

COMMUNITY SPOTLIGHT: HANDMADE FIESTA

JANUARY 2026 ISSUE #3

FAUX FUR:
THE TREND FOR WINTER

YOUR GUIDE TO WINTER:
THE WINTER COMMUNITY SCHEDULE

INDUSTRY PREDICTIONS:
WHAT IS IN STORE FOR PRELOVED?



Circular Social

Community Magazine

WHAT'S IN THIS ISSUE?

FAUX FUR

How to style good quality faux fur this winter

GETTING COSY IN WINTER

the perfect pieces for getting cosy this winter

THE FUTURE OF PRELOVED

What does 2026 hold for our industry?

COMMUNITY SPOTLIGHT

We meet Handmade Fiesta, Honiton

CIRCULAR SOCIAL EVENTS

Check out the winter event schedule

LOCAL BUSINESS SHOUT OUT

Meet The Tattooed Cookie!

BUSINESS TIPS

Google's 'Try it on' feature

04

05

07

09

11

14

15

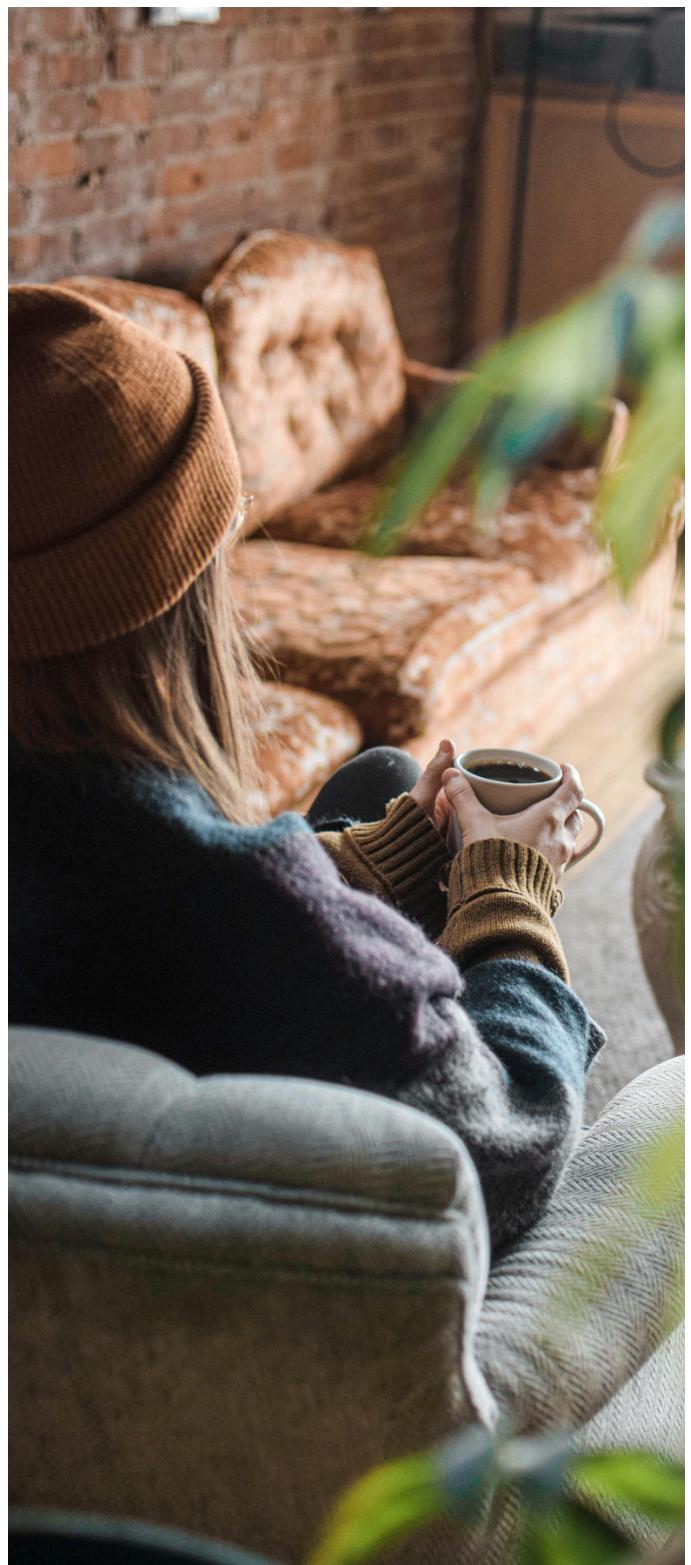


PHOTO BY [HANA FLEUR](#)

