# Industrial Upcycling Optimisation platform to facilitate the introduction of circular economy principles into the fashion industry

The economically significant fashion industry is also known for its high environmental impact, ranking as the 4th most polluting in the world. 85% of clothes end up in landfills, while 99% are recyclable. The project aims to implement a management system based on digital technologies, such as Artificial Intelligence and Augmented Reality, to automate the Upcycling process.
Goals: to reduce time to market, cut design costs (even for small batches) and offer alternatives (in cost, functionality and aesthetics) for companies interested in creative Upcycling.

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