

# ReTuna Recycling Mall - Reuse based Circular Fashion Supply Chain Management



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## Abstract

The shopping mall concept has emerged to provide unique mall profiles to satisfy consumers who search for the ultimate shopping experience. Under one roof different sellers are assembled together with food outlets and entertainment to full fill the requirements of consumers.

Gradually an awareness of over consumption has raised together with calls for reuse activities that reduce the consumption of new products. As an answer to this problem a shopping mall for sustainable practice and reuse: ReTuna, has been developed in Eskilstuna, Sweden.

This study has been undertaken to understand the practice of ReTuna and the local based circular fashion supply chain that it incorporates. Still in its beginning ReTuna is indeed a revolutionary concept to enhance the practice of reuse.



Figure 1. ReTuna recycling mall picture.(Ref: <http://eem.se/privat/atervinning/retuna/> accessed on 23<sup>rd</sup> June 2016)

## Introduction

A simple definition of a shopping mall is that it is a building that contains many units of shops and other tenants but is managed as a single property (Pitt & Musa, 2009, p. 40). Each tenant will attract visitors and in this way create business for the other tenants in a way that would not happened if they were located alone (Carlson, 1991).

The result of this is that the visitors will buy more if the stores are located together. On the other hand the building itself creates control, control of both the in-house environment and the visitors' movement (Goss, 1993).

Built on these principles different types of malls have been developed. The development of a mall can be analysed as a strategy built on: 1) segmentation and targeting, 2) differentiation and positioning and 3) mall format (LeHew & Fairhurst, 2000).

Different malls tries to reach different visitors. Some goes for mainly tourists while others mostly targets local shoppers (Csaba & Askegaard, 1999). The segmentation and targeting connects to the positioning of the mall and the trade area that the mall covers.

A way to categorize the trade area is to see a mall as regional, community or neighbourhood oriented. The bigger a mall is the bigger trade area it covers. A mall can also be positioned based on the types of merchants it has (Brown, 1976) and the variety of different shopping malls positioning have increased. It is a clear trend towards more profiled malls (Ghosh & McLafferty, 1991).

Some examples of mall positioning are: vertical integrated malls, value-oriented malls, fashion oriented malls, speciality oriented malls, environmentally friendly malls or theme malls similar to amusement parks (Carlson, 1991; Ghosh & McLafferty, 1991; Csaba & Askegaard, 1999; Pitt & Musa, 2009; Tan, 2015).

The format of the mall follows the positioning and functions such as food courts, cinemas, carousels and different kinds of service providers have been added as tenants to broaden the offer of the mall, not least since recreation has been an important benefit for mall visitors (Terblanche, 1999; Ng, 2003; Erkip, 2005; Howard, 2007).

## Methods

Single case study approach has adopted to undertake this study. This has been done through two phases: In the first phase backend operations have been studied by visiting collecting and sorting facilities and interviewing mall management.

In the second phase each mall tenants have been studied and interviewed. After each interview data has been analyzed and follow up interviews were done to strengthen the information.

Different cyberspace techniques have utilized for simplification and accuracy. Nvivo 10 software has been used to analyzed findings.

## Finding and Discussion

The study shows that the reuse mall has been established near a recycling centre to promote the concept of reuse. Instead of disposing of goods to incineration, Citizens are encouraged to donate the goods to the mall. The inflow of donated goods have exceeded the expectations due to overwhelming response.

The collected products are sorted on the basis of type by mall employees and kept at different designated location of each tenants in line with their contract.

Employees of the tenants visit the warehouse to receive and sort their assigned goods according to conditions and product categories. Some of the tenants have facilities to re-design, repair and wash the garments to improve the functionality of products.

The mall management is doing efforts to increase the number of upcycling activities to increase the capacity, a project to develop a central sorting and washing facility that can support all fashion shops has been launched. Today the number of donated garments far exceed the number of sold items. More efficient ways to increase the numbers of customers and the attraction of reused fashion is therefore needed.

The reuse mall also provides workshop and laboratory space to a college involved in the education of reuse and re-design. Students of the college experiment with donated goods to redesign new products.

