



2023

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**MOST WANTED 2023  
IMPACT REPORT**

**MW**



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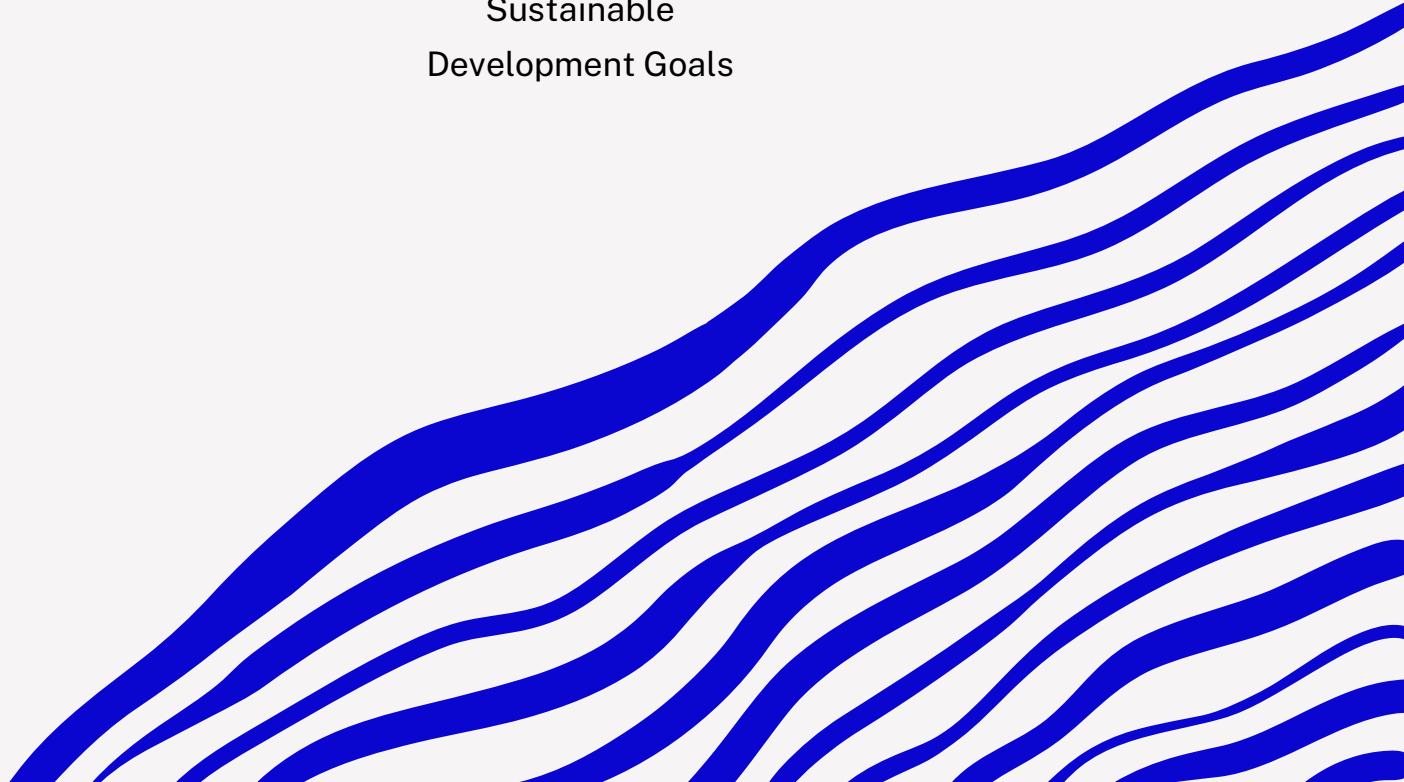
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Thank you!



# THE STATE OF RESALE IN 2023



**The Global Secondhand Market is Set To Nearly Double by 2027, Reaching \$350 Billion USD**



**By 2024, 10% of the Global Apparel Market is Expected to be Made up of Secondhand Apparel**



**As of June 2023, 1 in 3 Apparel Items Bought in the Last 12 Months was Secondhand**



**By 2027, New Shoppers (those who have never shopped second hand before) are Expected to Make up 60% of Secondhand Shoppers**

Sources: ThredUp Resale Report 2023, GlobalData 2023 Market Sizing and Growth Estimates, & Statista

# RECIRCULATION AT MW

Over the Course of 2023 We Have Recirculated...

## 1250 Items of Clothing

That is the equivalent of **111,112.5 gallons of water** saved



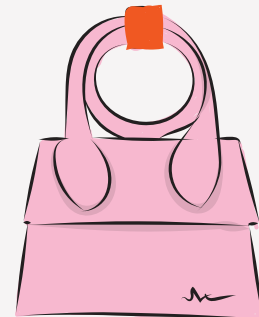
## 193 Pairs of Shoes

That is the equivalent of **3180.64 kWh of energy** saved



## 131 Handbags

That is the equivalent of **1101.71 lbs of CO2** emissions saved






## 156 Accessories

That is the equivalent of **1311.96 lbs of CO2** emissions saved



# ENVIRONMENTAL IMPACT

This is the Lifetime Impact of Buying a Secondhand Clothing Item Over New  
from Thredup's 2023 Resale Report

	 CO2e emissions	 kWh of energy	 Gallons of water
New	35.96	76.59	282.70
Secondhand	27.55	60.11	193.81
<b>Secondhand savings</b>	<b>8.41 lbs of CO2e</b>	<b>16.48 kWh of energy</b>	<b>88.89 gallons of water</b>

## This Year We Partnered with Dress for Success Kelowna to Donate Unsold Merchandise



For 2023 we partnered with Dress for Success Kelowna to donate all unsold inventory generously donated by our clients. **The mission of Dress for Success is to empower women to achieve economic independence** by providing a network of support, professional attire and the development tools to help women thrive in work and in life.

## In 2023 We Continued our Non-profit Fundraising Partnership with Remake!



**Remake a human rights and environmental advocacy organization fighting for fair pay and climate justice in the clothing industry.** We are proud to have donated funds to Remake this year, fundraised through vintage pop ups, in store sales, fundraising events and our December Month of Giving.

# OUR PRIORITY UN SUSTAINABLE DEVELOPMENT GOALS

There are 17 United Nations Sustainable Development Goals (SDGs) and 169 targets in total. While they are all important and interrelated, Goals 11 & 12 are what we believe are most aligned with the mission we have at Most Wanted and our plans for furthering our positive impact the New Year!

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### **Sustainable Cities and Communities**

Community and collaboration are at the heart of Most Wanted, whether it's through the grassroots sustainable fashion work we do with Remake, working with local non-profit orgs, or continuously nurturing connections with our local vintage community that help the Okanagan be a hub for sustainable secondhand shopping. All of this work will continue to grow in 2024, along with a partnership with Okanagan College business students to investigate the potential for textile recycling programs in the Okanagan.

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### **Responsible Consumption & Production**

Here at Most Wanted, we encourage responsible consumption by recirculating second hand clothing and accessories while also educating our community on sustainable shopping habits. Through partnerships with Remake and Rising, two organizations that focus on sustainable fashion and ethical production education, we are able to provide resources for our community to make better choices when it comes to buying and extending the life cycle of their garments.

**We would like to extend a sincere thank you to everyone who has visited, shopped, followed along, read this report, and supported Most Wanted this past year. As a small, family run business in an ever-changing industry and world, we value and cherish the love we receive from all of you and cannot wait to continue to grow the Most Wanted community and continue our work in 2024.**

## **Consign & Shop**

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