



**WALLY PACE** Top en denim. Mesures d'inspiration. Veste en jean et chaînes en métal. Filles à Pige. Glare en denim. Contemporary lifestyle. Jean quatre poches. Conscience. Conscience en denim. Filles à Pige. Jean en coton. Mesure. Tenda en cuir. Mesure vintage.

ANTIDOTE



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“The idea of sustainability is fundamentally focused on planning for the future, and finding ways to deal with serious threats to the well-being of people” (Portney, Kent. E, 2015. Pg 193). Wellness and sustainability are both prevalent trends in our modern lifestyles. More than 57% of consumers are searching for sustainable fashion options (Sender Ceron, 2019. Mintel); and 73% of consumers are willing to spend more money on a product if it comes from a socially conscious brand (Woodworth, 2022). Proving the impact that both megatrends have had on our lifestyles.

The discussion between sustainability, wellness and the luxury market can be one that is confronting, as the trends have negatively impacted the industry. Luxury dress and shoe sales decreased by 50% from 2019-2020, due to sustainability impacts (Mccan, M. 2021). The influence of sustainability means the luxury industry is now having to innovate new ideas to remain relevant. Therefore, this report has been written to explore the effects that the megatrend of sustainability and wellness has had on creating the macro trend of luxury fashion with a conscience.







Luxury with a conscience elucidates to being the vehicle for respect for the environment and social development, whilst being a synonym of art. In relation to this, the report will explore the following:

- Timeline of Luxury with a Conscience
- Conscious Consumers
- Manifestations of Sustainable Changes
- Wellness Within the Luxury Market.

Concluding what may be entailed for the future of sustainability and well-being within the luxury fashion world.



# METHODOLOGY

For this report, secondary research, using the Library One-Search database, was conducted to find **10** pieces of literature that have been chosen to create an annotated bibliography on the themes previously mentioned. To take a non-bias approach, the literature was sourced from a diverse aspect, using global data to gain a varied perspective. Data trend websites such as LS: N and Mintel were used to ensure the theory found was plausible and for further knowledge around the trends.

Whilst a balanced perspective has been taken for this report by reading from diverse sources, the majority of the literature is from English authors. To combat this, further reading has been conducted from global sources; however, due to the nature of global sources, the definitions and data classes are conflicting (Hoffman et al., 2008). Necessary alteration has been undertaken to ensure the data is suitable for the report and is accurate.





# 1970

The hippie group formed a bridge between environmental sustainability and fashion. Natural fibres and cotton were being used to create handmade clothing  
(Ramón-Cardona. Et al.. 2022. Pg 1-2)



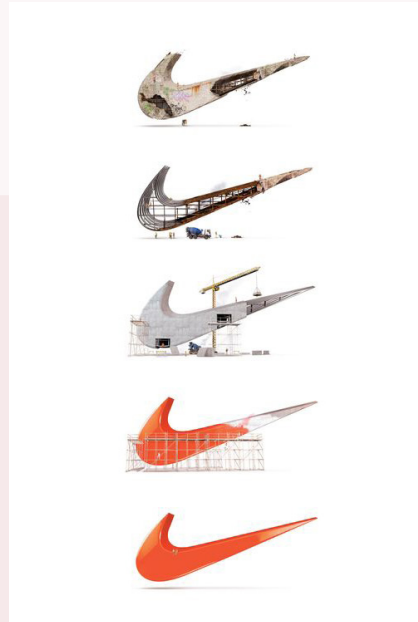
# 1980

Mass production of clothing arose and ethical issues surrounding supply chains came with it  
(Alimen, N. 2022)



# 1991

Nike was under speculation due to poor working conditions in Indonesian factories  
(Balinski, B. 2013)



