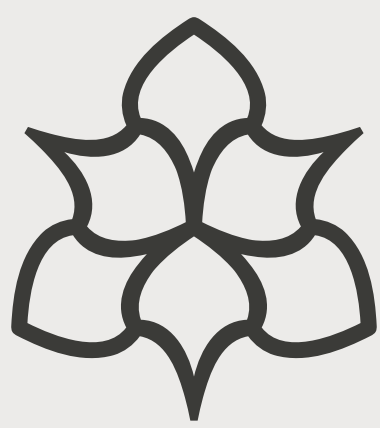


# ReNu Activewear

## EMMA KING

Fashion Enterprise Project  
BSc (Hons) Fashion Business & Management



Manchester  
Metropolitan  
University

MANCHESTER  
FASHION  
INSTITUTE

### BUSINESS NAME & LOGO



### BUSINESS STATEMENT

ReNu Activewear is a sustainable, circular activewear brand designing high-quality, durable garments. The product range caters to active individuals and athleisure enthusiasts. Prioritising low-impact materials, ReNu minimises waste across the product lifecycle. In its second year, ReNu plans to introduce a take-back scheme to recycle and repurpose worn items, reinforcing its commitment to circular fashion.

### VISION & MISSION

**Mission**  
ReNu creates high-quality, sustainable activewear with circularity at its core, focusing on ethical production, waste reduction, and innovative design.

**Vision**  
To lead the activewear industry toward a circular future, where garments are designed for longevity, reuse, and regeneration, minimising waste and redefining the activewear industry.

### INDUSTRY PROBLEM/ SOLUTION

#### Industry Overview:

The global activewear market was valued at 406.83 billion USD in 2024 and is projected to grow at a 90% CAGR through 2030 (Grand View Research, 2024). Women, particularly Millennials and Gen Z, make up the largest consumer segment (Adekoya, 2024; SCI, 2022). The fashion industry largely follows an unsustainable take-make-waste model, leading to excessive textile waste. Limited recycling, and low consumer engagement in sustainability (Ellen MacArthur Foundation, 2019). In Europe alone, over 15 kg of textile waste is generated per person annually (McKinsey & Company, 2022), and only 1% of clothing is upcycled (Venuez, 2024).

Activewear is reliant on synthetic, non-biodegradable materials further amplifying its environmental impact (Decathlon, 2023). The sustainable activewear market, valued at 88.75 billion USD in 2024, is set to grow as fitness trends rise and consumers become environmentally conscious (Grand View Research, 2025). With few responsible options available, there is a gap in the market for a brand to meet this demand.

#### Trends in the industry:

**Athleisure:** The rise of remote and hybrid work has led consumers to blend fitness and fashion, making sportswear a staple in everyday wardrobes (Fitness or Fashion?, 2024).

**Sustainability:** Key sustainability trends include waste elimination, circular design, and nature regeneration (Diamond & Yeung, 2025).