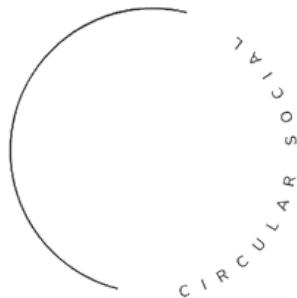
CIRCULAR SOCIAL MAGAZINE

PB&J PRELOVED OWNER

REBECCA WINTHER

HEAD OF DIGITAL

LANIE BAYLISS



COVER PHOTO BY KYLIE PAZ

CONTRIBUTORS

HANDMADE FIESTA

Visit the [Facebook page](#)

THE TATTOOED COOKIE

Visit the [Facebook page](#)

FROM THE EDITOR

Dear Readers,

Welcome to Issue 3 of Circular Social – our first of the new year, and one we're especially excited to share with you. As we step into 2026, there's a fresh energy in the air – and with it, an opportunity to rethink how we engage with the sector we're in.

This issue is dedicated to what's **next**. We're diving into thoughtful predictions for the year ahead in the circular fashion and vintage industries – from evolving consumer mindsets to the trends that will shape shop floors, online platforms, and pop-ups. Whether you're a seasoned seller or new to the world of business, our aim is to equip you with insights, inspiration, and practical guidance as we all prepare for the season ahead.

Winter can be a challenging time for independent sellers and small businesses, which is why we've also included seasonal advice and useful tools to help you stay resilient, connected, and creative during the colder months.

Alongside the issue, we're thrilled to let you know that Circular Social has an exciting calendar of events planned for the coming months – from workshops and networking meetups to curated markets and community spotlights. Keep your eyes peeled for dates and details soon!

At the heart of it all remains our shared mission: to foster a community that chooses collaboration over competition, and to champion the local and independent businesses who give so much richness to this industry. When we support one another, we all grow stronger.

Here's to a year of purpose, progress, and preloved treasures.

Rebecca Winther

PB&J PRELOVED





ANIMAL PRINT

PHOTO BY LANCE REIS



There's something undeniably bold – even primal – about animal print. And this January, it's making a powerful comeback across preloved rails, vintage boutiques, and winter wardrobes everywhere.

From leopard coats to snakeskin boots and zebra-patterned knits, animal print is reclaiming its place as a winter staple. The reason? It strikes the perfect balance between timeless and daring. It's a look that demands attention but never feels out of place – especially in the colder months when layering becomes a form of self-expression.

Celebrities have long embraced the wild side: Kate Moss practically made the leopard coat iconic in the early 2000s. Rihanna has rocked everything from tiger stripes to python textures with unmatched confidence. And more recently, style leaders like Zendaya, Doja Cat, and Harry Styles have

incorporated faux animal prints into statement looks, proving that the trend transcends gender and genre.

But in 2026, how we wear animal print matters just as much as what we wear. Faux fur is no longer just an alternative – it's the ethical standard. With increased awareness around sustainability and animal welfare, shoppers are actively seeking cruelty-free and secondhand options. Vintage faux fur coats and preloved printed pieces offer a way to tap into the trend without supporting harmful practices.

Wearing animal print this winter isn't just about fashion – it's about empowerment. It's a nod to individuality, a celebration of boldness, and a commitment to conscious style. Whether you find your perfect piece at a local thrift shop or inherit a loved one's vintage treasure, go ahead – embrace your inner wild.

GETTING COSY THIS WINTER

What are we thrifting in Winter 2026?



PHOTO BY ELAINE RYSTEAD

“Just because we’re in Winter and we’re after comfort, it doesn’t mean we can’t still be fashionable. I am looking forward to chunky knits, bold prints and patterns this season!” **Rebecca Winther**



PHOTO BY [SAMMY FUNDI](#)

Winter 2026 is all about comfort with character – and that means chunky knits, bold prints, and eye-catching patterns are leading the way. Think oversized cable-knit jumpers, statement Fair Isle sweaters, and vintage cardigans with vibrant geometrics or florals.

In preloved and vintage shops, keep an eye out for hand-knitted pieces, 80s and 90s bold-pattern pullovers, mohair blends, and anything with textured stitching or unique colour combos.

These timeless staples not only keep you warm, but add instant personality to your winter wardrobe – and shopping secondhand means you’re wrapping up in something with a story.





2026 - WHAT DOES THE FUTURE HOLD FOR PRELOVED?

By 2026, the preloved and vintage community is expected to grow significantly, driven by a cultural shift toward sustainability, circular fashion, and conscious consumerism.

As younger generations continue to prioritise environmental impact and individuality, secondhand shopping will become even more mainstream. Online resale platforms will expand with more AI-powered curation, authentication tools, and seamless peer-to-peer selling experiences, making it easier than ever to find unique, high-quality preloved items.