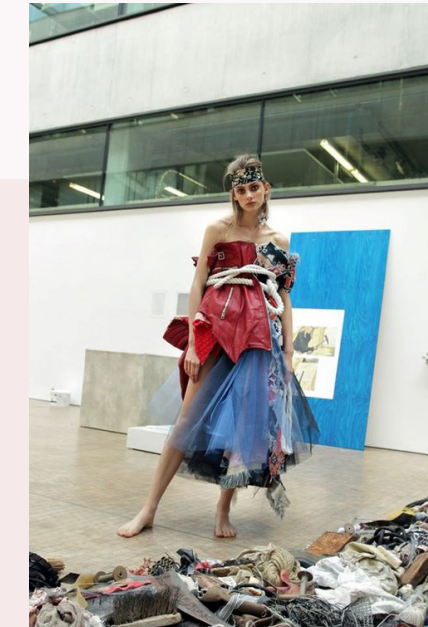
# 2007

The term slow fashion was introduced by Kate Fletcher and initiated the slow fashion movement  
(Fletcher, K. 2013)



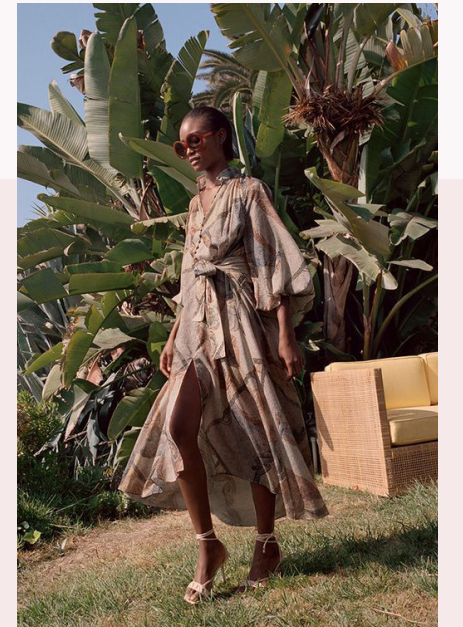
# 2011

The first ethical fashion certification label was released in the USA to prohibit poor working environments  
(Wisner, J.D. et al. 2015)



# 2017

Stella McCartney's range was photographed in a landfill, giving a big platform to present the negative impacts of overconsumption  
(Laville, S. 2017)



# THE CONSCIOUS CONSUMER

This theme will cover the stakeholders of change within the luxury fashion industry in regard to sustainability. Looking at consumer drivers, demographics and psychographics for a wider insight into why sustainability has become an influence in luxury fashion.







# DRIVERS

Muthu, S.S. (2018). Consumer Behaviour and Sustainable Fashion Consumption : Consumer Behaviour and Sustainable Fashion Consumption. Springer Singapore Pte. Limited, pp.1–37.

To understand the drivers behind sustainability in luxury fashion, Muthu (2018) discusses how the rise of awareness is one of the key impacts that has affected sustainable fashion. It is suggested that the increase in knowledge of social and environmental issues has the most significant impact on modern purchasing behaviour.

The main concern of social issues is in regards to sweatshops using intense physical labour upon individuals, in poor working environments and demanding low wages. Anti-sweatshop activists have risen because of the inhumane conditions, and focus to change the behaviour of large retailers (Garwood, 2011. Pg 1-45). Because of this, consumers are aware of the influence of unethical fashion and feel they have a social obligation to purchase ethically; moreover increasing the demand for sustainable fashion (Shimul et al., 2018).

Muthu (2018) highlights the positive correlation between knowledge of environmental issues and environmentally friendly purchases. Consumers with more information about pro-environmental behaviours and who have partaken in sustainable activities evolve a friendly attitude towards the consumption of sustainable fashion, due to the comprehension of their impact on the environment.

Consumers who have purchased fashion products with organic materials before are also willing to pay a higher price for products with sustainable materials (Lin, 2009). Further proving the positive association between environmental knowledge and the drive for sustainable fashion purchases.