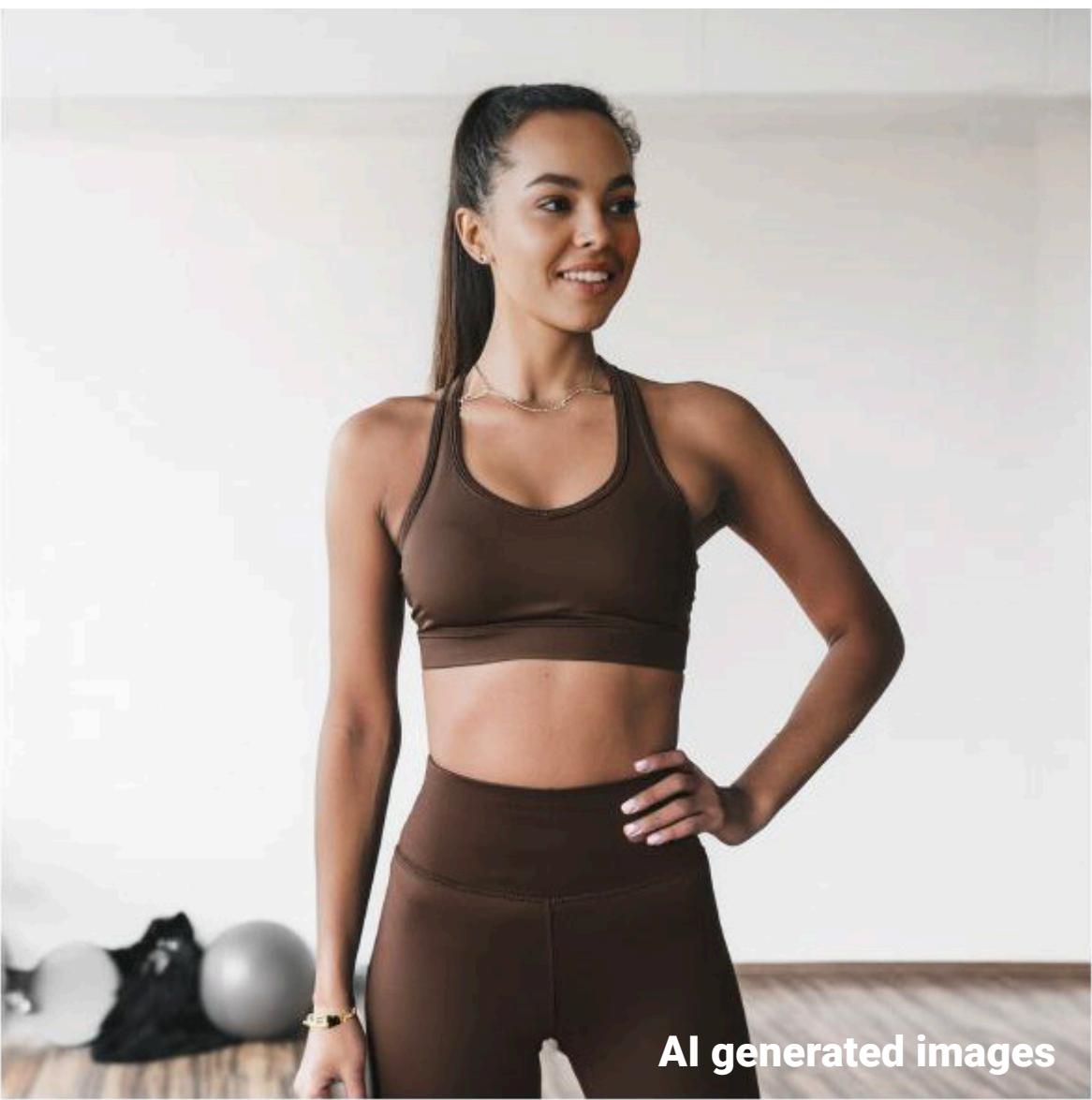
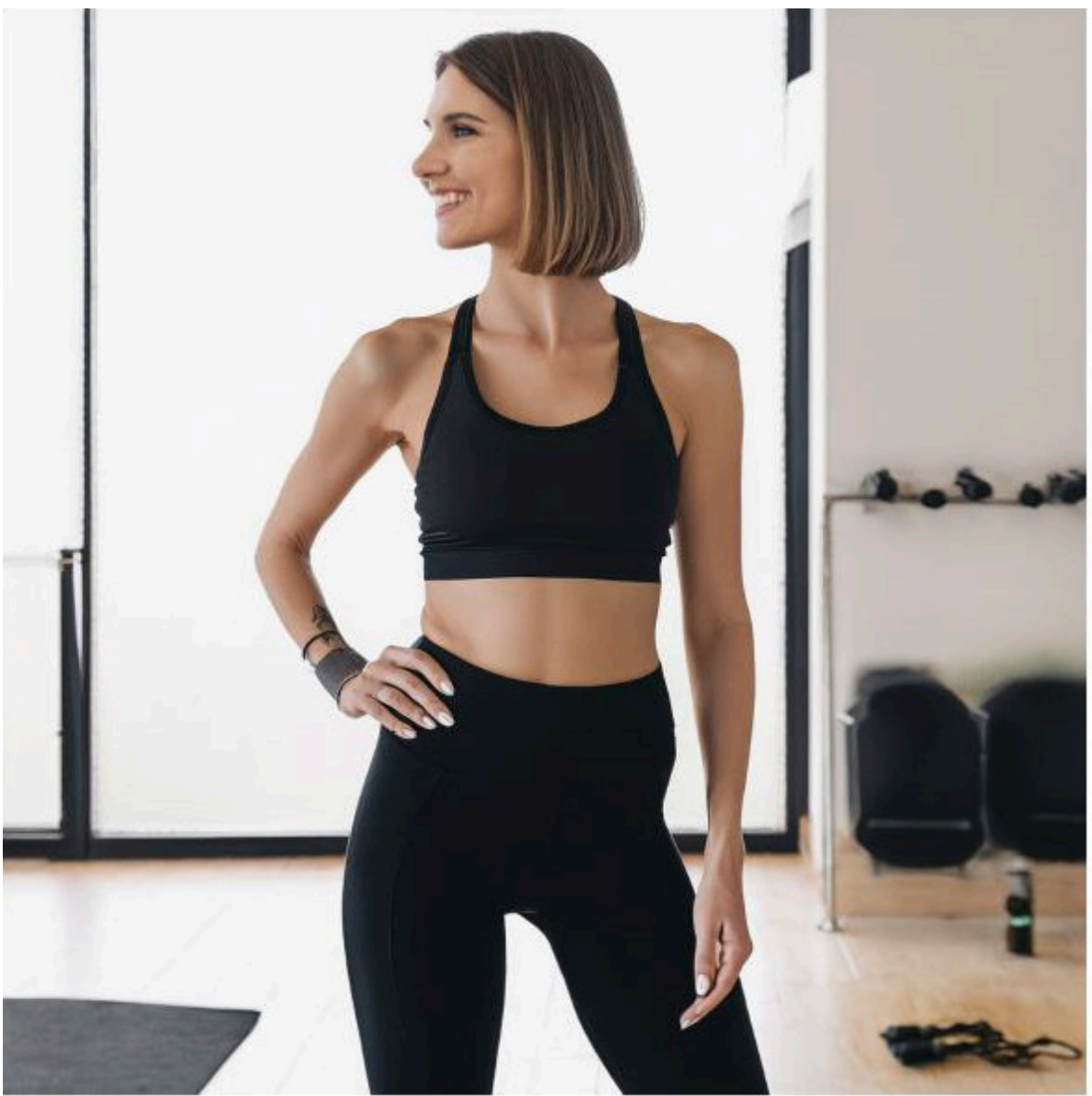
#### Challenges in the industry:

**Cost:** Home workouts are replacing gyms, reducing demand for premium activewear (Husband, 2024).

**Highly saturated market:** The activewear market is highly saturated, with many brands competing against giants like Nike and Adidas (Miller, 2022; Finnamore, 2023).

**Accessibility of sustainable fashion:** High price points limit access to sustainable fashion. As demand grows, prices are expected to fall (Chan, 2020).

### OUTLINE OF PRODUCT/SERVICE



ReNu Activewear offers sustainable activewear and recycling services to promote circularity in the industry. The product lifecycle begins with consumers purchasing garments made from eco-friendly materials like organic cotton and ROICA™. Activewear garments are typically made from materials such as polyester, polyamide, and elastane, all of which are harmful for the environment (Allende, 2021). While recycled polyester and polyamide are available, plastic-derived polyester cannot be recycled again after its initial use (Torti, 2021).

**Cotton:** Offers breathability, absorbency, and recyclability but requires significant water and chemical inputs. Organic cotton is a more sustainable alternative, needing less water and avoiding harmful chemicals and GMOs (Iamar, 2021).

**Elastane:** Though commonly used, is difficult to recycle and separate from blended fabrics (Textile Exchange, no date). ROICA™ is a sustainable alternative stretch fibre, providing flexibility with reduced environmental impact (Muyil, 2023).

**Circstretch:** A premium eco-stretch fabric made from a blend of cotton, ROICA™, and TENCEL™ Modal is an ideal material choice for ReNu Activewear (STSC, 2025). Additionally, ReNu Activewear will incorporate Resortec's innovative heat-dissolvable thread, a sustainable alternative to polyester threads. This technology enhances the efficiency and cost-effectiveness of garment recycling (Ellen MacArthur Foundation, 2021), supporting the brand's commitment to circular fashion.

Beyond material composition, ReNu will focus on a sustainable supply chain, implementing small-scale production to reduce overproduction and waste. ReNu also prioritises ethical practices, ensuring close collaboration with suppliers to ensure ethical working conditions.

ReNu will introduce a take-back scheme to extend product lifecycles, allowing customers to return worn/unwanted items. These will be collected, sorted, and processed (using third-party recycling technologies) to be repurposed into fibres/materials for new products, closing ReNu's loop. With increasing industry demand for sustainable innovation (UKFT, 2024), ReNu's initiative positions the brand at the forefront of circular activewear. The take-back scheme will be introduced after the first year of operations, allowing time to understand ReNu's customer base better and ensure the initiative is tailored for maximum impact and success.