In response, brands may increasingly collaborate with resale platforms or launch their own certified secondhand programs to stay relevant and reduce waste. Vintage fashion will also see a revival, not just as a nostalgic trend, but as a lasting statement against fast fashion. As preloved becomes more socially celebrated and accessible, the community will likely evolve into a more inclusive, global network of collectors, creatives, and conscious shoppers redefining what it means to buy “new.”

Rapid Market Expansion

The global resale market is projected to grow 127% by 2026, reaching roughly \$82 billion in the U.S. alone—that's 16× faster than traditional apparel retail (citation: Vogue Business/Fashion United) By 2026, the resale industry's annual revenue is expected to top £50 billion, with luxury handbags and vintage items leading the surge

Sustainability & Consumer Mindset

Nearly 80% of resale buyers prioritise sustainability, and 62% see secondhand shopping as a way to reduce waste (Citation: Vogue/ZipDo)

PHOTO BY ROBS

Vintage clothing alone is cutting carbon emissions by around 7% yearly, while the industry diverts 3 million tons of textiles from landfills annually (Citation: Business Insider)

What This Means in 2026

- Mass adoption and global scale
 - With resale expected to exceed £50–80 billion by 2026 and grow ~15% annually, secondhand will be a mainstream retail channel.
- Sustainability becomes standard - Purchasing preloved items will be seen as environmentally responsible, backed by real carbon, water, and waste reductions.
- Luxury and high fashion go certified - CPO resale services from brands like Rolex, Gucci, and Balenciaga will normalise authenticated secondhand luxury.
- Tech elevates trust and experience - AI, blockchain, authentication and platform tools will make buying preloved seamless, reliable, and appealing to digitally-native consumers.
- Cultural shift cements circular fashion - For GenZ and Millennials, preloved-shopping won't be “alternative”–it will be as typical as shopping new, redefining value, identity, and sustainability in fashion.



In a nutshell, the future is bright!

PHOTO BY [CHARLOTA BLUNAROVA](#)



COMMUNITY SPOTLIGHT: HANDMADE FIESTA



[Handmade Fiesta](#)

HANDMADE FIESTA

"HANDMADE FIESTA IS A CELEBRATION OF HANDMADE CRAFTS. COME AND EXPLORE WHAT OUR MAKERS HAVE TO OFFER!"

HANDMADE FIESTA



Handmade Fiesta is a vibrant handmade shop bursting with creativity, offering a unique selection of art, ceramics, felted characters, homewares, and much more.

Each piece is carefully curated or crafted, celebrating the charm of handmade goods and the joy of supporting local and independent makers.

We're excited to expand our offerings with a brand-new haberdashery section, featuring high-quality Gütermann threads, elastic, ribbon, and sewing needles—perfect for crafters and DIY enthusiasts.

It really is a little gold mine of finds, whether you're a crafter or you are looking for ready-made treasures to take home.

Whether you're looking for a one-of-a-kind gift or materials for your next project, Handmade Fiesta has something special waiting for you.

You can also follow and find us on Instagram – browse updates about our latest products and offerings – and plan your visit to our shop in Honiton soon!

You can find our shop at the following address:
137 High street, Honiton, United Kingdom



CIRCULAR SOCIAL EVENTS

Creating space for your business to be seen and heard



PHOTO BY MATTHIAS KINSELLA

“Here you’ll find the Winter events for 2026 within the preloved and vintage community - this is the season to really support local!” Rebecca Winther



PHOTO BY GIOVANNA KARLA

Hunting for preloved and vintage items in winter can be both fun and rewarding. This season is great for finding high-quality, timeless pieces that are both stylish and practical. Here are some of the best categories to look for:

- Wool Coats: Classic cuts like pea coats, overcoats, and belted wrap styles. Look for pure wool or wool blends.
- Vintage Leather Jackets: Timeless and durable – shearling-lined versions are especially warm.
- Trench Coats: Heavier winter trenches in gabardine or wool.
- Faux Fur Coats: Great vintage statement pieces and great for layering.

- Wool Scarves: Look for heritage brands like Pendleton, Burberry, or Scottish cashmere.
- Leather Gloves: Classic and functional, especially when lined.
- Berets, Beanies & Wool Hats: Vintage headwear can elevate a winter look.
- Chunky Sweaters: Fisherman knits, Fair Isle, or Norwegian styles.
- Cardigans: Oversized or fitted, especially in wool or mohair.
- Cashmere Sweaters: Preloved cashmere can be found at a fraction of retail prices.
- Leather Boots: Look for knee-high riding boots, lace-up combat styles, or vintage hiking boots.
- Vintage Cowboy Boots: Great with winter denim or long skirts.

What's on this Winter?

