





Unlocking Fashion, Sustainability, & Circular Economy

IMPACT REPORT 2022



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Foreword

Tinkerlust is present as an Indonesian pre-loved luxury marketplace to implement sustainable fashion movement practices and to support the circular economy for 7 years. By introducing, buying and selling preloved goods as a new form of shopping lifestyle, we provide a solution to the negative impacts of overproduction, preventing clothes from piling up in closets, or even worse, in landfills.

Tinkerlust always innovates to provide the best services that make it easier for sellers and buyers. We have been well aware that fashion has been causing harmful environmental and social impacts for a long time. But the flip side of this coin is that shifting towards a more sustainable fashion industry can have very positive impacts on the people and the planet.

We are proud to share this year's impact report, proving that with power from our consumers, resale fashion, and participation for circular fashion, we can lead a sustainable future for the fashion industry.

- Samira Shihab (Co-Founder & CEO)
& Aliya Amitra (Co-Founder & COO)

01

Fashion In General

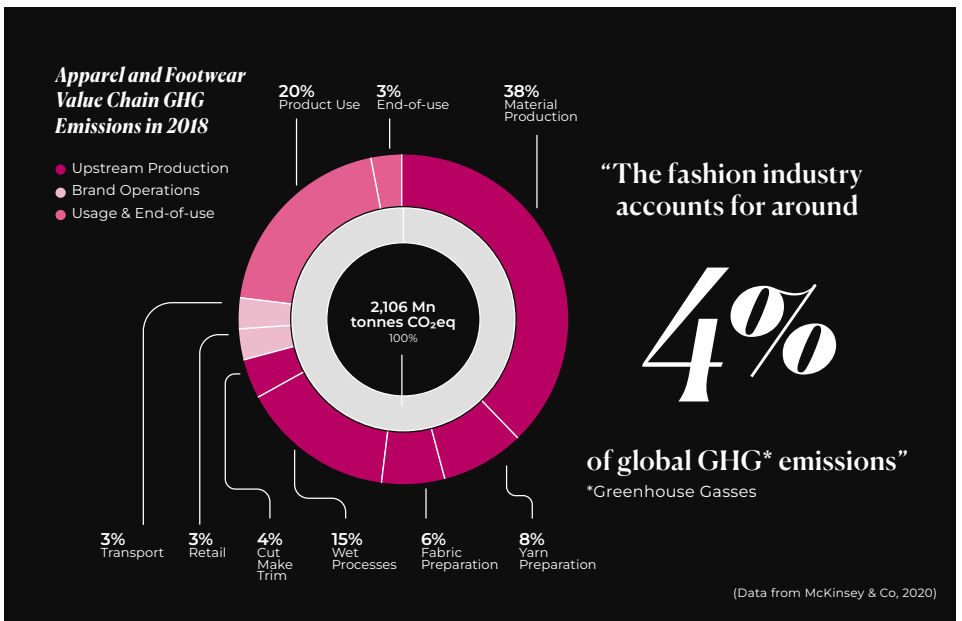


The Fashion Industry in General

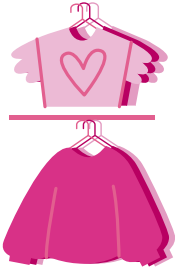
The fashion industry has the ability to provide customized products or services through flexible processes in high volume at a reasonably low cost. These characteristics have become key variables for the fashion supply chain (Fabio and Antonella, n.d.)¹. The fashion industry consists of four levels: the production of raw materials, mainly fibers and textiles, but in addition to that there's also leather and fur; the production of fashion goods by designers, manufacturers, contractors, and others; retail sales; and various forms of advertising and promotion.²

The key sectors of the fashion industry includes textile design and production, fashion design and manufacturing, fashion retailing, marketing, and merchandising, fashion shows, & media and marketing. It has a lot of admirers and everyone has their own reason for being a fashion enthusiast, from self-expression by channeling their artistic & creative personality, and even for entertainment. The fashion industry, as one might know, always promises new innovations. This is why it makes for an interesting source of exploration of style for many. Because of these new innovations, many aspects of fashion are quick-moving and ever-changing, creating a lot of opportunity for new ideas and trends.³

These ever-changing trends, ideas, and creativity are the reason behind such interest in the fashion industry. Despite huge demand and interest, the fashion industry plays a major role in environmental pollution.



The United Nations has identified the fashion industry as the second most polluting industry, having produced 8% of all carbon emissions and 20% of all global wastewater; It also accounts for a fifth of 300 million tons of plastic produced annually on a global scale.⁴ With that being said, we can see how the fashion industry impairs our environment. This should be an eye opener that there are a few things that the consumers and the industry players should reconsider before purchasing fast-fashion products.



‘The demand of fast-fashion industry are still high,

Approximately 60%
YOY consumption growth’

(Data from McKinsey&Co, Unsyiah Journal, Universitas Ciputra Journal)



The global fashion industry is once again at its feet. Companies are adapting new consumer priorities and the digital world is providing a nexus for growth. Still, the industry faces difficult challenges amid supply-chain disruptions, patchy demands, and constant pressure on the bottom line: consumerism desired by industry players. As a result, there is an increase in the average consumption of clothing by 60% every year accompanied by a doubling of production between 2000–2014 (McKinsey, 2016).⁵

With the arrival of social media platforms such as Instagram and more along with globalization, people's consumptive patterns increased towards fashion products. The solution to consumer demand in fashion trends is rapid fashion production. Some examples from the fast fashion industry are H&M, Zara, Uniqlo, and many more (Muhammad (2018:4). However, Fast fashion is unsustainable and cannot be used for long periods of time. Due to these changes, the fashion industry is moving fast and is experiencing tremendous growth. This was especially visible at the beginning of the 21st century, when production doubled and because consumers are buying 60% more garments than they did 15 years ago.⁵

“Here in Indonesia, the clothing industry is causing lots of environmental damage and health problems.”

