

*"At Gap Inc., we do more than sell clothes. We take pride in creating products and experiences our customers love while doing right by our employees, community, and planet."*



# Situational Analysis

## GAP: Brand Overview

# Brand Strategy

Target Gen-Z  
Consumers



Retain Current  
Consumers



Enhance  
Sustainability



Recommendations based on a Strategic Brand Development Report





# Individual Brand Concept

Looking at improving GAP's sustainability, particularly focusing on circular economy approaches and how the brand can use upcycling to keep products in circulation, whilst attracting trend-driven Gen-Z consumers.

# Academic Literature

## 4 Principles of Design for the Circular Economy

1. Design for longevity
2. Design for service
3. Design for re-use in manufacture
4. Design for material recovery







## Focus: Re-use in Manufacture

Re-use in manufacture is where garments are disassembled and reworked, to add value to old clothing and most importantly, to keep products in circulation. In addition to GAP using this method to create upcycled collections for their customers, they can also encourage people to try it at home, with DIY tutorials and social media livestreams to encourage the involvement of Gen-Z consumers.

# Upcycling & Natural Dyeing Process







Cargo skirt and denim jeans turned into utility vest, using spinach to dye











Back of cargo skirt for a bag, using denim offcuts for strap and co-ordinating face mask, dyed with blueberries

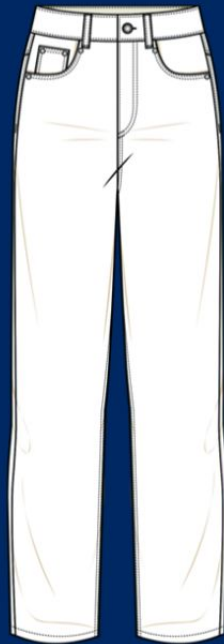




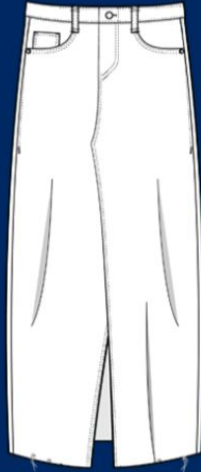
Offcut from long-sleeve polo shirt turned into halter-neck crop top, dyed using turmeric



**Before:**



After:





# Justification

GAP must implement circular economy approaches throughout their product lifecycles. The growth in popularity of upcycling old products into new items of higher value inspired this project's specific focus on waste management at the end of life of GAP garments. It demonstrates that upcycling old products whilst remaining on trend is possible, and will achieve both strategic recommendations of improving sustainability and attracting Gen-Z consumers.