

THE SUSTAINABLE FASHION BRAND - PROGETTO QUID CIRCULAR AND SOCIAL ECONOMY IN ITALY

The Quid Cooperative, created by Anna Fiscale in Verona (Italy), has been developing since 2013 the [new ethical and sustainable fashion brand called *Progetto Quid*](#).

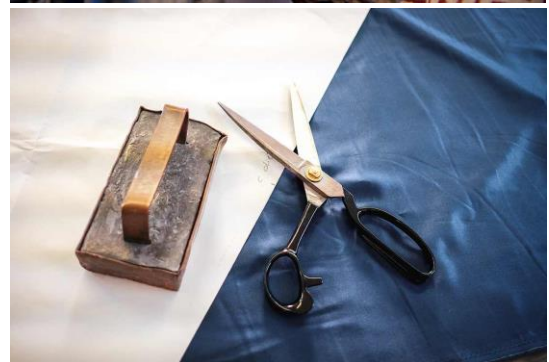
This innovative brand creates limited-edition collections of clothes and accessories recovering wasted high-quality textiles from fashion industries. At the same time, the *Quid* Cooperative regenerates these fabrics into beautiful collections employing socially disadvantaged people of the territory.



The textile material recovered by the *Quid* Cooperative is donated or sold at a symbolic price by Italian fashion companies, which do not use it in their production chain due to limited availability in terms of size or because the fabrics have been used in past seasonal collections. With this entrepreneurial choice inspired by the principles of circular economy, the Cooperative contributes to the reduction of the consumption of raw materials and the related environmental impact. For donor companies, this solution represents a considerable saving in term of costs related to the conservation of inventories in warehouses and to their correct disposal as waste from the production processes.



Based on the sizes of the fabrics available and their ever-changing characteristics, the group of designers and workers are able to create limited-edition collections, which are appreciated by consumers for their uniqueness. The original design and the artisanal procedures adopted allow the *Quid* Cooperative's laboratories to give a new value to the recovered textile materials, creating high quality end products, as demonstrated by their wide market success.



The *Quid* brand is also characterized by its extraordinary social impact. From the beginning the Cooperative decided to create an inclusive business model, offering employment opportunities to people otherwise excluded from the labor market such as immigrant women and women victims of trafficking, former drug addicts, disabled people, unemployed people over 50, former prisoners. The Cooperative has also established a collaboration with the tailor's workshop of the city jail, to offer a future perspective of work and social reintegration to prisoners, women and men.



Since its creation in 2013, the Quid Cooperative has achieved results of great impact from an entrepreneurial and social point of view:

- There are 120 workers employed by the Quid Cooperative with a fair salary and advanced internal welfare, coming from 17 countries. Most of these workers are women.
- The Cooperative recovers surplus fabrics from 30 fashion Italian companies, turning them into new products. Over 370,000 meters of fabric were recovered in 2018.
- The new products are sold in six [Quid stores](#), in 90 multi brand stores operating in Verona and other Italian cities, [and through its online store](#)
- Quid has established partnerships with 15 Italian brands, producing sustainable lines of accessories and co-branded merchandising. For example, for the national chain of organic stores Naturasì, Quid has produced 100 thousand bags that can be used for fruit and vegetables and are available in all stores of the country.
- To ensure the social impact of the Quid Project, the Cooperative has established cooperation with a wide range of institutions, public services, associations and Foundations of the territory.
- The Cooperative's success is also demonstrated by the progressive growth of its revenues through the sales of its products: 1 million in 2016, 1.9 in 2017 and 2.7 in 2018.

The Quid Cooperative is a non-profit organization and reinvests funds obtained from sales to improve logistics, to expand production, to create new sources of work, to improve product design and seasonal collections with the collaboration of external designers. The collections are also presented through special fashion shows. In 2019 the Quid Project was also presented to the European market by participating in the [Brussels Fashion Days](#): three days dedicated to the world of fashion.

The [UN Alliance for Sustainable Fashion](#), implemented in March 2019 by 10 different organizations of the United Nations to promote projects and policies changing the path of fashion, highlights the urgency to reduce the negative environmental and social impact of this industry, turning fashion into a driver for improving the world's ecosystems and the implementation of the Sustainable Development Goals

The Quid Project approach can be reproduced in other contexts. It shows that it is possible in the fashion world to create high quality products, which are part of fashion trends and meet the demand of consumers, following the principles of circular economy, respecting the environment and enhancing the opportunities and skills of people otherwise excluded from the labor market.

To know more

[Progetto Quid website](#)

[Progetto Quid in Facebook](#)



[Progetto Quid in LinkedIn](#)

[Quid Project in opesfund.eu](#)

[Article in larena.it](#)

[Article in economiacircolare.com](#)

[Article in altromercato.it](#)

[Article in legacoop.veneto.it](#)

[Article in repubblica.it](#)

[UN Alliance for Sustainable Fashion](#)

[UN Environment.org website](#)

[A new economy redesigning fashions future - Ellen MacArthur Foundation Study](#)

