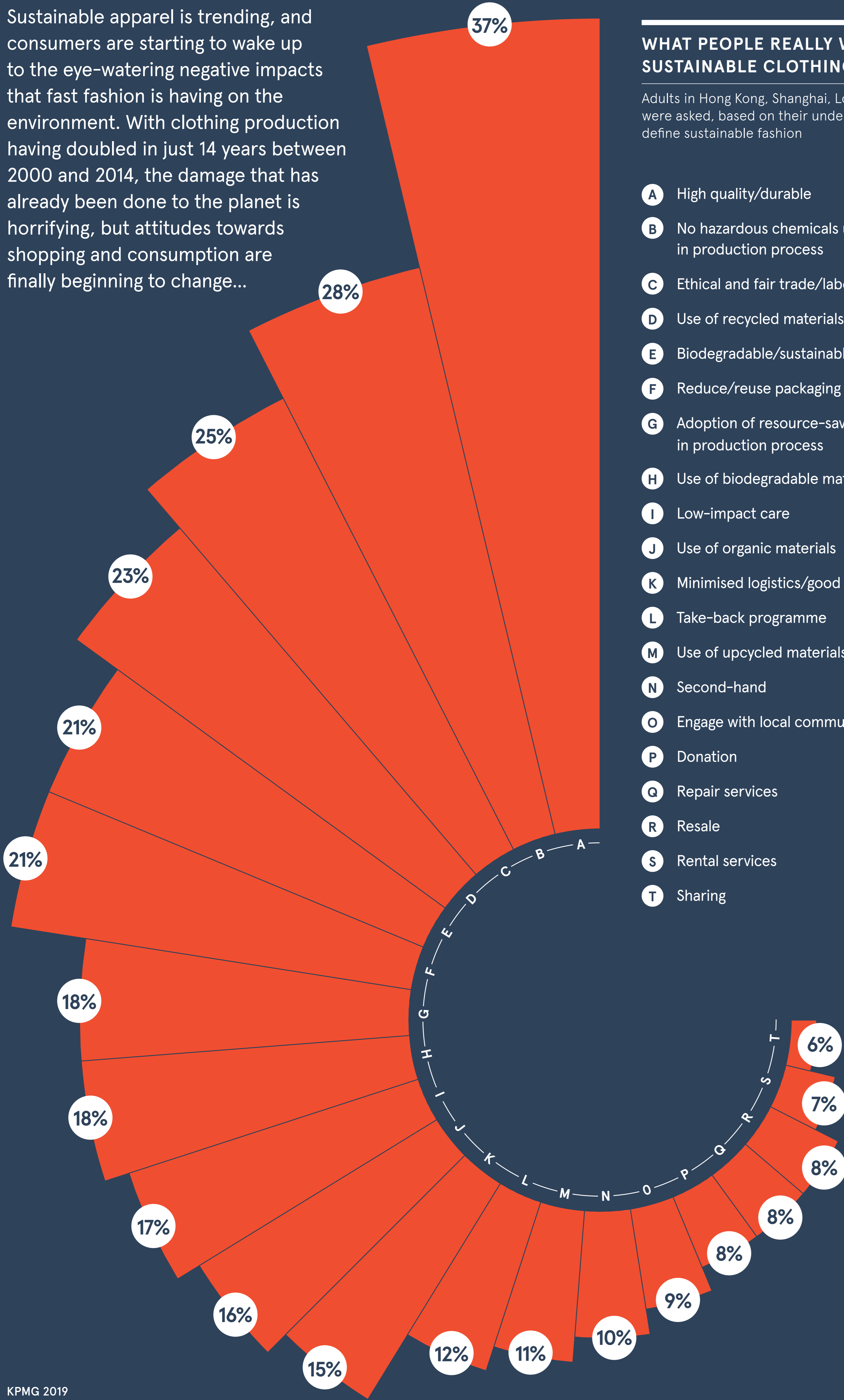


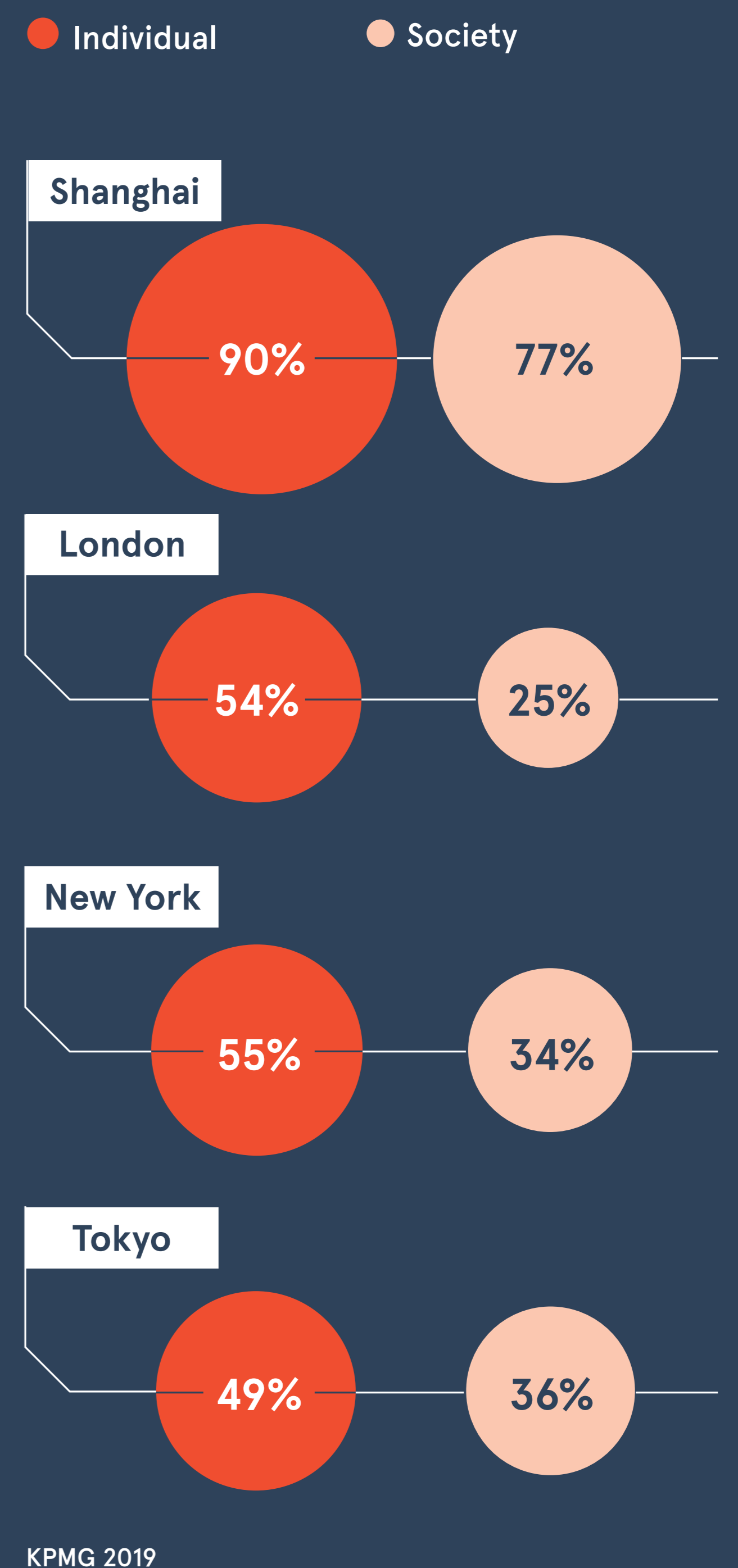
FASHION FORWARD

Sustainable apparel is trending, and consumers are starting to wake up to the eye-watering negative impacts that fast fashion is having on the environment. With clothing production having doubled in just 14 years between 2000 and 2014, the damage that has already been done to the planet is horrifying, but attitudes towards shopping and consumption are finally beginning to change...