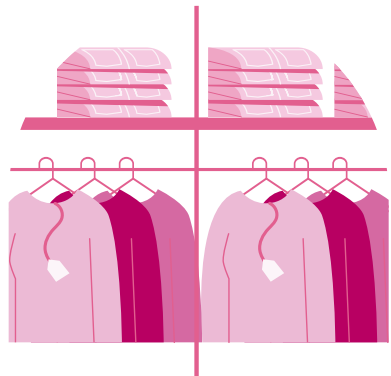
- Yuyun Ismawati, 2009 Goldman Prize Recipient Islands and Island Nations (2021)

Through a survey with 665 Respondents, Tinkerlust found that, more than half of our respondents, prefer to buy new products compared to second-hand/preloved ones. We also found that 63.5% of them choose fast fashion products such as Zara, H&M, Uniqlo, Nike, and many more. Though, they have their own reasons for choosing these fast fashion brands; it is cheaper, serving a lot of different styles compared to non fast fashion brands. Other than that, these respondents are not familiar with the negative impacts towards the environment that were caused by the industry, which is why they still choose fast fashion products nowadays.⁶



54,5%
choose to purchase
brand new rather than
preloved fashion products.

63,5%
of all respondents said
they choose fast-fashion
because of affordability
& variety of designs/styles.



(Data from Tinkerlust Survey to 665 Respondents, July 2022)

The 4 Industry Players that Affected Fashion Industry

#1 Government*:

Cross-border sustainability certification schemes in various business sectors, ensure that in the work process, the mentioned manufacturing industries did not cause any negative impact on the environment:

- Forest Stewardship Council (FSC) for forestry
- Marine Stewardship Council (MSC) for the marine sector
- Round Table Palm Oil (RTPO) & the International Sustainability and Carbon Certification (ISCC) for the oil palm plantation industry.

However, the problem is that in the fashion and textile industry, this kind of certification does not yet exist.⁷

#3 Local Designers:

Supporting marginalized groups & communities, traditional artists and craftspeople can inspire sustainable social change. The Jakarta Kita collection by "Sejauh Mata Memandang" in 2017 collaborated with women who live in Jakarta's largest social housing complex, and the Lekat brand has teamed up with Baduy women from Banten to incorporate traditional hand-woven textiles into their clothing.⁹

#2 Non-Governmental Organization (NGO):

The Indonesian Fashion Chamber (IFC) has contributed to change. Its members, consisting of Indonesia's leading fashion entrepreneurs and designers, shifted their focus to sustainability clothing from 2020 onwards, with the aim of nurturing the circulation of the fashion economy.

With regard to working conditions, FairWear Foundation Indonesia focuses on advocating for labor rights, fair wages, and equality through engagement with governments, producers, trade unions and other stakeholders.

#4 Preloved/Second-hand Marketplace:

Luxury resale and consignment have an important environmental impact, as it extends the life of something that's already been produced. One of Indonesian preloved/secondhand marketplace would be Tinkerlust.com, connecting both buyers and sellers in a lively fashion community where they turn their style into cash. The vision is to continue to expand and serve these customers as they grow and love fashion with Tinkerlust. Now, no one needs to go out of budget for a branded and luxury fashion.

(*According to the official website of BSN (National Standardization Agency of Indonesia))

Fashion plays a big role in the Nation's GDP. Regulations that limit industry player moves, or the lack of exposure that confines the investors interest hinders the continuity of the industry. Other than that, the existence of certification can increase the buyers confidence that these products do not have a bad impact on the preservation of nature. For other industries, especially timber and agricultural or garden products, there are already many certifications. This was acknowledged by Rumondang Agnesia Doloksaribu, General Manager of PT. Homeware International Indonesia, which focuses on the local handicraft industry, such as woven rattan, water hyacinth fiber, and wood crafts. According to her, when offering products to overseas contractors, the company must have many certifications. Starting from the certification that states the sustainability of the product to the environment, the safety of the workforce, to the feasibility of the product.⁷

As for sustainable fashion industry, it is supported by the Ministry of Education and Culture, Environmental Issues are presented at the 2022 Muslim Fashion Festival. Minister of Education, Culture, Research and Technology (Mendikbudristek) Nadiem Anwar Makarim supports the 2022 Muslim Fashion Festival (MUFFEST+). Nadiem underlined the importance of using environmentally friendly fashion materials and promoting the values of local wisdom in order to maintain the sustainability of the fashion industry, especially in Indonesia.⁸

The fashion industry sector has a crucial role in efforts to overcome environmental issues and create a more sustainable life. The slow fashion movement is considered to be prioritized for the survival of humans and other living things.

For this reason, Nadiem encourages efforts to use environmentally friendly materials in producing fashion works.