January -

- **Mocktails & Manifestations - Circular Social X Blank Canvas**
- Sustainability for Leaders (Skills Bootcamp)
- Exeter Festival of Beer - Exeter Corn Exchange
- Sustainability for Small Businesses - Newton Abbot Library
- People, Planet, Pint™: Sustainability Meetup - Cosmic Kitchen, Plymouth
- Founders Happy Hour - The Good Space
- STEAM sessions - It takes a village Plymouth

February -

- Our Positive Future: Exwick Pilot - Exeter Science Centre
- Jewellery Wax Carving - The Good Space
- Valentine's Willow Weaving - Wild East Devon
- Our World From Space - Exeter Science Centre
- **Hearts & Crafts Galentine's Event - Circular Social**

March -

- Connecting the Culm Forum: Roots to Recovery - Cullumpton Community Centre
- Exmouth Wellness Festival
- Therapeutic Art Journalling - The Good Space
- **March Sisters Event - Circular Social**
- **Squeaky Clean Event - Circular Social**



PHOTO BY [LOLITA TIMOSHEK](#)



Local business shout-out

The Tattooed Cookie – Ivybridge

They say everyone has a story. Well, ours spans 1/4 of a century and two continents.

Meet "The Brit": Drew was born in Plymouth and lived in England for the majority of his life...with just a short holiday abroad of 18 years.

And..."The Baker": Jen was born in Nashville, TN (USA) and lived the majority of her life in the most Southern Northern state...Indiana.

We create custom-designed cookies and sweet treats, with the ability to brand our creations with your company logo and brand colours and aesthetic. They make the perfect treat for weddings, baby showers, conferences and lots more.

Want to take a look at some of the cookies we've created? Check out our website and follow us on social media for updates!

www.thetattooedcookie.sumupstore.com

 Are you a local business? Get in touch with us to feature in the next issue of *The Circular Social*.



PHOTO BY THE TATTOOED COOKIE IVYBRIDGE





PHOTO BY [CAM MORIN](#)

How Google's 'Try It On' Feature Could Boost the Preloved and Vintage Industry

In an exciting move for digital fashion, Google recently expanded its "Try It On" feature – a virtual fitting tool that allows users to see how clothes look on a range of real models with diverse body types, sizes, and skin tones. While initially aimed at major retailers, this technology has the potential to be a game-changer for the preloved and vintage industry, especially for sellers who operate online.

One of the biggest challenges secondhand sellers face is

the lack of standard sizing and styling imagery. Vintage sizing can vary dramatically from modern cuts, and one-off items don't often come with polished product shots or fit references.

Google's tool could help bridge this gap by giving customers a more realistic idea of how an item might look and fit on their own body type – leading to increased buyer confidence and fewer returns.

For smaller sellers and platforms that curate preloved fashion, integrating this kind of tech – even indirectly – could level the playing field with larger fashion brands.



By using AI-powered visuals or styling tools, sellers could present their unique pieces in a more engaging and accessible way, highlighting both the individuality and wearability of vintage fashion.

What's more, this tech-forward approach may also appeal to a new generation of shoppers – especially Gen Z – who value both sustainability and seamless digital experiences.

Blending ethical shopping with modern tools makes secondhand fashion feel just as innovative and desirable as its fast fashion counterparts – without the environmental cost.

Other brands and platforms are already ahead of the curve. Zara's virtual fitting rooms, ASOS's See My Fit, and Amazon's Virtual Try-On for Shoes are examples of how retailers are embracing immersive shopping experiences.

Even makeup and eyewear brands like Sephora and Warby Parker have implemented augmented reality tools to let users "try" products before buying. These tools are rapidly becoming part of the online shopping standard – and vintage sellers can take notes.

As platforms like Google continue to develop tools that enhance online shopping, the vintage and preloved sector stands to gain more visibility, credibility, and conversions. With the right adoption and creative integration, "Try It On" could mark the next evolution in how we buy – and fall in love with – secondhand style.

PHOTO BY [ABBIE TANNER](#)

SUBSCRIBE FOR FUTURE ISSUES

NEVER MISS AN ISSUE

- Get featured in our magazine
- Enjoy our quarterly issues
- Keep up to date with community news

VISIT US ONLINE

- Browse our online shop
- Enjoy our preloved blog
- Connect with us on social media

WWW.PBANDJPRELOVED.COM

WWW.CIRCULARSOCIAL.CO.UK



PHOTO BY LANIE BAYLISS
YOU CAN SAUNA - HALDON FOREST



ADVERTISEMENT

coworking
community

space hire
and events

creative
workshops

the good space

thegoodspace
@thegoodspace

good

welcome to
the good space

Discover a
new co-
working
space in
Dawlish, a
quick walk
from the sea!
Check out
the
community
events from
sound baths
through to
candle
painting
workshops

www.thegoodspace.co.uk



Would you like to appear in a future issue of The Circular Social?

Get in touch with us info@circularsocial.co.uk or visit our contact page www.circularsocial.co.uk

Circular Social