### BUSINESS OBJECTIVES

Objectives play a crucial role in all areas of a business by providing direction, motivation, and a clear sense of focus (CFL, 2022).

The following SMART objectives are as follows:

**1: Become a market leader in sustainable and circular activewear:**

**Year 1:** Brand establishment: Introduce ReNu's first sustainable line, building awareness and trust through transparent operations. Success measured by launch engagement and customer retention.

**Year 3:** Market Expansion: Expand product range and recycling capabilities via partnerships and loyalty programmes. Monitor growth by customer base and market share.

**Year 5:** Market Leadership: Become the leading circular activewear brand with a fully operational closed-loop system. Key metrics: scheme adoption, profitability, and sustainability influence.

**2: Expand Product Portfolio:**

**Year 1:** Initial Product Release: Release colourways based on data and trends. Emphasis will be on performance, demand, and sustainable production, laying the foundation for future product portfolio expansion.

**Year 3:** Product Portfolio Growth: New products will be launched based on consumer insights and demand, following a slow-fashion model. The aim is to broaden ReNu's sustainable offering while staying aligned with market needs.

**Year 5:** Portfolio Development & Strategy: ReNu will offer a well-established range of sustainable activewear. Further expansion will be driven by customer engagement and demand for new variations, with a focus on technology and innovation.

**3: Expand Own recycling facilities:**

**Year 1:** Research & Partnership development: (After launch of take-back scheme) Strengthen external recycling relationships, begin exploring in-house facility feasibility and funding options.

**Year 3:** Planning & Securing Resources: With the take-back scheme fully operational, conduct own pilot testing and secure strategic resources or investors.

**Year 5:** Finalising Strategy & Facility Acquisition: Finalise funding and begin operating ReNu's own recycling facility to close the loop internally.

**4: Expand take-back scheme nationally (UK)**

**Year 1:** Initial Launch & Awareness: Introduce a UK-wide return scheme via online platform, supported by targeted campaigns. Aim for 25% participation.

**Year 3:** Integration & Accessibility: The scheme will expand into physical locations such as gyms and aligned retail stores to improve accessibility. Marketing and data insights will drive participation and optimisation, aiming to establish strong national engagement.

**Year 5:** Nationwide adoption: Make take-back the norm across UK consumers with seamless access and high return rates, solidifying ReNu's role in the sustainable activewear market.

### TARGET MARKET

The layers of strategic context framework analyse external factors affecting the fashion industry and their impact on businesses, helping ReNu Activewear identify opportunities and mitigate risks (Varley et al., 2024).