According to Ruhani & Samira in an interview with Tinkerlust, the immersion of thrifting, as a trend, is also something that has given sustainability in fashion a big opportunity to be developed, as it gives a garment another chance to be used 2 -3 times. Avoiding being wasteful in product usage has become a culture in Indonesia for as long as we know it, therefore giving out clothes for donation, to family members/friends, or even selling them something that the public is familiar with, making it a great starter towards a more sustainable fashion.¹⁰

**“Slow fashion
is about the lifespan
of clothing,
how it can be worn
over & over again,
avoiding single use
of products.”**

- Ruhani Nitiyudo (Founder of Antheia Project)
& Samira Jha (Co-Founder of Antheia Project),



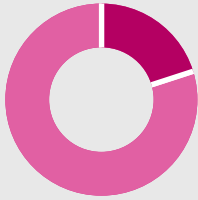
02

The Hidden Environmental Cost of Fashion Industry



How fashion impacts the environment

Fashion may act as a limitless media to express styles and creativity, but the hard facts are yet to be faced. The suffocating truth of the fashion industry is that the industry is responsible for destructive impacts on the environment and continues to be the second-largest water consumer.



20%
of global wastewater
is produced by the
fashion industry.

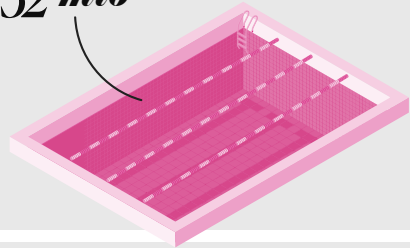
**To produce a
fashion product
from a cotton plant
to a fabric takes
93 cubic meters
of water.**



**In 2017 this industry
was accountable for nearly
79 billion cubic meters of water,**

enough to fill 32 million Olympic-size
swimming pools. (World Economic Forum)

x32 mio



= x700

**To produce a
single cotton t-shirt,
700 gallons of water equivalent
to 52 million olympic-size
swimming pools is consumed.**

= x2 mio

**For a single pair of jeans:
2 million gallons equivalent
to 150 million olympic-size
swimming pools.**

(Data from "These Facts Show how Unsustainable the Fashion Industry is", Morgan McFall-Johnsen, weforum.org, January 31, 2020)

The awareness, not only from producers, but also consumers becomes a necessity. We are able to reach out to **Patty Amalia Kusuma, a Researcher from Fashion Revolution Indonesia**. Fashion Revolution was founded by Carry Somers and Orsola de Castro in the wake of the Rana Plaza disaster in 2013. Since then, they have become the world's largest fashion activism movement, participating to spread awareness about sustainable fashion and entering Indonesia in 2016.

According to Patty,

“The public's understanding on the real meaning of sustainable fashion is still vague, so some people see the implementation of sustainable fashion as difficult or expensive,

There are many small steps that can be taken, such as reducing overconsumption, and being wise in buying fashion products.”



In her opinion, the fashion industry must be literate in creating a healthy supply chain, and the government also needs to appropriately provide some support through creating firm regulations and educating the public on the importance of sustainable fashion. Finally, the society's involvement in the movement is just as important.¹⁰

In our survey, we were also able to find out how many of our respondents are actually aware that the fashion industry has some negative impacts towards the environment.



Negative impact of fashion industry towards the environment knowledge:

65%

Knows

35%

Did Not Know

(Survey conducted by Tinkerlust on 665+ respondents in July 2022)

33,8%

WATER
POLLUTION

29,6%

LAND
POLLUTION

85,5%

GARBAGE PILE

Of the many reasons that the fashion industry impacted the environment, 85.56% acknowledged that the waste becomes a pile of garbage, 2nd most popular answer would be water pollution, followed by land pollution and air pollution. Though, we must admit that the wastes that are piling becomes one of the most serious impacts that we can clearly see.

(Survey conducted by Tinkerlust on 665+ respondents in July 2022)

The Global Fashion Agenda (GFA) and the Boston Consulting Group (BCG) warn that the fashion industry's water usage will increase by 50% in this coming decade, meaning that this issue will extend even beyond our time. This is particularly detrimental for those living in or near cotton plantations, the places responsible for producing the most popular staple fabric in this industry. Cotton plantations are largely located in dry areas where water is already scarce. Moreover, these plantations are monoculture plantations, meaning they require especially large amounts of water, pesticides and fertilizers, all of which will eventually return to the soil or water system.

The usage of water in the fashion industry beginning at plantations up to the final article of clothing or accessory is a growing global concern. The World Bank refers to this as an "Invisible crisis". This is because the primary perpetrators of this issue are the textile and apparel industry and its repercussions tend to occur in areas remote from the public eye.¹¹

The Fashion Industry Waste

The U.N. estimates that

80-90%

of water waste produced by the fashion industry returns to the environment without proper processing

The percentage of global wastewater, produced by the fashion industry is nearly



20%




Fashion production generates **10% of global CO₂ emissions**



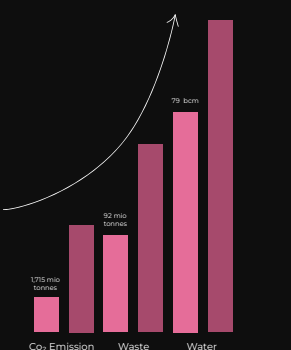
Fashion puts **extreme demands** on our water reserves

The chemicals necessary for **turning raw materials into textiles** require high energy use



Global Fashion Agenda estimates that in 2015 alone the global textiles and clothing industry was responsible for the consumption of: 79 billion cubic meters of water, 1,715 million tonnes of CO₂ emissions, and 92 million tonnes of waste.

