

Has our appetite for sustainable fashion survived the pandemic?

With product demand comes opportunities to promote sustainability

 **2.6 Billion**

Fashion items were bought in 2020, despite reduced demand during the pandemic. Use these occasions to show commitment to sustainability.

There's value in taking the 'right' actions

Those willing to pay more for items with sustainable credentials:



Shoppers don't know which brands are being 'responsible'

 **87%**

Couldn't name a brand that is doing a lot to reduce environmental impact. Did your brand get mentioned?

Concern about the impact of the fashion industry on the environment is growing

 **Up YOY**

As shoppers return to the market, how will you address these concerns?

Responsibility sits with retailers and should be long-term

 **77%**

Expect commitments to be long-term. Sustainability means different things to different people - what are your shoppers' expectations?