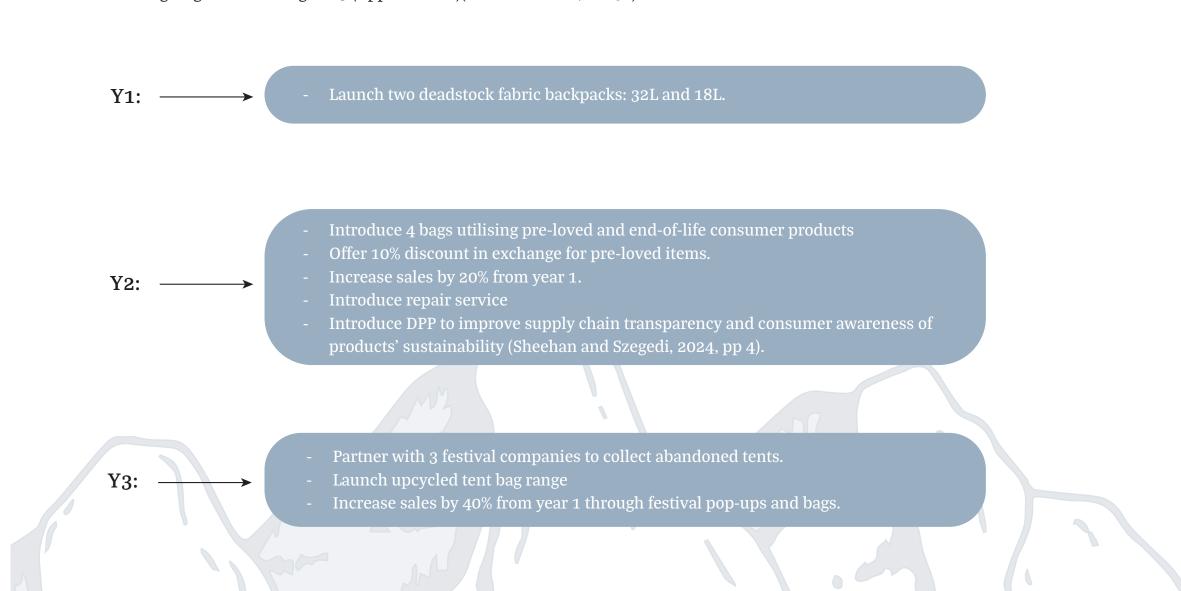




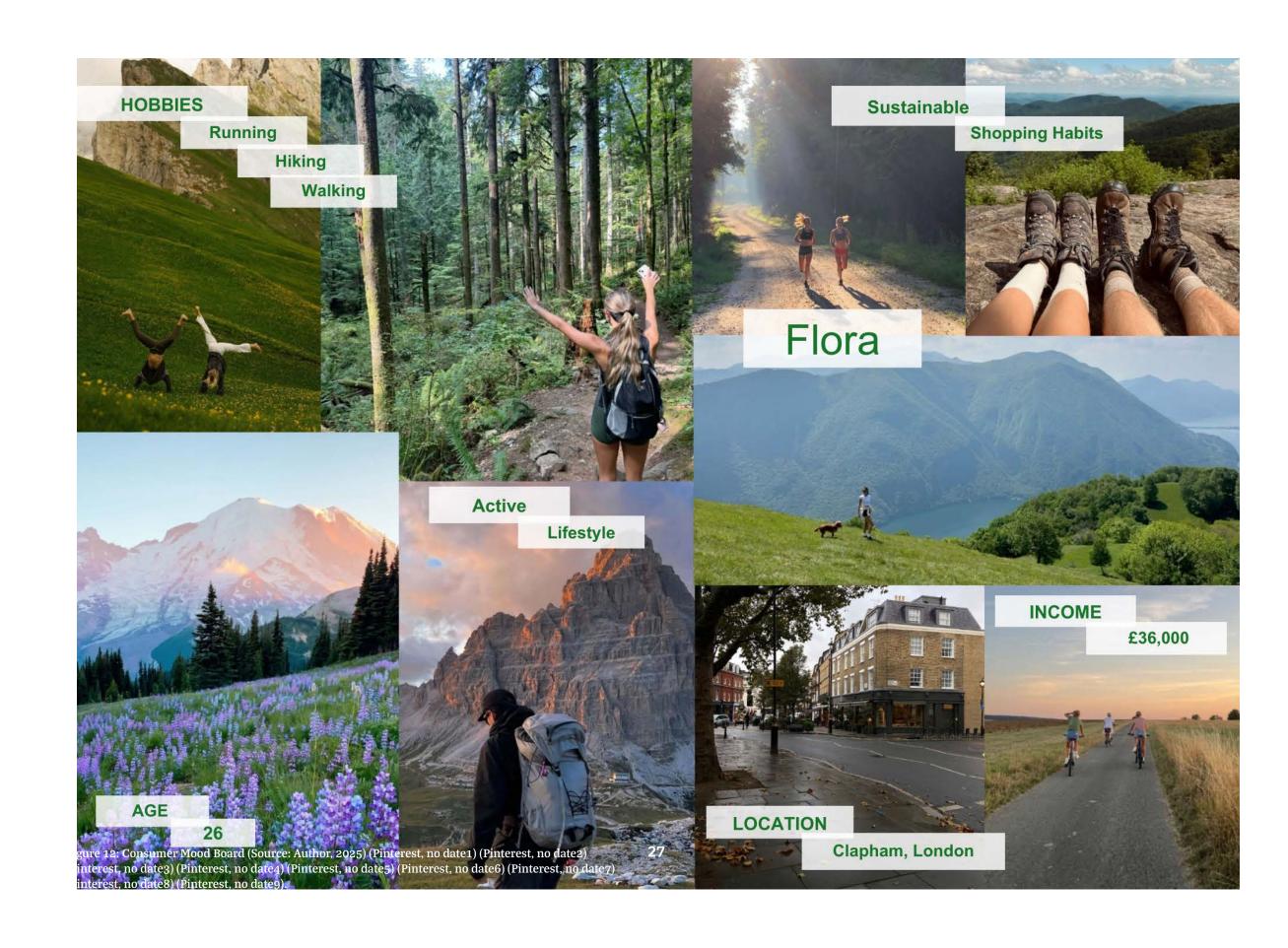
BUSINESS OBJECTIVES

5.1 Product Development

Create and launch bag ranges using low-impact materials, appealing to eco-conscious consumers and aligning with SDG target 6.3 (Appendix 1.2)(United Nations, 2025a).



TARGET MARKET

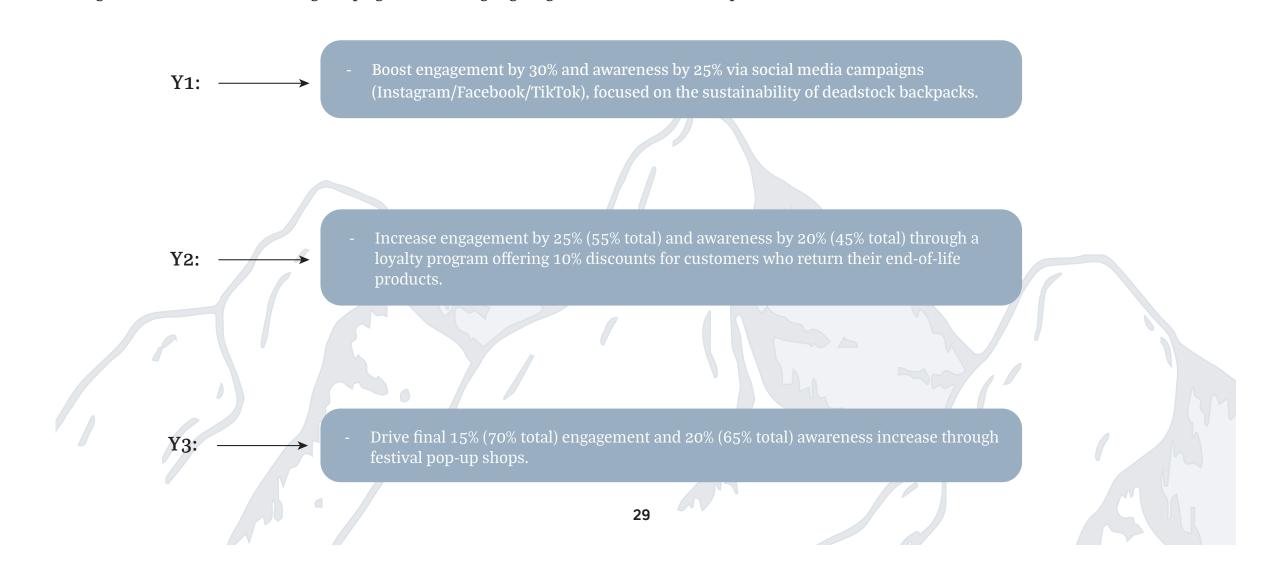


MARKETING & SALES STRATEGY

Business Objective 1: (Section 5.1)

Supporting marketing objective:

Achieve 70% cumulative brand engagement and 65% increase in brand awareness over three years, through targeted eco-conscious marketing campaigns showcasing bag ranges and their sustainable practices.



COMPETITOR **ANALYSIS**



IMAGES/ **DIAGRAMS**

9.1 Packaging

