# FASHION FORWARD

Sustainable apparel is trending, and consumers are starting to wake up SUSTAINABLE CLOTHING to the eye-watering negative impacts that fast fashion is having on the environment. With clothing production define sustainable fashion having doubled in just 14 years between 2000 and 2014, the damage that has High quality/durable already been done to the planet is horrifying, but attitudes towards in production process shopping and consumption are finally beginning to change... 28% Use of recycled materials Reduce/reuse packaging 25% in production process Use of biodegradable materials Low-impact care Use of organic materials 23% Take-back programme Use of upcycled materials Second-hand Engage with local communities 21% P Donation Repair services R Resale 21% Rental services T Sharing 18% 6% 7% 18% 8% 8% 17% 8% 12% 11% 9% 16% 15%

## WHAT PEOPLE REALLY WANT FROM

Adults in Hong Kong, Shanghai, London, New York and Tokyo were asked, based on their understanding, what features

- No hazardous chemicals used/pollution-free
- Ethical and fair trade/labour practice
- Biodegradable/sustainable packaging
- Adoption of resource-saving technique/technology
- Minimised logistics/good supply chain practice

#### YOUNGER GENERATIONS WILLING TO PAY MORE

**KPMG 2019** 

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

SUPPORT FOR SUSTAINABLE FASHION

Share of adults from the following regions who are

Society