# PSYCHOGRAPHICS

Muhammad, A.S., Eagle, L., Yaseen, A. and Low, D. (2018). The power of spirituality: Exploring the effects - ProQuest. [online] www.proquest.com. Available at: <https://www.proquest.com/docview/2129468550?accountid=14693&pq-origsite=primo&parentSessionId=%2BV7RyFpg%2BVUYOS5maRiMSbWc%2B25y12pFdDuR5etMzms%3D> [Accessed 19 Oct. 2022].

To further understand consumer attitudes towards sustainability, this article, by Muhammad et al., (2018) discusses the values that impact eco-socially conscious consumer behaviour (ESC-CB), providing evidence on how the roles of these values have impacted pro-environmental purchasing behaviour. Muhammad outlines the following values and how they are associated with ESCBB:

- Egoistic
- Perceived Consumer Effectiveness



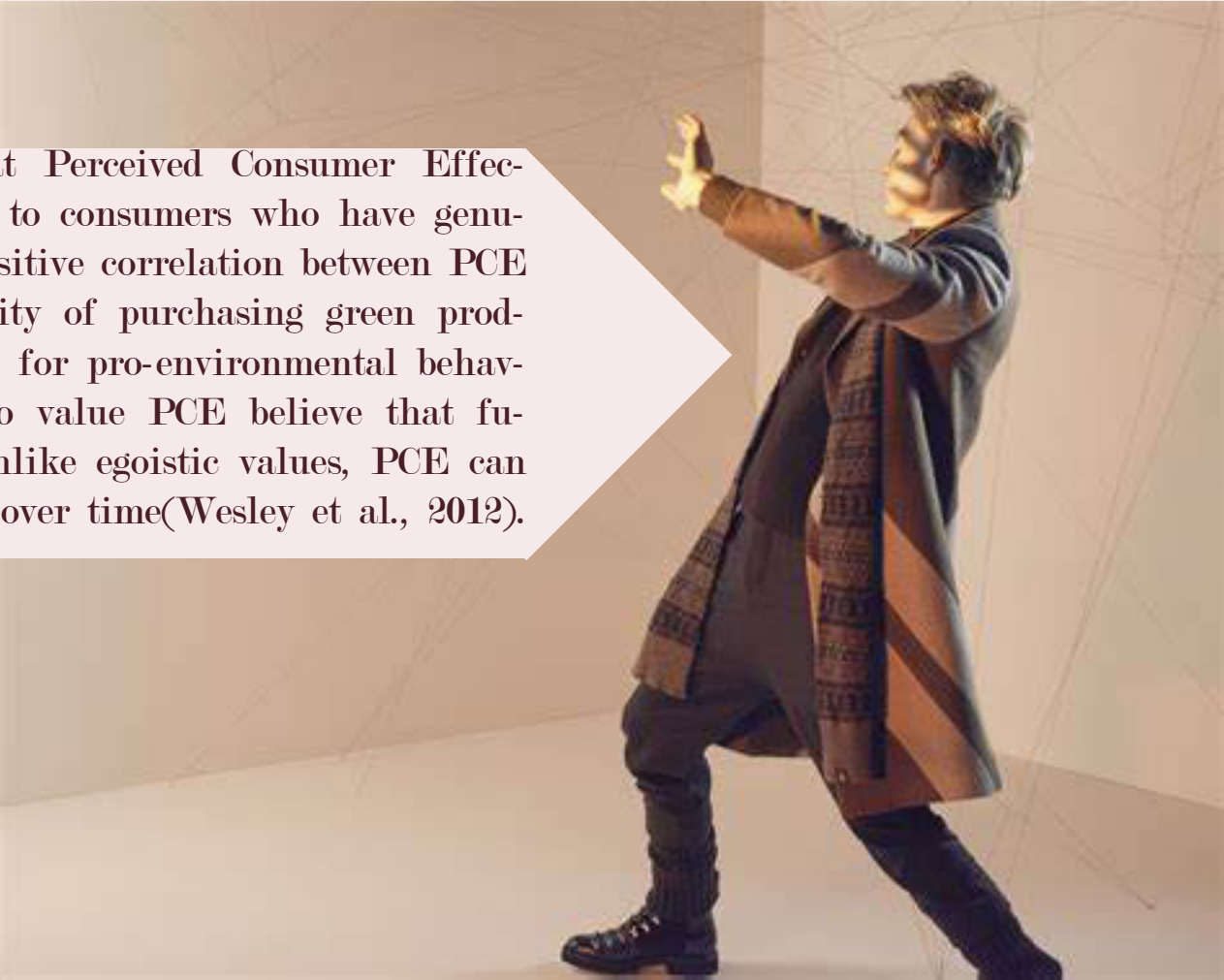


Egoistic values allude to the idea that one is “concerned for [their self] in relation to the environment” (Swami et al., 2010. Pg. 139) with the emphasis that there is higher importance for their gain than on environmental impacts. Muhammad (2018) suggests that underneath the values, it is entrenched if action is undertaken, the consequences are in their favour. Further encouraging the consumer to make pro-environmental purchases based on their own gain and self-validation.

Muhammad (2018) explores the idea that the majority of egoistic values are rooted in wealth, authority and income; and thus can create confrontation between voluntary and compulsory pro-environmental actions. Further creating a negative association with egoistic values and ESCBB. On the other hand, it could be argued that egoistic values are key drivers of pro-environmental purchases (Prakash et al., 2019). As it still highlights the importance of environmental awareness and further creates a higher demand for sustainable products.



Muhammad (2018) considers the impact that Perceived Consumer Effectiveness (PCE) has on ESCBB. PCE pertains to consumers who have genuine environmental apprehension. There is a positive correlation between PCE and ESCBB, as they have a higher probability of purchasing green products than someone who does not have concern for pro-environmental behaviour (Brochado et al., 2016). Individuals who value PCE believe that future events are dependent on their actions. Unlike egoistic values, PCE can be perceived as a belief that can be developed over time (Wesley et al., 2012).





