Inspiring sustainable moms with a circular bra Towards a circular business model for the pregnancy bra from Feelou

Problem exploration

As the clothing industry is a major strain on the planet, developing better business models in this industry is essential for a sustainable future. This project focuses on a challenging product category: pregnancy bras. To gain an overview of the possible product service system for Feelou, the Resource Flow Model was created. It provided a basis to analyse all interactions in the system. Eventually, the growth of Feelou can be structured according to this diagram to develop the full circular business model.



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Additionally, the research provided paradoxes that need to be solved in order to build a succesful business model. The perceived hygiene paradox was the main challenge, as women are hesitant to use a bra that was previously used by someone else. This significantly limits the lifetime to just one user. Stimulating women to pass on the bra to family or friends increases the chances of finding a second user for the bra.

Roadmapping the future of the product service system

The roadmap provides steps based on the size of the service model in the future. In the startup environment of Feelou, it is often unpredictable what the most fruitful solutions to challenges are. Therefore, the roadmap shows the envisioned service system with several solutions to expected challenges. Using this structure, Feelou can decide which solutions are most fitting at any time, which suits the startup environment well.

Odmar Vandijck A Circular Business Model for a Pregnancy Bra 7 November 2022 Strategic Product Design

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