Euromonitor
International

Sustainability in Luxury and Fashion: Time for Action

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INTRODUCTION

Scope

Executive summary

Exploring Sustainability in Luxury and Fashion: Time for Action

Sustainable fashion: Reminder of the concept and guiding principles

Consumer perception, brand image and regulation drive sustainable investments

Why is the pace of change accelerating today?

SHIFTING CONSUMERS' MINDSETS

The pandemic has brought significant shifts in consumers' mindsets

Consumers are now very vocal about their political views on social media

Consumers demand brands that reinforce their self-image in a positive manner

Nike Well Collective launches in the US to support "Body, Mind and Life"

Ganni partners with Ester Manas on a sexy plus-size capsule collection

Hong Kong-based DETERMINANT taps into inclusive sizing opportunities in Menswear

Puma is running "REFORM the Workplace" strategy to promote DEI internally

ECONOMIC HEADWINDS

Inflation rate forecast to moderate but remain persistent in 2023-2024

Increased costs of living force consumers into (more) sustainable behaviour

Brands need to create value as consumers strike a balance between frugality and indulgence

DSW partners with Cobblers Direct in the US while Veja opens a shoe repair centre in Paris

Alfonso Dominguez launches rental services in Spain as Nuuly grows steadily in the US

In Japan, Mercari takes second-hand marketplace offline to widen its reach

Reclothing Bank: A trendy circular brand in the niche Chinese sustainable fashion market

TIGHTENING REGULATION

Regulation in f ashion is tightening, starting with the EU

In the US, a regulatory shift is also taking place, led by the states of California and New York

The social and environmental dimensions increasingly converge with the economic one

Key corporate sustainability measures are increasingly driven by legislation

VF Corp has mapped out over 100 of its brands' top-selling products since 2021

Zara charges for returns for online purchases and launches in-store clothes collection scheme

Chloé and Pangaia adopt E.On digital product passports (DPPs) to enable instant resale

Renewcell partners w ith TextileGenesis for full traceability of its Circulose bio-based fibre

Sustainable pioneer in jewellery, British brand Monica Vinader has adopted product passports

CONCLUSION

Despite their pledges, industry players are generally behind their sustainability commitments

The challenges ahead are multiple and multifaceted and involve all stakeholders…

Lack of recycling infrastructure and tunnel vision are other key obstacles to overcome

Gen AI could make diverse and impactful contributions to sustainable fashion

From design to traceability, Gen AI has the potential to reshape the fashion industry

Key takeaways

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