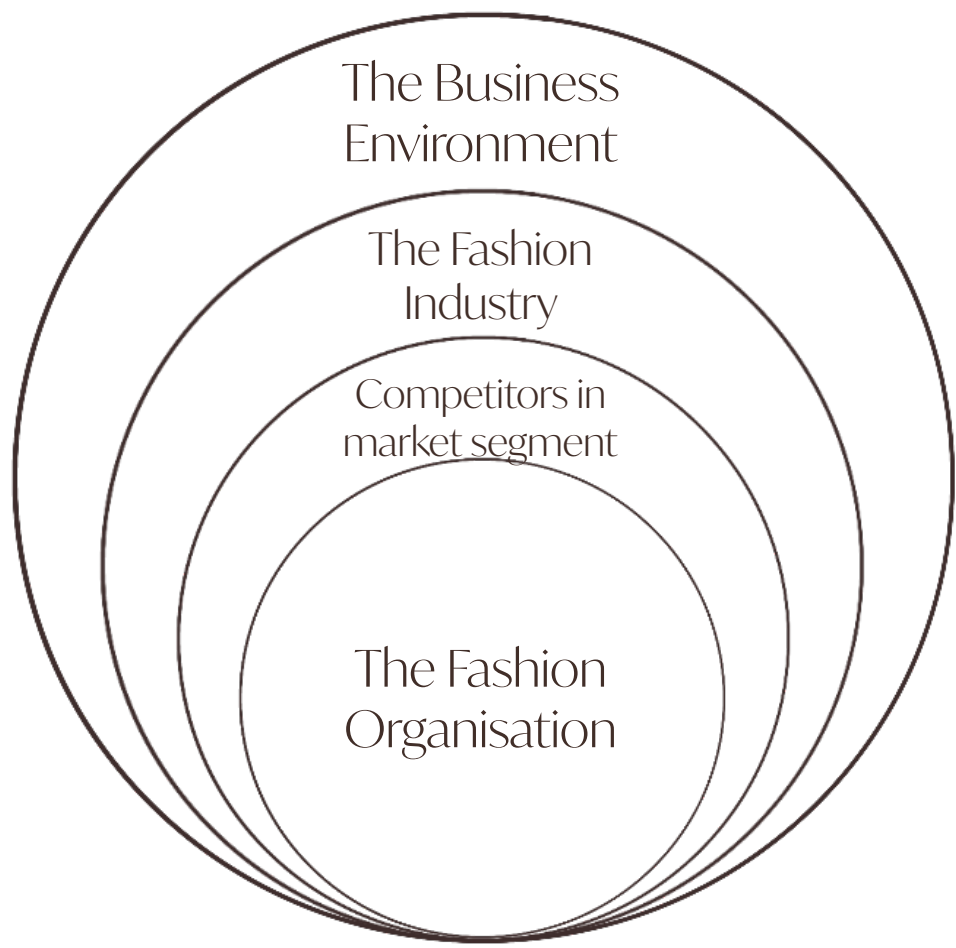


Figure 2: Layers of Strategic Context (Varley et al., 2024)

The global sustainable fashion market is projected to reach \$33 billion by 2030 (Adegest, 2024), driven by consumer awareness of environmental and social issues, alongside easing financial pressures (Coron, 2024). However, Mintel notes a "say-do" gap: 60% of UK millennials returned purchases within three months, increasing textile waste (Mintel, 2024). Furthermore, while 95% of survey respondents (Q5.6) said they'd recycle activewear, only 117% (Q4.2) seek sustainable materials when shopping (Appendix B). ReNu Activewear can bridge this gap, connecting intention with action.

### Key Trends: Sustainable Fashion

**Circular Fashion:** Adopting a circular system could unlock a \$560 billion opportunity (Ellen MacArthur Foundation, 2019).

**Innovative Technologies:** Brands like H&M use recycled materials such as Circulose (Chan, 2020; Circulo, n.d.).

**Ethical & Transparent Supply Chains:** Consumers and regulators demand traceability; tools like block chain and Fashion Revolution's Index support this (Ceron, 2024; Fashion Revolution, 2023).

### Growth Areas:

Bridging the say-do gap.

Use of sustainable materials.

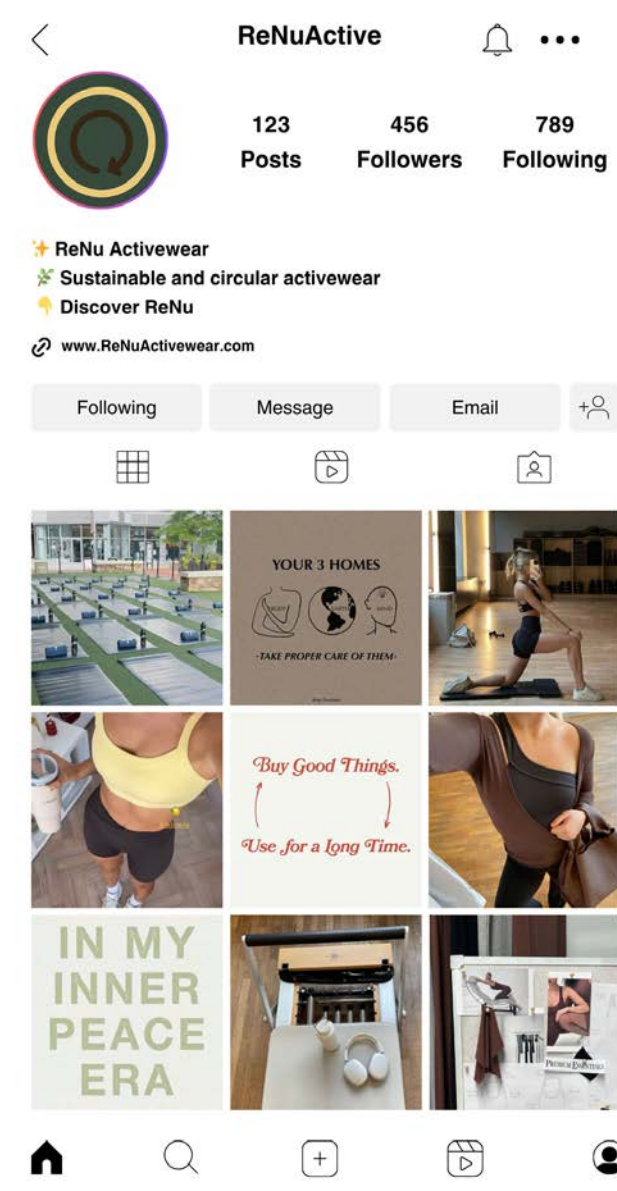
Circular innovation.