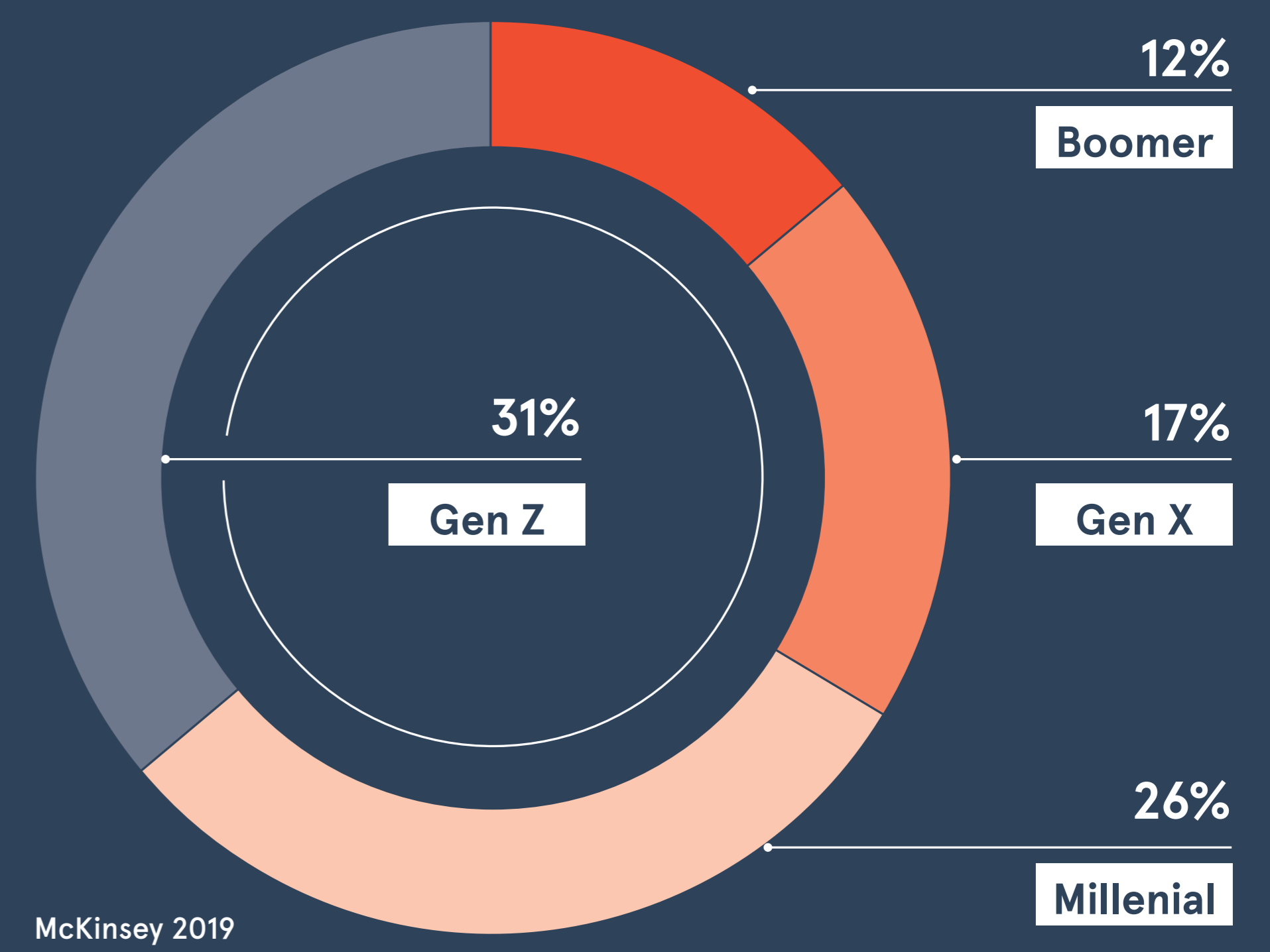
SUPPORT FOR SUSTAINABLE FASHION

Share of adults from the following regions who are personally quite/very supportive of sustainable fashion and the percentage who believe their societies are supportive



