

## CIRCULAR ECONOMY BUSINESS CASE STUDIES IN SOUTHEAST ASIA



## Pyan Chit Par

- Mandalay, Myanmar
- Fashion
- [www.facebook.com/profile.php?id=100083326713091](https://www.facebook.com/profile.php?id=100083326713091)
- Analysis period: 2023-2025

## Repurposing Pre-consumer Fabric Waste into Sustainable Fashion

### Business Spotlight

Pyan Chit Par is a women-led, small social enterprise in Myanmar championing sustainable fashion through upcycling. Established in 2023, the company transforms pre-consumer fabric waste into stylish clothing, bags, and accessories for which there is high consumer demand. By reusing and sewing discarded fabric scraps sourced from A Htwe Customised Tailor Shop and other local sewing shops, Pyan Chit Par is delivering a practical circular solution to one of the most pressing challenges of the garment industry, namely textile waste.

The company's main innovation is repurposing fabric scraps into valuable, wearable products that contribute to resource circularity by reducing waste streams while conserving energy, water and chemicals that would otherwise be consumed in new fabric production. Pyan Chit Par tackles environmental challenges by diverting textile waste from waste disposal, while generating consistent economic returns of 30% monthly profit margins and approximately USD 5,000 annual profits. They create products with high consumer appeal and that resonate with eco-conscious consumers, and they are empowering women entrepreneurs and strengthening the local tailoring networks in Mandalay, Myanmar.

Pyan Chit Par demonstrates how small-scale enterprises can champion systemic change in the fashion sector. By embedding circularity into its business model, the company not only reduces waste but also creates sustainable livelihoods and inspires broader adoption of fabric repurposing in Myanmar's fashion industry.

### Keywords

Repurpose, Clothing, Textile waste, Circular fashion, Sustainable fashion solution

### Innovation

Product/service design, End of life management, Resource circularity



## Context and baseline

Myanmar generates an estimated 10.5 million tonnes of waste annually, with urban centres such as Yangon, Mandalay, and Nay Pyi Taw the highest contributors.<sup>1</sup> Textile waste accounts for 2%–4% of this total, presenting a significant environmental challenge. And the market for textile waste in Myanmar is growing, with forecasts projecting a 4.45% annual growth rate between 2020 and 2026.<sup>2</sup> This expansion is being driven by increased garment production, heightened interest for and demand in recycled fabrics, and a growing public awareness of sustainability. At the same time, textile recycling and repurposing is limited by the absence of essential infrastructure for collecting and sorting textile waste.

Ms. Nang May Thu Aung founded the social enterprise Pyan Chit Par in 2023. She began by managing fabric scraps from the A Htwe Customised Tailor Shop, and then creating the 'Love Me Back' collection of repurposed textile items made from leftover fabric and textile offcuts. These are repurposed and sewn into value-added clothing, bags, and accessories. The process makes use of patchwork techniques that blend traditional tailoring with contemporary fashion trends. In this way Pyan Chit Par is able to create upcycled textile products as stylish and sustainable alternatives to fast fashion.

## Innovation

Pyan Chit Par's innovation can be seen in its ability to transform textile waste into quality textile products. By recovering pre-consumer, tailor-shop fabric waste, the company is reducing textile waste that would otherwise have gone to landfill, which promotes the sustainable use of textiles. They work exclusively with pre-consumer cut pieces and scraps sourced from A Htwe Tailor Shop and other local sewing shops. Pyan Chit Par has adopted a meticulous process of collection, organisation, and segregation of fabric waste to ensure the quality of the material they use.

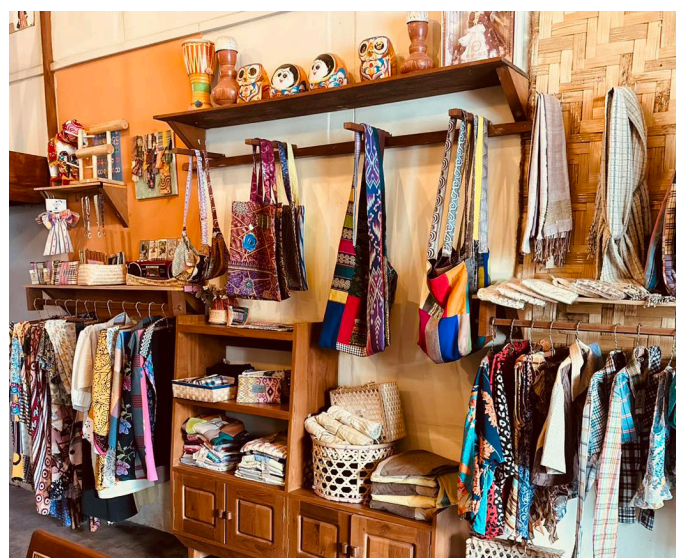
Pyan Chit Par integrates fabric scraps into innovative designs using inner layers for stitching, and they experiment with new applications for recovered fabric waste. They produce fashionable, value-added bags, pouches, notebook sleeves, accessories, and articles of clothing that are both stylish and practical. The designs focus on both the durability and the utility of products through careful craftsmanship: for example, a minimum of 1 hour is

required to produce smaller items such as notebook sleeves, and a maximum of 30 hours of creation and detailed production for creative clothing (such as pants and dresses). By using markets, online platforms, and occasional resale channels, Pyan Chit Par is demonstrating how innovation in design and circularity can deliver eco-conscious products that appeal to consumers while changing their perceptions of 'waste'.

