

## REBUILT

### RESULT 3 – A1 – GEORGIA MODITI

<b>Company Name:</b>	GModiti Clothing Ltd, Store Name: Georgia Moditi
<b>Professional sector and company size:</b>	Fashion, Clothing, Retail (2 employees, 1 full-time and 1 part-time)
<b>Need/problem/challenge addressed:</b>	Our philosophy is slow fashion, creating items with long lives. We wanted to cut expenses and needed to reduce materials.
<b>Sort presentation of the company:</b>	<p><b>Georgia Moditi</b> is the eponymous Nicosia-based brand of Georgia Moditi, the label's creative director and founder, established at our home store in Griva Digeni 80, Kaimakli 1021, since 2014.</p> <p>Our garments are created to represent feminine identity, a classic appeal and contemporary expressions, favouring pattern-cutting for ease-of-wear day and night. We set out to offer a complete wardrobe of essentials including a treasure-hunt of styles, textures and tones, with an eye towards sustainability and transparency for a clean conscience.</p> <p>All of our collections are designed and made by women in Cyprus.</p>
<b>Initial Process and CO2 Emission Profile (tools, methodologies, theories, references):</b>	We decided to recycle first of all our fabric scraps and recycle them in creative ways, in the process upcycling them.
<b>Strategic Decision of the company:</b>	producing ethically, reducing waste where we can, constantly finding ways to be more transparent and reducing our business electricity consumption
<b>Process reengineering on selected waste (resources, methodologies, tools):</b>	<ul style="list-style-type: none"> <li>- buying eco fabrics where possible</li> <li>- buying fabrics from old local shops</li> <li>- buying second hand machines</li> <li>- reusing most of the scraps left</li> </ul>
<b>Re-engineering outcome and results. Emission profile improvement and other success evidence:</b>	Besides monetary savings, we get to create novel products for our market that have resonated with our clients.
<b>Please identify the sustainability goals (SDGs) and the specific targets achieved in the described case:</b>	<ul style="list-style-type: none"> <li>-We recycle everything made of PMD, glass, paper and fabric in our business and so have reduced our trash substantially.</li> <li>-We changed all our lighting to LEDs and so reduced our electricity bill by half.</li> <li>-We hosted circular fashion workshops.</li> <li>-We established ourselves as a slow fashion brand and educated many away from fast-fashion.</li> </ul>