At this pace, these numbers could increase by at least 50% by 2030.



Category	Value
CO ₂ Emission	1,715 mio tonnes
Waste	92 mio tonnes
Water	79 bcm

Apparel and textiles sector facts in Indonesia



Indonesia is among the top 10 textile-producing nations in the world and is the 12th largest textile & apparel exporter.

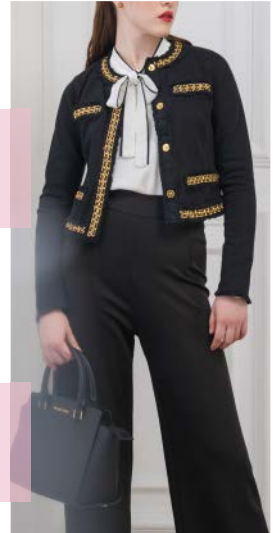
This sector employs an estimate of 4.2 million people, **78% of which are women.**

There are **197 Garment companies** registered by the Ministry of Sector.

While for the materials, only **0.3 million tonnes of textile waste is recycled** in Indonesia.

Around **2 million tonnes of waste**, unfortunately, goes to landfills or incineration.

In 2019 alone, Indonesia was estimated to **produce 2.3 million tonnes of textile waste** (Exhibit 31).



While smaller portions of textile waste comes from furniture or other essentials like bedsheets (EPA, June 2022), a majority (92 million tonnes annually) comes from the fashion industry. On the sidelines, the textile industry also generates waste from unused or unneeded materials like yarn. With these facts considered, the fashion industry could use up to a quarter of the world's carbon budget by 2050. When textiles alone are estimated to account for approximately 9% of annual microplastic losses to the ocean.

Almost 80% of non-liquid waste (e.g. remnants/textile) can still be processed into various products. Deadstock fabric or defective products can often be re-made into clothing. Chopova Lowena, for one, a street style enthusiast's favorite, is a brand that remakes their deadstock fabric into new clothes. Their remade clothes made up of small sections from different patterns, has become their signature style. It has garnered the attention of many, even celebrity stylists and Vogue. Similarly, Popsiz, a relatively new Korean brand that also uses deadstock and sustainable fabric to create clothing, gained popularity by being worn by many k-pop idols such as Twice and is well-known for their denim designs.¹²

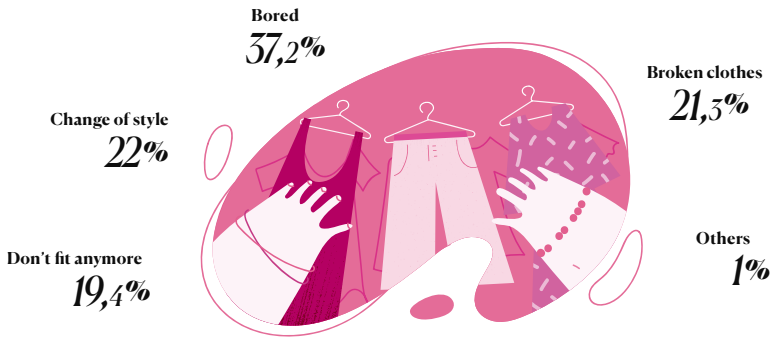
3 in 10 Indonesians

discard their unwanted clothes
after wearing them **once**.



(Data from Kementerian PPN/Bappenas, Embassy of Denmark, UNDP¹³)

Tinkerlust was also able to gain insight through an independent survey, about a few reasons as to why they throw out some of their clothes.



We also asked why they did not sell their clothes, and most of them said that either the condition is too bad to be sold, or they don't know where to sell it. This becomes an opportunity for a Marketplace like Tinkerlust, where we focus on giving a platform for the fashion enthusiast community to sell & buy their preloved fashion items. We could introduce the concept to those who did not know, and advertise the service to the right customers.

41,8%

Don't know
where to sell

18,8%

Too Busy

46,4%

Bad item
condition

In fashion's linear system, the volume of fashion production has nearly doubled since 2002. Less than 1% of these materials are recycled into new clothing or other products (Ellen MacArthur Foundation [EMF], 2017). This overproduction has resulted in saturated markets and an increase in unsold garments (Niinimäki, 2018). For example, Swedish fast-fashion retailer H&M amassed £3.4 billion (approximately US \$4.4 billion) in unsold merchandise as of April 2020, much of which is destined to be burned for the brand's image and price integrity (Cook, 2020).

Globally, fashion consumers dispose of US \$460 billion worth of (used) clothing by disposing of them. These clothes end up in landfills or getting incinerated, putting human wellbeing at risk (EMF, 2017). To make matters worse, nearly 1.2 billion tons of greenhouse gas emissions are generated from textile production alone. This tonnage is more than the combined emissions from all international flights and maritime shipping. Another environmental issue is that 20% of industrial water is used for dyeing and treating textiles (EMF, 2017).

To address the adverse consequences of the current linear fashion economy, the circular economy's "take-make-use-reuse" system is being touted by governments, business practitioners, and academic researchers as the key for replacing fashion's linear approach (Panwar & Niesten, 2020).

