



SCALING UP IN FASHION CIRCULARITY

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BALI CHAIR

To make a single
cotton t-shirt, 2,700
litres of fresh water
are required
according to
estimates



Textile production is
estimated to be
responsible for
about 20% of global
clean water pollution
mainly from the
dyeing process.

BALI CHAIR

The Biarritz Active Lifestyle Industry Chair (BALI) is a teaching and research program that brings together fashion and textile industry stakeholders around the ESTIA engineering school. The main focus of BALI is to drive the environmental, societal, and economic transition of the textile and fashion industry.

Our aim is to implement large-scale circular practices within the textile sector. This involves promoting circular business models, enhancing product traceability, sustainability, and encouraging practices such as repair, on-demand manufacturing, and short supply chains. Through its collaborative approach, BALI Chaire seeks to develop practical solutions that increase the resilience of the textile industry while promoting eco-consciousness and resource efficiency.





ESTIA



e-SCM



CETIA



DECATHLON



ESMOD



GEBETEX

GROUPE ERAM



GROUPE ERAM

PETIT BATEAU



RÉGION
**Nouvelle-
Aquitaine**



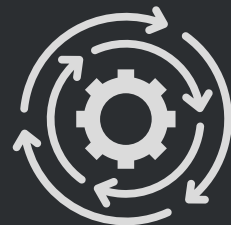
BALI CHAIR



SUSTAINABILITY | Deploy new solutions, technologies, transparency tools, or products to successfully combine economic, environmental, and social benefits.



ENGAGEMENT | Involve, engage, and support all internal (all brand departments and services) and external stakeholders (consumers, pre- & post-consumer partners, media, etc.) in circularity.



TRANSFORMATION | Move from proof of concept (POC) to industrial scale by supporting change within companies (in terms of roles, organization, or technology) and anticipating future shifts.



BALI 3 : 2023 2026

1 INNOVATIVE PLATFORM
EMERGING FROM THE
CHAIR: CETIA

1 START-UP FROM THE
“DARWIE” CHAIR

4 COURSE MODULES
IMPLEMENTED IN THE
ENGINEERING AND
DESIGN CURRICULUM

+150

STUDENTS MADE AWARE OF
SUSTAINABLE FASHION
ISSUES

DESIGN AND MANAGE A
ROBOTIZED AND MOBILE
WORKSHOP

DEPLOY A SUPPORT
SYSTEM FOR
CIRCULARITY INITIATIVES

DESIGN OF A MULTI-
CRITERIA DECISION
SUPPORT MODULE FOR
SUPPLIER SELECTION IN
THE FASHION INDUSTRY.

3

INDUSTRIAL PHD

BIARRITZ GOOD
FASHION

24 HOURS OF INNOVATION
FOR THE PLANET
HACKATHON

EUROPEAN SCIENTIFIC
COUNCIL

TEXWORLD CONFERENCE

+4

EVENTS & ACTIONS

ECO-DESIGN &
CIRCULARITY
INDICATORS

TRACEABILITY & DIGITAL
PRODUCT PASSPORT

SORTING PROCESS OF THE
FUTURE

3

WORKING GROUP

TRACEABILITY

LIVRABLE I

DONNÉES ET EXIGENCES RÉGLEMENTAIRES POUR LA TRAÇABILITÉ TEXTILE

Comment fiabiliser la collecte des données de traçabilité des produits du secteur du textile d'habillement et des chaussures dans le cadre des réglementations actuelles et à venir

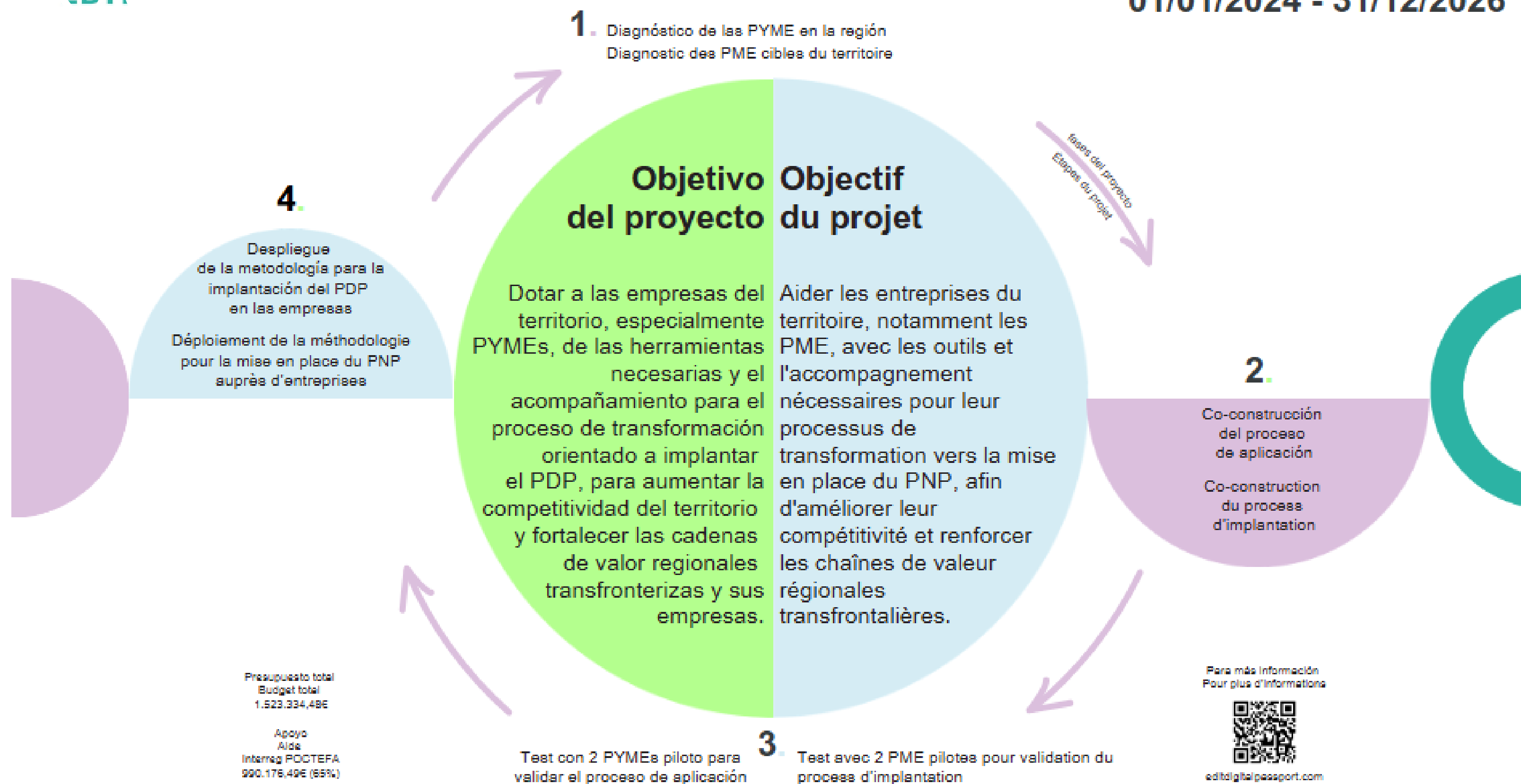
Groupe de travail Traçabilité

Mise à jour - Juillet 2025



GROUPE ERAM





NEXT STEPS



HOW TO BUILD A LONGTERM PARTNERSHIP WITH
SUPPLIER?
BASED ON TRUST AND WIN-WIN APPROACH





THANK YOU !

MERCI !

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