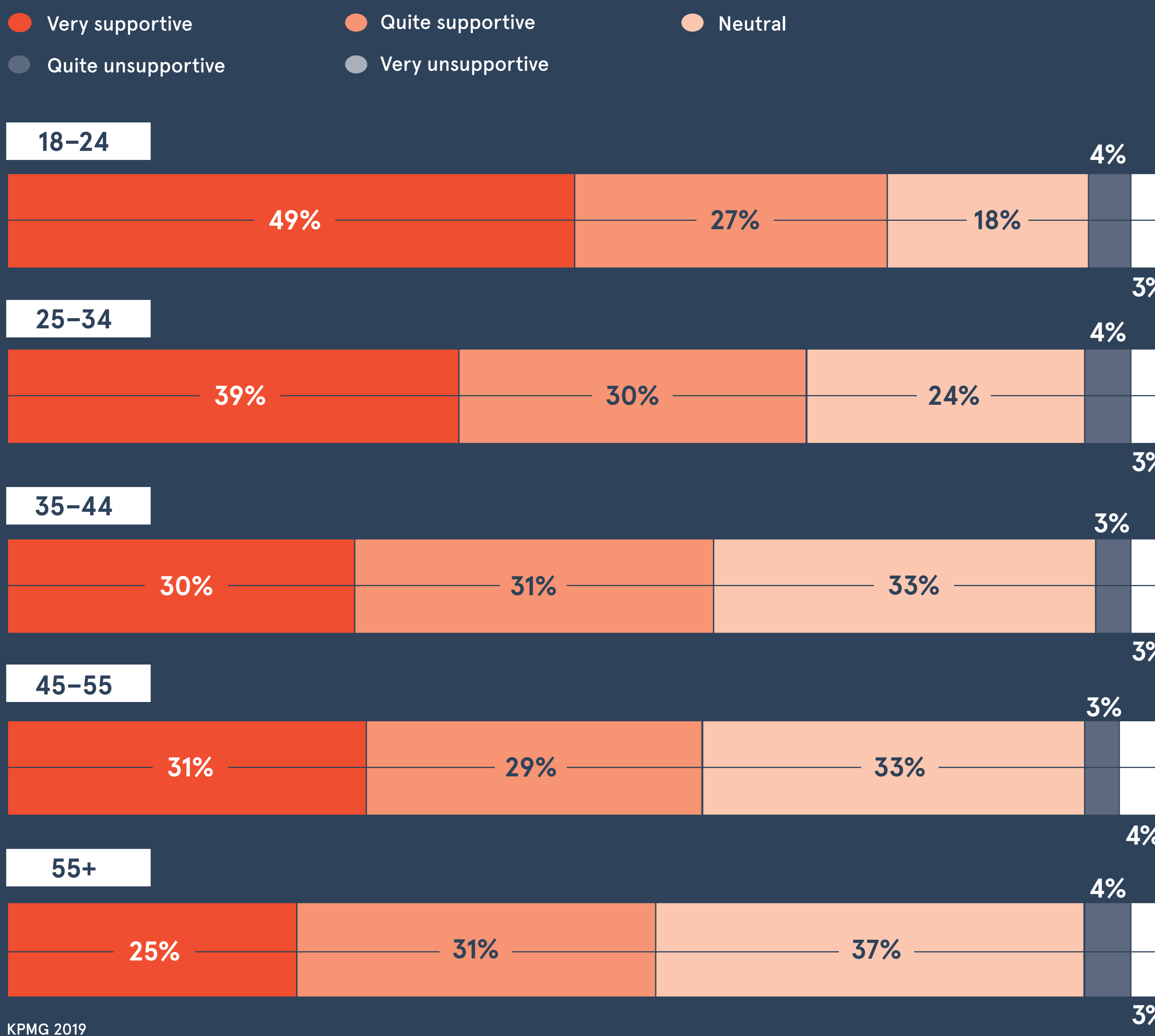
YOUNGER GENERATIONS WILLING TO PAY MORE

Share of different age groups in the US who say they would pay more for products that have the least negative impact on the environment