Being aware of the societal need for the fashion industry to move away from a linear to a circular economy (Moktadir et al., 2020; Stewart & Niero, 2018), the industry has recently made tremendous plans and implementation strategies in hopes that the fashion related economy can shift to a more circular one.¹⁴



Tinkerlust also got the chance to discuss this matter with Diana, Head of Research & Education of Zero Waste Indonesia (ZWID). She is a part of #TukarBaju, the sub-campaign of zero waste Indonesia, namely an online community platform, a one-stop solution for a minimal waste lifestyle, starting in 2019 raised the topic of fashion and textile waste, bringing up alternative solutions for what is the most appropriate solution to reduce clothing or textile waste.

Exchanging clothes means that we can get clothes that are not new, to extend the life of the clothes. Sometimes it can be seen as similar to thrifting, but with #TukarBaju, they are exchanged for other clothes instead of money. At first they focused on the issue of plastic waste, but it turned out later in 2019 that there were other wastes and they were still made of synthetic materials that had not been seen much. So the textile waste was removed and an alternative solution for this problem emerged



“The most important thing we can see from the problems in the environment, it's not only from the producer's side but it is also important for consumer awareness to make this movement a success. There is a concept that is often discussed in the #TukarBaju community, based on the hierarchy of needs triangle from the consumer's side.”

- Diana, Head of Research and Education of Zero Waste Indonesia)

Buyerarchy of Needs by Sarah Lazarovic

At the bottom "Wear what we have", going up one level is "borrowing or swapping", above that we can thrift, on the top we can make clothes to empower local tailors, and the last option is to "buy new clothes".

**Buy less, choose well
and make it last.”**

- Diana, Head of Research & Education,
Zero Waste Indonesia



Through a survey, Tinkerlust found that there are various meanings of fashion sustainability that the mass audience are aware of. The most common answers regarding the meaning of sustainable fashion are recycled fabrics, followed by reducing the use of chemicals, then durability and the longevity of wear, fair employment practices, then hippie fashion, and the last answer is overpriced. From the answers chosen by the respondents, it shows that some can articulate sustainable fashion, even though the information received is not complete or not yet diverse.

Respondents answered that the most common form of sustainable fashion was clothing with sustainable materials, namely organic, able to be recycled, both preloved or second-hand, then recycled clothes, then slow fashion, and so on. This answer reflects that the information that is received or widely explored by respondents regarding sustainable fashion is about basic materials which are then processed to become fashion products, especially clothing.

The number of Indonesian people who understand sustainable fashion

75%

Yes

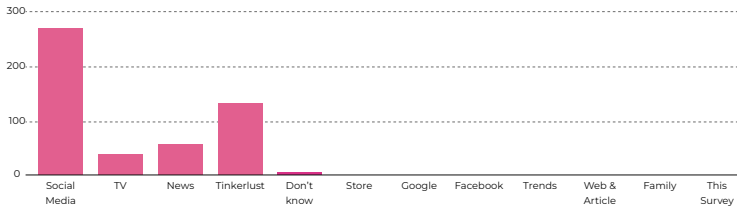
25%

No

1 out of 2 respondents, consciously & unconsciously practices sustainable fashion by donating fashion products they no longer use.



In this survey conducted by Tinkerlust, the biggest sources for users to know the concept of sustainable fashion are social media and Tinkerlust. Sustainable fashion actors, including brands and marketplaces, can use social media as their main platform in introducing and educating customers.

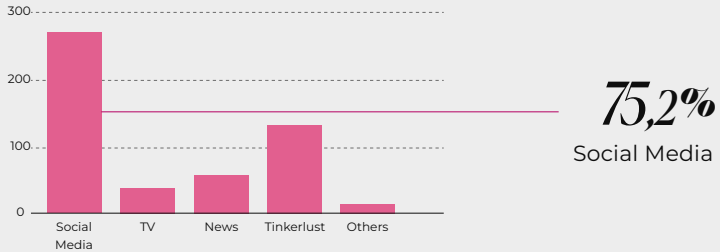


(Survey conducted by Tinkerlust, July 2022)

From the data above, we can see that not a lot of people shop at thrift shops quite often, some even never do thrift shopping. Whereas, buying preloved or second-hand fashion items has become one of the many ways to support a more environmentally friendly fashion industry.

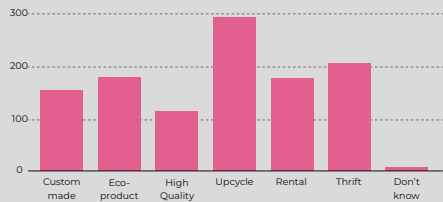
In this case, Tinkerlust also puts out a question on whether these customers understands/familiar with the Circular Fashion concept, and this is what they have to say:

Whereas, this is how they found out about
Circular Fashion concept:



(Survey conducted by Tinkerlust in July 2022, Respondents can pick more than 1 option.)

For those who are familiar with the concept, they helped us to understand more about the amplification of Circular Fashion that they know has been done in Indonesia:



(Survey conducted by Tinkerlust in July 2022, Respondents can pick more than 1 option.)