## Circular Economy impact

Pyan Chit Par contributes to the circular economy through resource circularity, specifically by turning pre-consumer fabric scraps and leftovers into stylish, quality clothing and textile accessories. Instead of discarding pieces of unused fabric, the company uses them as a valuable input, thereby improving sustainability in the design and production of fashion, and in the waste management stage. By repurposing fabric scraps sourced from local tailoring shops, Pyan Chit Par is creating a model for recovering pre-consumer waste.

Over the past 3 years, Pyan Chit Par has repurposed some 650 kg of fabric waste, avoiding approximately 4.55 kg of CO<sub>2</sub>e emissions and 130,000 l of water use, given that textile production usually consumes approximately 200 l/kg.<sup>3</sup> Thus pressure on landfills and land use for waste disposal is reduced, and pollution is decreased. The reduction in waste and resource consumption contributes positively to local ecosystems and biodiversity, demonstrating that resource circularity can be achieved for pre-consumer fabric waste, and that environmental responsibility can be brought into balance with economic and social value creation.



1 [https://www.switch-asia.eu/site/assets/files/3096/waste-management-best-practices\\_eng-.pdf](https://www.switch-asia.eu/site/assets/files/3096/waste-management-best-practices_eng-.pdf)

2 <https://www.6wresearch.com/industry-report/myanmar-textile-waste-market-2020-2026>

3 Mikucioniene, D.; Mínguez-García, D.; Repon, Md. R.; et al. Understanding and addressing the water footprint in the textile sector: A review. AU-TEX Research Journal, vol. 24, no. 1, 2024, pp. 2024-0004. <https://doi.org/10.1515/aut-2024-0004>

## Business and market impact

Pyan Chit Par has built a viable enterprise anchored in resource circularity by collecting and reusing approximately 70% of leftover fabric from tailor shops (the remaining 30% of smaller fabric cuts are collected by informal recyclers who use them for filling cushions, packing fragile items, and similar purposes). The company converts fabric waste into products of value, assuring Pyan Chit Par's place in the Myanmar sustainable fashion market. Total monthly production varies from 100 to 150 items based on sales, divided into 60% bags and accessories, and 40% clothing. Each upcycled item generates a 30% profit margin, with a total annual profit of approximately USD 5,000 (10,800,000 MMK), clearly demonstrating the viability of the business.

Pyan Chit Par plans to scale its impact through market expansion, outreach, and enhanced resource management, which could be achieved by increasing to 99% use of available fabric waste as well as improving marketing and product promotion.

## Stakeholders

Pyan Chit Par strategically partners with tailor shops, using its own strong internal commitments to drive growth in the repurposed textile sector and contribute to the textile circular economy transition in Myanmar. The company's operations are designed to create value not only for the enterprise, but also for employees, communities, and industry stakeholders. The company currently employs six people, who share the workload with other businesses run mostly by women, and this provides them with stability and secure livelihoods.

Pyan Chit Par contributes to capacity building and knowledge transfer in order to empower others in the textile recycling sector, and in partnerships with EU SWITCH-Asia's Prevent Plastics Plus Project and Circular Startups Bootcamp Myanmar. Such collaboration strengthens networks and fosters collective progress toward sustainability. Furthermore, the company partners with retailers, cities, and established companies to scale their impact, creating more job opportunities and enhancing community outreach. Pyan Chit Par aims to position itself as a catalyst for circular innovation, aligning business growth with social and environmental value creation.

## Implementation

Pyan Chit Par's implementation strategy is shaped by the infrastructure and societal constraints found in Myanmar. As a small, social enterprise, it faces infrastructure gaps and limited resources, including

frequent power shortages, a lack of skilled workers, and mindset challenges in community acceptance of recycled fabrics.

Operating within these limitations, Pyan Chit Par is demonstrating praiseworthy progress in repurposing fabric waste into products with a patchwork look – chiefly bags and accessories – that shoppers find very attractive, and which are yielding consistent profitability. Moreover, the company's healthy 30% profit margin provides a buffer against infrastructure inefficiencies. Fostering strategic partnerships with communities and businesses helps to expand Pyan Chit Par's customer range, and introduces circular products to wider consumer markets, while simultaneously fostering awareness and acceptance of repurposed textiles.



## Takeaways

Pyan Chit Par's repurposes pre-consumer fabric waste, turning it into valuable clothing, bags, and accessories. Social value and resilience within the company are created by empowering women, sharing knowledge, and building strategic partnerships. Environmental conservation and creativity have led to trendy circular products that are much sought after in the fashion and accessories markets. Through adaptive management, Pyan Chit Par has converted systemic challenges into opportunities, proving that fabric repurposing can thrive even in resource-constrained environments.



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## Disclaimer

The content of this publication is the joint responsibility of Pyan Chit Par, Myanmar and the expert team. This publication does not constitute an endorsement of Pyan Chit Par, Myanmar by the European Union nor any of the partners of the SWITCH Asia Policy Support Component, nor necessarily reflect their views.



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