

## Research Notes

In the past decade, society has become more aware that the fashion industry (fast fashion) has a negative impact on the world. Continued use of environmentally-damaging fabrics and unnecessary suffering of animals to create handbags has received some backlash. Because of this, sustainability is trending!

Brands have recognized that younger generations value transparency and sustainability, and are willing to pay a little more for fashionable, quality products where they guarantee that their next clothing purchase prioritizes the planet and its inhabitants.

*“Around 66% of respondents said that they consider sustainability when purchasing a luxury product.”*

*(The Business Research Company, 2020)*

*“Since the beginning of 2020, Lyst has seen a 37% increase in searches for sustainability-related keywords with the average monthly searches increasing from 27,000 in 2019 to over 32,000 year to date”*

*(Lyst, 2020)*

*“Nearly half of fast fashion retailers have seen a decrease in sales this year.”*

*(LIVEKINDLY, 2021)*

Some celebrities leading the way in Eco-friendly clothing: Emma Watson, Karen Fowler, Robin Wright, Rosario Dawson, Pharrell Williams and more.

## Facts

- 60 percent of millennials say they shop more sustainably
- Nearly 100% of textiles and clothing are recyclable
- Patagonia has been pioneering clothing from recycled plastic since 1993
- Increase in Vogue audiences who say sustainability is an important factor – from 65% in October 2020 to 69% in May 2021.

## Resources

*<https://goodonyou.eco/sustainable-fashion-statistics/>*

*<https://betterworldapparel.com/learn/sustainable-fashion-facts/>*

*<https://www.voguebusiness.com/sustainability/customers-care-more-about-sustainability-post-lock-downs-now-what>*