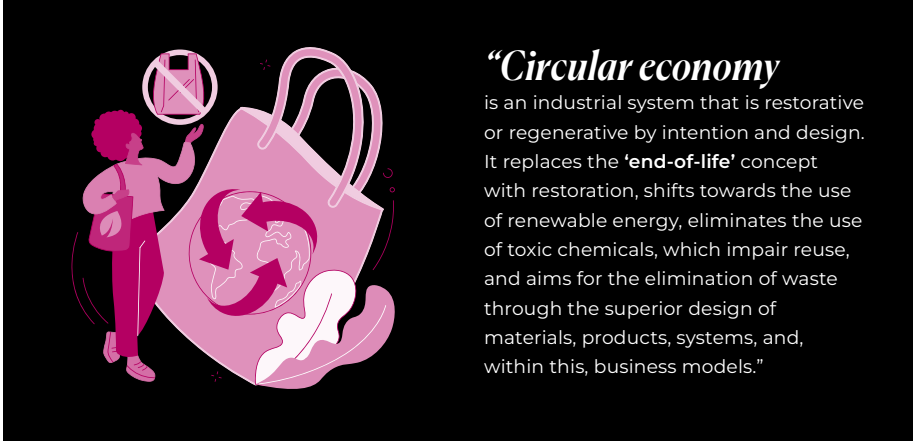
03

A breakthrough/solution via Circular Economy



Concepts of circular economy

The most widely recognized accepted definition for circular economy was provided by the Ellen MacArthur Foundation, which reads (Towards Circular Economy, 2013a):



Circular economy has already been implemented in some areas of the furniture, food, and fashion industries. For example, IKEA, the largest furniture manufacturer in the world, has implemented the furniture buy-back scheme for the customers by giving IKEA vouchers in exchange for their unwanted IKEA furniture (Fleming, 2020).

An identical model of a circular economy is already being implemented in the fashion industry, by reusing the unused textiles and materials. Uniqlo and Adidas have already employed this returning scheme, by providing customers with the facility to return unwanted fashion items to the manufacturer (Fleming, 2020). This is visible from the aforementioned companies in Indonesia also. Indonesian local brands have also implemented similar schemes. For example a local brand such as Sejauh Mata Memandang, founded by Chitra Subyacto, prioritizes the principles of sustainable fashion in the selection of materials. Textiles with cotton, linen and tencel are the substitute materials that come from the recycled process.



The relation between the circular economy and the fashion industry doesn't end on "reusing the material that isn't used anymore by the customers". **"Reusing"** can be implemented in two ways: reusing unwanted fashion items and processing it for the manufacturing material, and reusing the unwanted fashion items and selling it to the different customers.

Selling second-hand fashion items (thriftig) is one big step forward towards a circular economy. Rather than discarding unwanted items, the use of thriftig decreases clothing consumption, thus decreasing the industry's carbon footprint. Our company, Tinkerlust, is considered to be one of the agents that promote this sustainable economy, the circular economy.¹⁵

Our company, Tinkerlust,
is considered to be one of the agents
that promote this sustainable economy,
the circular economy.¹⁵



Circular Economy Impacts in Indonesia

By adopting and practicing the circular economy in Indonesia, the textile industry will face many changes. By applying the circular economy practices, Indonesia would generate an economic impact worth IDR19.3 trillion (USD1.4 billion) in 2030, ability to create 164,000 cumulative net jobs between 2021 and 2030 (of which 89 percent would suit women), help to produce household savings worth nearly IDR172,000 (USD12.1), and reduce CO2 emissions and water use by approximately 16.4 million tonnes and 1.2 billion cubic meters, respectively, in 2030.¹³

REDUCE

Reduce waste in production

Reducing waste during the manufacturing phase through more efficient use of — resources. An example is to track and control steam pipe temperatures, and regulate the air-fuel ratio in boilers etc

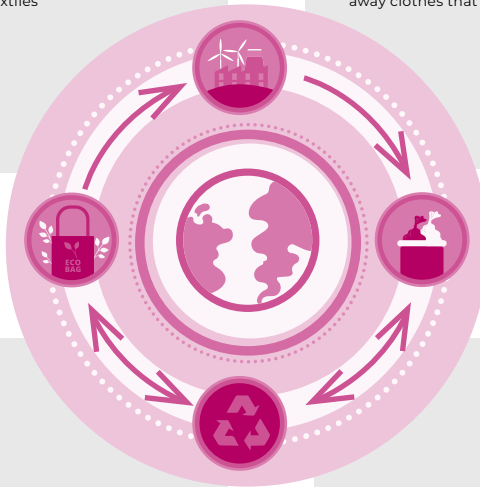
Significance/Example: Up to 15% reduction in energy costs possible in textiles

REUSE, REFURBISH

Reuse products

Aims to alter the consumer value proposition (e.g. "servitisation" models that encourage leasing /repairs)

Significance/Example: Higher clothing utilisation rates-global customers miss out on USD460 billion of annual value by throwing away clothes that they could continue to wear



RENEW

Use more sustainable materials

Involves altering supply chain processes to use more sustainable materials (e.g. sustainable sourcing or innovation to develop sustainable alternatives)

Significance/Example: In 2019, 57% of all materials sourced by H&M group were either recycled or sourced in a more sustainable way

RECYCLE

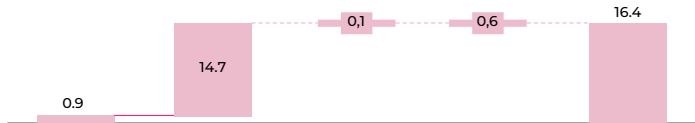
Recycle materials

Increased recycling of waste materials from textile production. This will require the redesign products to improve recyclability, and overall improvement in collection systems to enhance recycling