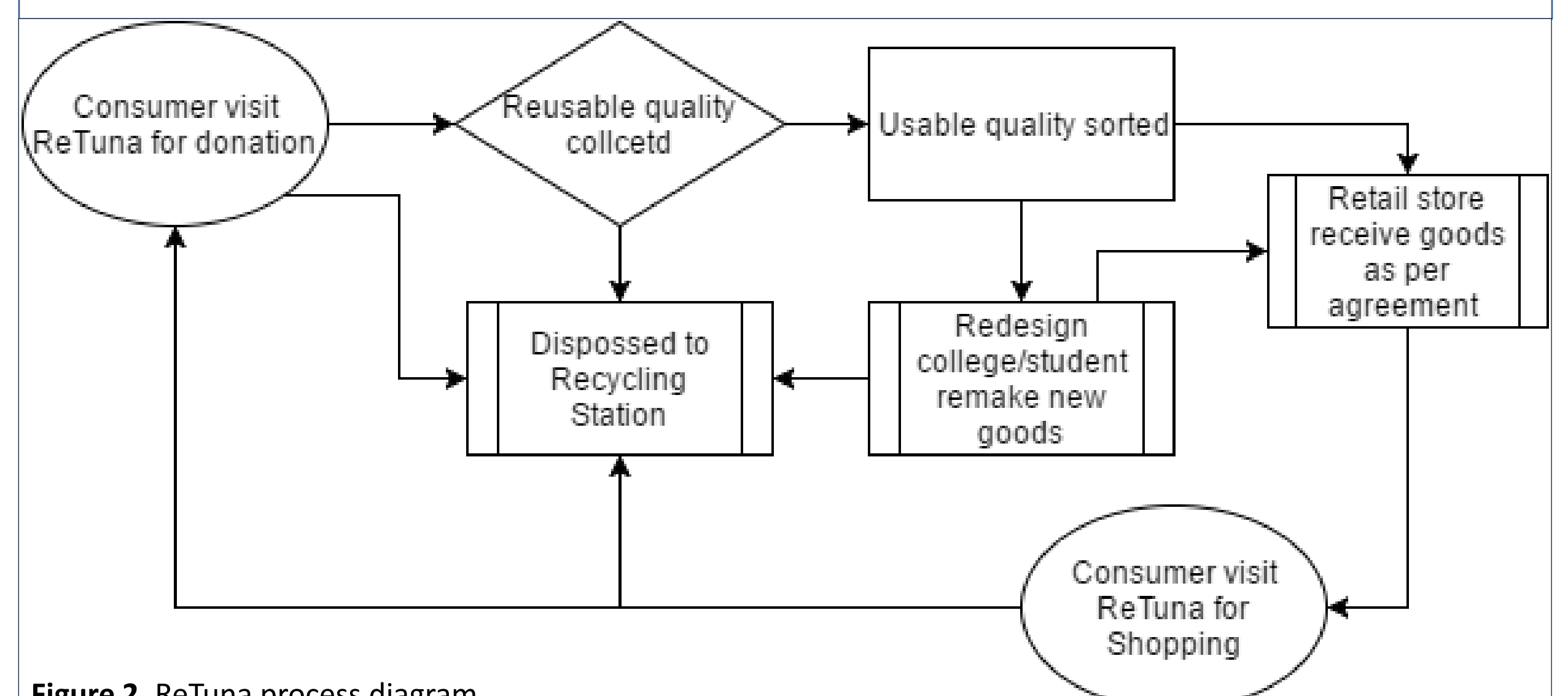


Figure 2. ReTuna process diagram

## Conclusion

Shopping mall is generally consider as agent to accelerate consumption. The concept of reuse mall is an innovative concept to achieve suitability. Strategic location close to recycle station enhance the opportunity to bring back product in a reuse cycle. Further to this mall management and stores are taking various initiative like refurbish, repair, redesign to increase (aesthetic and functional) value. The laboratory facilities for design students further provide opportunities to reuse or redesign products for different functional requirements. Indeed the concept of recycling mall has great scope to be implement at other geographical locations.

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