### MARKETING & SALES STRATEGY

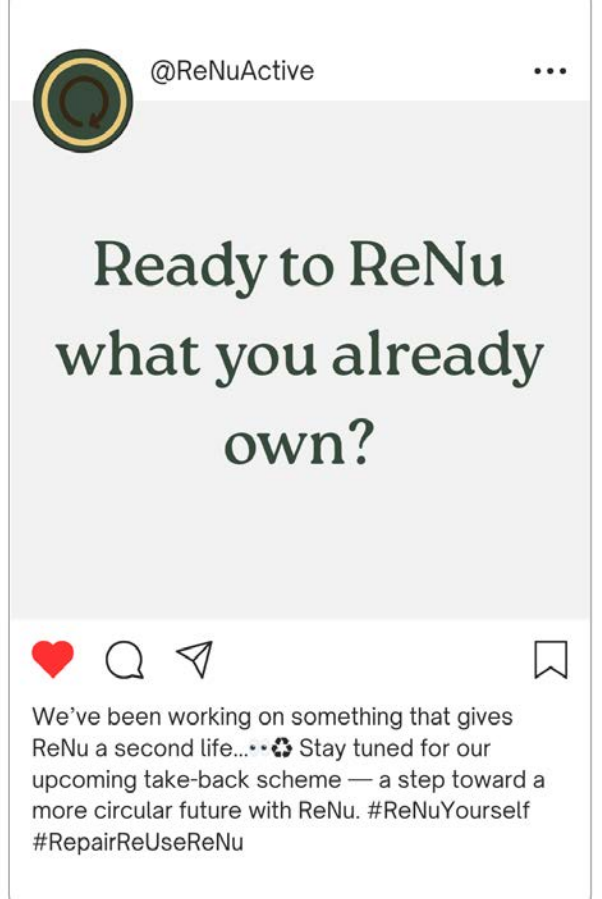
#### Tactics:

Tactics define a business's tools to promote its strategy and reach objectives (Chaffey, 2022). Building upon the PESO model, the tactics will bring the marketing objectives to life through visual storytelling and consumer interaction.

#### 1. Instagram grid plan



#### Instagram post examples



Creates anticipation for the take-back scheme, builds emotional connection, and encourages user-generated content to boost organic reach and trust.

### FINANCIAL OVERVIEW

#### Cash flow:

	Month	Pre start	1	2	3	4	5	6	7	8	9	10	11	12	Total	
A	Month name		JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE		
Revenue (€)	Paid from The Prince's Trust		5,000.00												5,000.00	
	Gifts in kind		20,000.00												20,000.00	
	Paid from other sources		0.00												0.00	
	Gov. Grants		1,500.00												1,500.00	
	Income from sales		2,000.00	3,500.00	3,000.00	5,000.00	6,000.00	7,000.00	8,000.00	10,000.00	12,000.00	15,000.00	17,500.00	20,000.00	113,500.00	
Revenue total (€)			2,000.00	3,500.00	3,000.00	5,000.00	6,000.00	7,000.00	8,000.00	10,000.00	12,000.00	15,000.00	17,500.00	20,000.00	140,000.00	
Expenses (€)	Salaries		25,000.00	25,000.00	25,000.00	25,000.00	25,000.00	25,000.00	25,000.00	25,000.00	25,000.00	25,000.00	25,000.00	25,000.00	25,000.00	250,000.00
	Depreciations - The Prince's Trust	5.00		2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	20,000.00
	Depreciations - Other sources		-350.00	-350.00	-350.00	-350.00	-350.00	-350.00	-350.00	-350.00	-350.00	-350.00	-350.00	-350.00	-350.00	-3,500.00
	Other costs															0.00
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