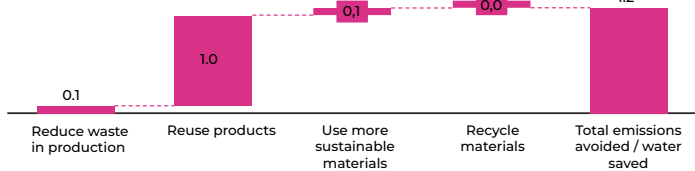
Significance/Example: Dutch Awareness creates clothes using 100% recyclable polyester that uses 95% less water, 64% less. Energy and produces 73% fewer carbon emissions compared to cotton

Indonesia could avoid 16.4 million tonnes of CO₂e emissions and save 1.2 billion cubic metres of water relative to BAU 2030

Reduction in CO₂e
Million Tonnes



Reduction in water use
Billion Cubic metres



Textiles

Source: BPS; Ellen MacArthur Foundation

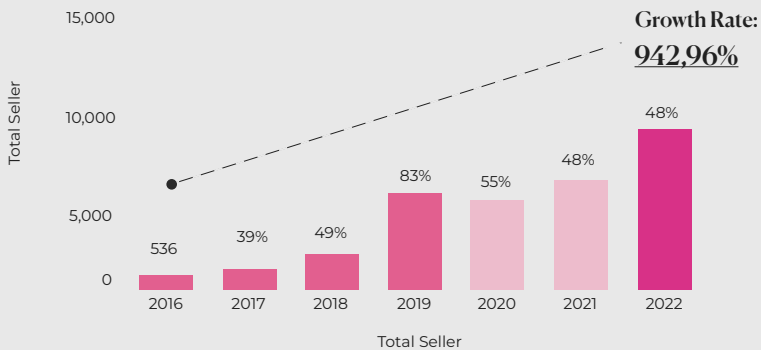
Reducing textile waste and increasing recycled textile waste could lead to significant environmental benefits. As textile production consumes a lot of water and releases a large amount of CO₂. Exhibit 39 shows that reducing and increasing recycling activities of approximately 0.7 million tonnes of textile waste could save nearly 16.4 million tonnes of CO₂e emissions and 1.2 billion cubic meters of water by 2030.¹³

Circular Fashion

Circular fashion (CF) business strategies hinge on three principles in practice (Ki et al., 2020). The first one CF strategy is aimed at “designing out waste and pollution” during the production stage (EMF, 2017), the second primary business strategy is “keeping fashion products and their materials in longer and continuous use” and the third stipulates that businesses use a strategy that seeks to “regenerate natural systems” (EMF, 2017). In practice, the fashion industry has been consuming a great number of unsustainable textiles, such as synthetic fibers (e.g., polyester), which are not biodegradable and thereby have a direct influence on climate change.¹⁴

In order to close the loop and take part in Circular Fashion, reusing a fashion item could be one of the ways. These efforts can be done by donating or selling your unused clothing. Looking back at our own data, We find that nowadays, a lot of people are starting to be more aware of selling their clothes online, instead of just throwing them out.¹⁶

Total Seller by Year



*Data by Tinkerlust, 2022

This is proven by the seller numbers in Tinkerlust that are always growing, but the highest growth happened in 2019, as we conducted a variety of offline activities from events, to partnerships and conferences.

Tinkerlust x Googaga Community Event

One of the events that attracted attention and motivated people, particularly women, to start decluttering their homes was Tinkerlust x Googaga - #MOMSI01; The Art of Decluttering & Organizing with Andra Alodita; to take a small step to free up their space through decluttering activities since having too much stuff can be frustrating.

2018



**Luxatme Bazaar,
Tinkerlust Garage Market 2 & 3**

With the motivation to declutter and earn extra money, bazaar and garage sales are popular events for Tinkerlust's customers.

2019

**Drop & Save,
Tinkerlust Donation - Clothes for Charity**

Drop & Save is a Tinkerlust and 3Mongkis campaign to educate and encourage people on why and how to give your unwanted items a second chance. We provide a dropbox at 3Mongkis Grand Indonesia Store and a 50K voucher for every customer who donated.

2022



04

Increasing demand of Secondhand fashion



Second-Hand Industry

A second chance was given to unwanted products of the apparels & textile industry through second-hand stores, consignment stores, and charity shops that had been considered official businesses in 1960 (Yang et al. 2017). These shops are usually associated with sustainable consumption as the re-selling of clothing products extends the product's lifecycle (Yang et al. 2017).

Second-hand fashion retailers sell clothing that were previously owned and typically show minimal wear (Pierce and Paulos 2011), possibly including the sale of designer brands at a fraction of the retail cost. To increase the market reach, second-hand clothing is available in brick-and-mortar stores or may also be sold online (Kestenbaum 2017; Pierce and Paulos 2011). Not only then, now the Second-hand clothing market has become a trend amongst Millennials & has gained great popularity.



second-hand

CLOTHING MARKET

=

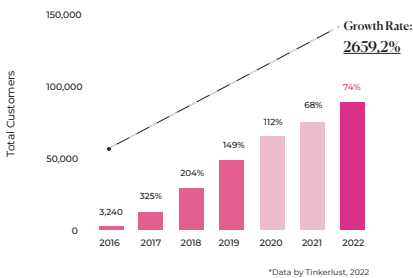
\$18 Billion industry

Is expected to grow into a \$33 billion industry by 2021 (Kestenbaum, 2017), mainly due to shoppers from the Millennial generation (Planet Aid, 2019).²¹



As an e-commerce in the second-hand industry, Tinkerlust was also affected by such growth and traction through our customers.

