Traceability, smart wardrobes & collaboration will solve the clothing waste problem

Jen Wagner  
Founder, CEO

Gary Lake  
Founder, CTO
Being naked is the #1 most sustainable option. We're #2.
Over 100 billion items of clothing are produced every year. Yet less than 20% is reused or recycled.
92 million tonnes every year
Rubbish truck every second
Mount Everest
every 7 min
Where does it all come from?

No one knows.

- No traceability
- No accountability
- No responsibility
Brands & retailers have no visibility

Consumers find it hard to do the right thing

Charities are overwhelmed with volume of donations

Which equals more clothes in landfills
Digitise the label.

Solve the traceability issue.
We make traceability possible for every garment on the planet.

By tracking an item of clothing from point of sale throughout its entire life using unique Digital IDs.
Brands gain valuable data and analysis

Consumers get a better experience
Simple.

Frictionless.

For everyone.

A win-win for the environment.
One goal. One community.

- Clothing brands
- Consumers
- Resellers (eBay/Vinted)
- Repair (SoJo/Seam)
- Rental (Hurr/By Rotation)
- Charities
- Recyclers
- Upcyclers
Working together we’ll go much further.
Existing Solutions?
How does LAYBL work?
Simply connect LAYBL to your store using your store’s API...
LAYBL is fully automated – automatic sync of catalog, orders and returns

Leaving brands to focus on the business...
The LAYBL mobile app

Free download
Purchases automatically added and LAYBL IDs created
Care and materials data to hand
Feedback/influence brands
Circular economy advice
Log book for clothing
The LAYBL dashboard

LAYBL app feeds in data in real time

Unseen levels of consumer insight

Spot quality issues early

Data to back up sustainability and quality claims
Integrations

Marketplaces
Repair and alterations vendors
Recycling and buy back schemes
Smart Wardrobe

Lists & sub-wardrobe: Holidays, Kids, Pets

Recommendation engine: what to wear together, what to wear for the weather

Add and verify past/offline purchases and non-LAYBL connected brands
Personal Customer Support

Live care and support

Purchase spares, accessories and aftercare products
Extending the LAYBL ID

A wallet for other physical IDs and tags

Backwards compatible with other forms of ID

A simple first step towards adopting Digital Product Passports
Working together to keep clothes out of landfill.

One LAYBL at a time.

https://laybl.app