77%

25%

34%

36%

personally quite/very supportive of sustainable

fashion and the percentage who believe their

societies are supportive

90%

54%

55%

49%

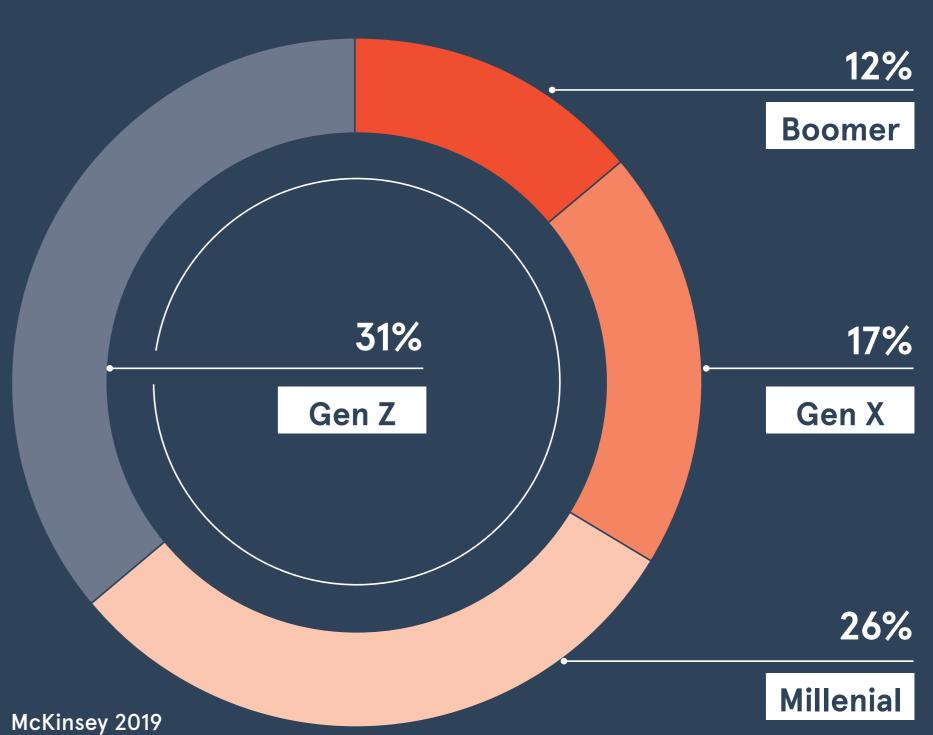
Individual

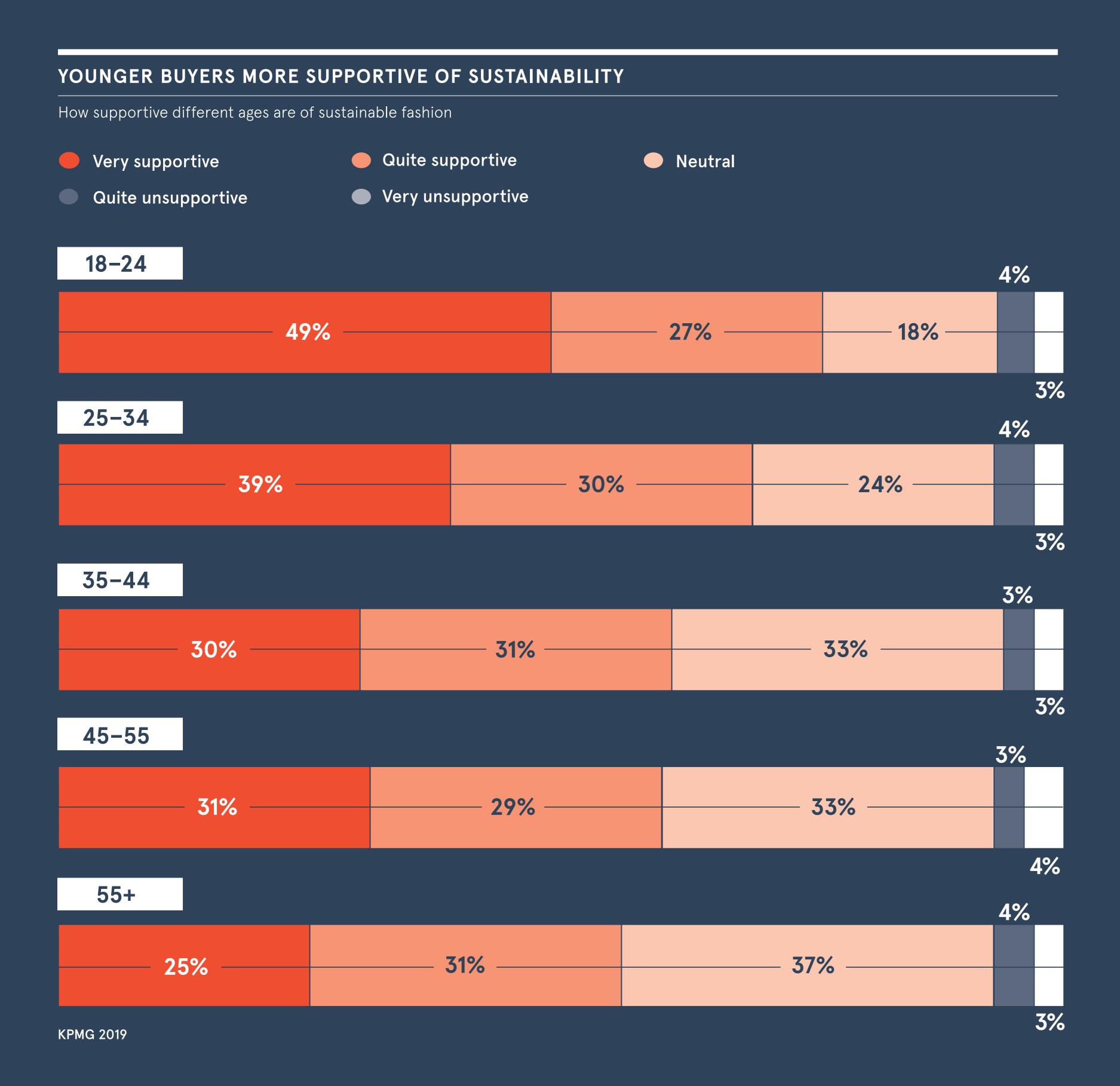
Shanghai

London

**New York** 

Tokyo

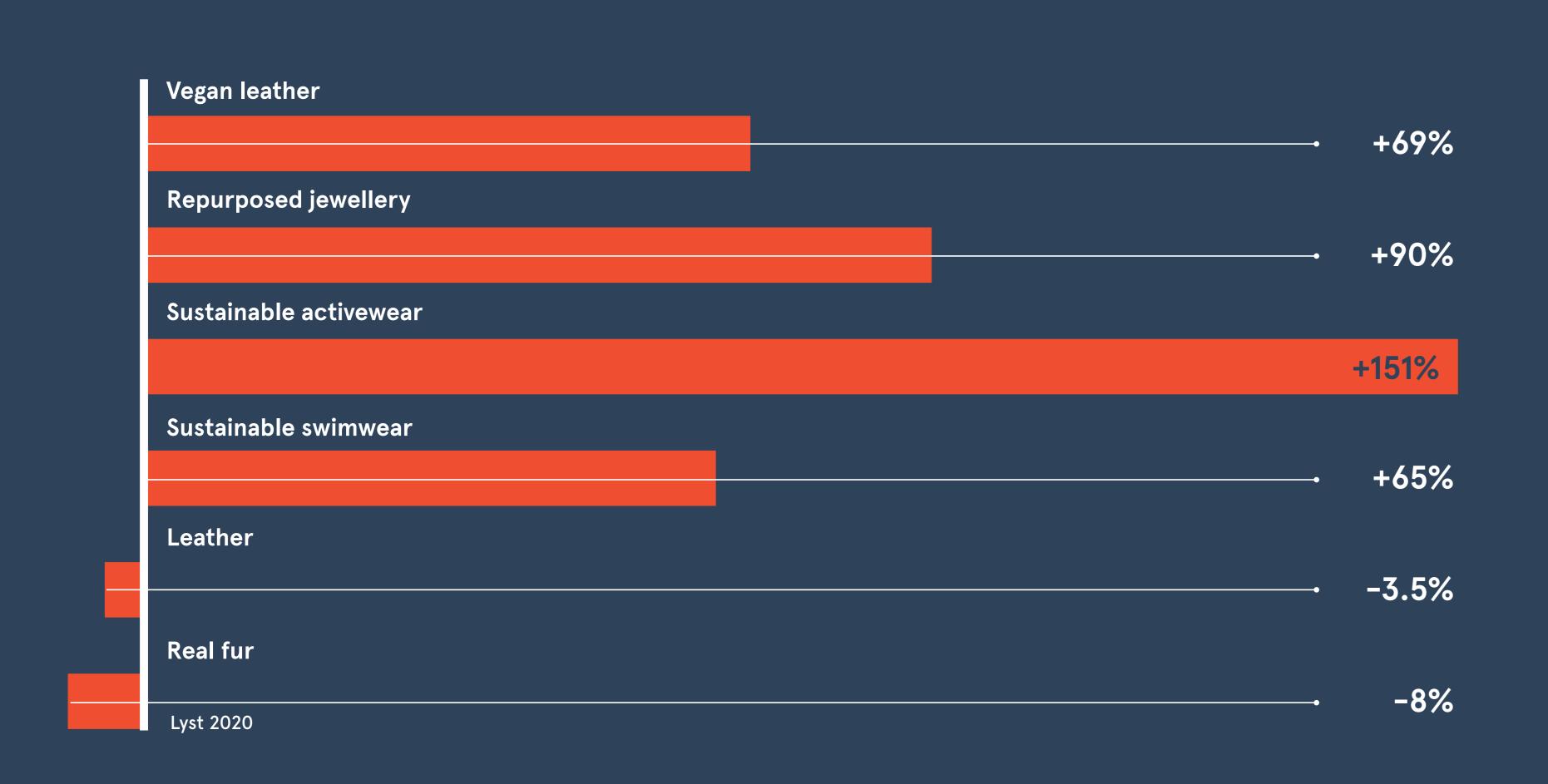




# SEARCHES SURGE

**KPMG 2019** 

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

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

20%

of global wastewater is produced by the fashion industry

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

70%

of which ends up in landfills or on bonfires

is reused to make new clothes

Ellen MacArthur Foundation 2017