Total Customer by Year



Based on the customer data above, Tinkerlust customers increase in number yearly, including during the pandemic, between 2020-2021.

Due to the implementation of social distancing during the pandemic, consumers have resorted to online methods to purchase items. (Tirto.id)²² The pandemic-induced restrictions (implementation of PSBB, etc.) for safety is one of the driving factors for the rapid increase in consumers. (Novie Kurniasih, M.Pd in "Pergeseran perilaku Belanja Akibat Pandemi Covid 19".)²³

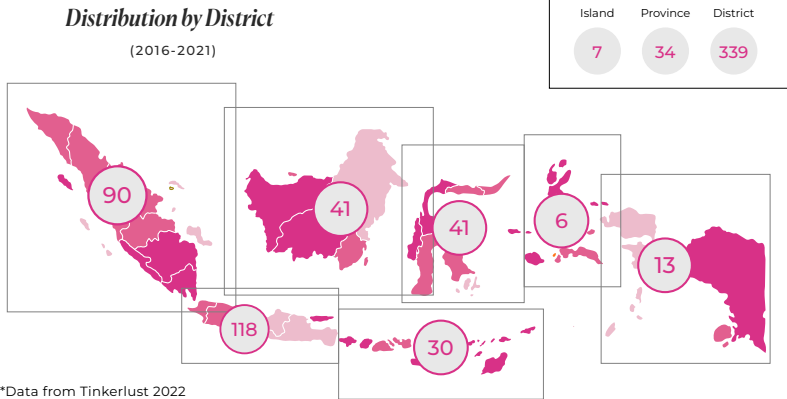
In 2019, Tinkerlust joined Jakarta Fashion Week with the concept of upcycling emerging in accordance with the values that Tinkerlust upholds, eco conscious. With the upcycling concept, Tinkerlust intends to support designers to continue working without forgetting the importance of "sustainability" in the world of fashion and retail, especially in reducing waste.

In the show entitled *A Story of Second Chances*, Tinkerlust collaborated with three Indonesian brands who agreed with the importance of sustainability in the fashion/retail sector and were challenged by the concept. They are alex[a]lexa, known for their quirky yet feminine designs, modest modern minimalist brand, JENAHARA, and SEBETIAS by a duo of friends, Hakim Satriyo and Riyam Dayani.

Tinkerlust proposes the concept of upcycling, namely the materials used by the designers are existing and not new materials which are then redesigned so that they become new collections. These materials include leftovers and dead stock from old collections, as well as selected clothes sold at Tinkerlust. The fashion observers and connoisseurs at JFW seemed enthusiastic about the concept Tinkerlust carried in the show. It can be seen from the enthusiasm of the invitees who were present as well as the many influencers and public figures who participated as muses and models of the three brands in the show.



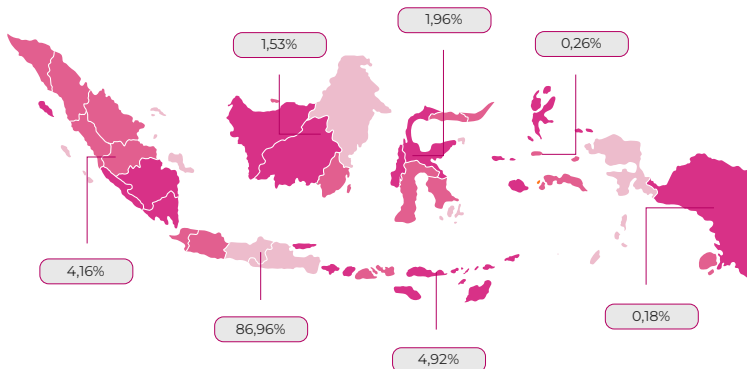
The demand for preloved fashion is not only centered in Jakarta. Tinkerlust's customers, as a platform that offers preloved fashion, has customers that are mostly centered in Java and Sumatra followed by Kalimantan and Sulawesi. We always strive to expand and reach other areas of the country - with the goal of sustainability in mind. Our sales have reached all the provinces and islands in this country, but we only have sales in 65.9% of districts.



Most of our transactions come from the island of Java, with a total of 21,009 items and 5,407 active users. This may be linked to how Tinkerlust is based in Jakarta and may be directly proportional to Jawa being the most populated island, with 157 million occupants (Worldometer, World Population Review).

Trx, Sold Items & Active Users by District

2021



Overall, the location with the highest number of sales is Java as well. However, the locations where buyers have the highest purchasing capacity of all are Bali, NTB, NTT, followed by Sulawesi then Papua. This has become an opportunity for any preloved marketplace, to reach audiences in those areas and educate them with the importance of sustainability in fashion.



“Let’s create a support system where each of us can contribute, it gives greater impact when we do this together.”

- Amanda Zahra Marsono
(Head of PR & Marketing Zero Waste Indonesia)

“Why? Just because
there is no Planet B”

- Aracelli Gallego (Founder of Goshopia.com)

FIND MORE INFORMATION ABOUT US:

[TINKERLUST.COM](https://www.tinkerlust.com)



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