omnichannel: key to establishing circularity in fashion retail

How can the design of the omnichannel assist with uptake and upkeep of circularity?

hypotheses: *value cues & co-creation can assist with the uptake of circularity*

1. What needs to be considered when designing **customer experience** across channels in the **circular economy**?

2. How can **value insights** of customers be translated into **value cues** in the design process?

3. How can **meta-design** support **co-creation** in the design process?

PhD outcome: Framework for the design of the omnichannel to assist with customer uptake of circularity
Showing how circular value proposition of retailer can be tailored to respond to customer value insights to create value cues in the customer journey through a meta-design process for cocreation

There is a diverse range of stimuli influencing the customer within and outside the realm of the retailer. Circularity also requires more effort and a culture shift. Therefore, the aim is to approach the study through the lens of customer **values**.