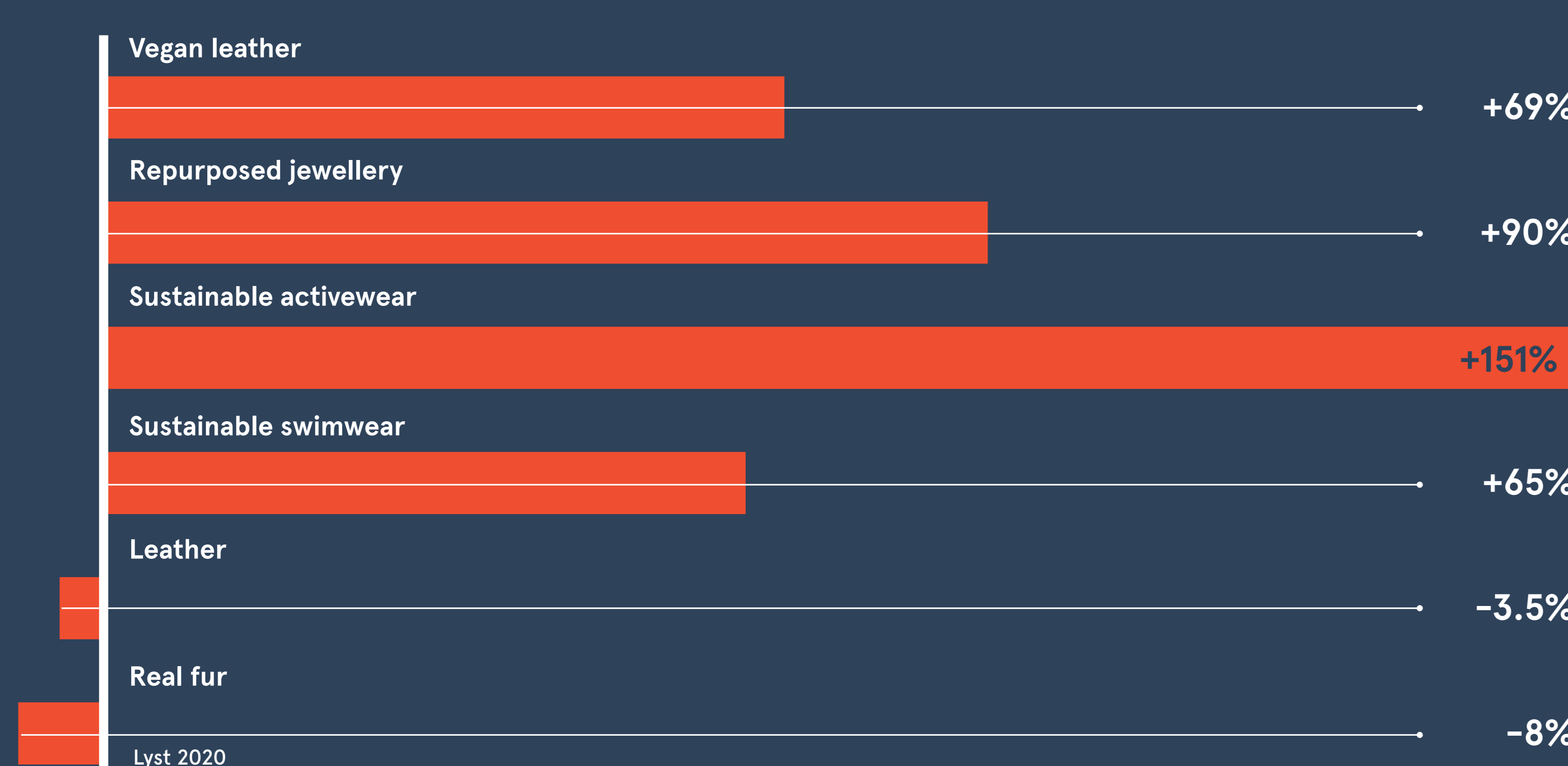
YOUNGER BUYERS MORE SUPPORTIVE OF SUSTAINABILITY

How supportive different ages are of sustainable fashion



SEARCHES SURGE

Increase in search terms over a 12-month period on the Lyst online platform; 20 million products and 100 million shoppers analysed



FRIGHTENING FOOTPRINTS

2,000 gallons of water is needed to make one pair of jeans

93bn cubic metres of water is used by the fashion industry every year

20% of global wastewater is produced by the fashion industry

8% of global greenhouse gas emissions are generated by clothing and footwear production

UN Conference on Trade and Development 2019

53m tonnes of fibre is produced by the global fashion industry each year

of which ends up in landfills or on bonfires

70%

<1%

is reused to make new clothes

Ellen MacArthur Foundation 2017