Brochado, A., Teiga, N. and Oliveira-Brochado, F. (2016). The ecological conscious consumer behaviour: are the activists different? *International Journal of Consumer Studies*, 41(2), pp.138–146. doi:10.1111/ijcs.12321.

This report by, Ana Broncho et al, explores the consumer demographics who are most interested in pro-environmental purchasing behaviour; to inform marketers of the potential needs and requirements for sustainable products. The report covers the following: age, gender, and income.

Brochado et al., (2016) suggest that the age demographic of environmentally conscious consumers is varied. Studies suggest that green marketing is more effective on younger age groups (Straughan and Roberts, 1999; Akehurst et al., 2012). However, further research highlights how 73% of millennials are willing to pay higher prices for sustainable products (Yaqub. M, 2022). Indicating that those with a higher disposable income have more access to sustainable products. Concluding that whilst sustainability is associated with all ages, millennials and younger consumers are particularly sensitive.

Bronchado et al., (2016) state how studies suggest that women are more likely to purchase pro-environmental products and actively recycle than men. Furthermore, women are 10% more likely than men to value sustainability when purchasing fashion items (Mintel, 2022). Proving women have more concern for the environment and the impacts of their purchasing decisions.

Income is then next reviewed, as Brochado et al., (2016) states there is a positive correlation between consumers with a higher income and ESCBB. To further make this theory plausible Do Paço and Raposo (2009) conducted a survey based on annual income and ESCBB; and found that people with a higher marginal income have the funds to adopt pro-environmental behaviours and will use it on sustainable purchases and activities.

# DEMOGRAPHICS





# MANIFESTATIONS OF CHANGE

This theme will discuss the influence that the conscious consumer has had on luxury fashion; exploring the industry manifestations and brand reactions that have arisen. These annotated bibliographies will cover; bio-positive fashion, rental and resale schemes and the convertible clothing market.





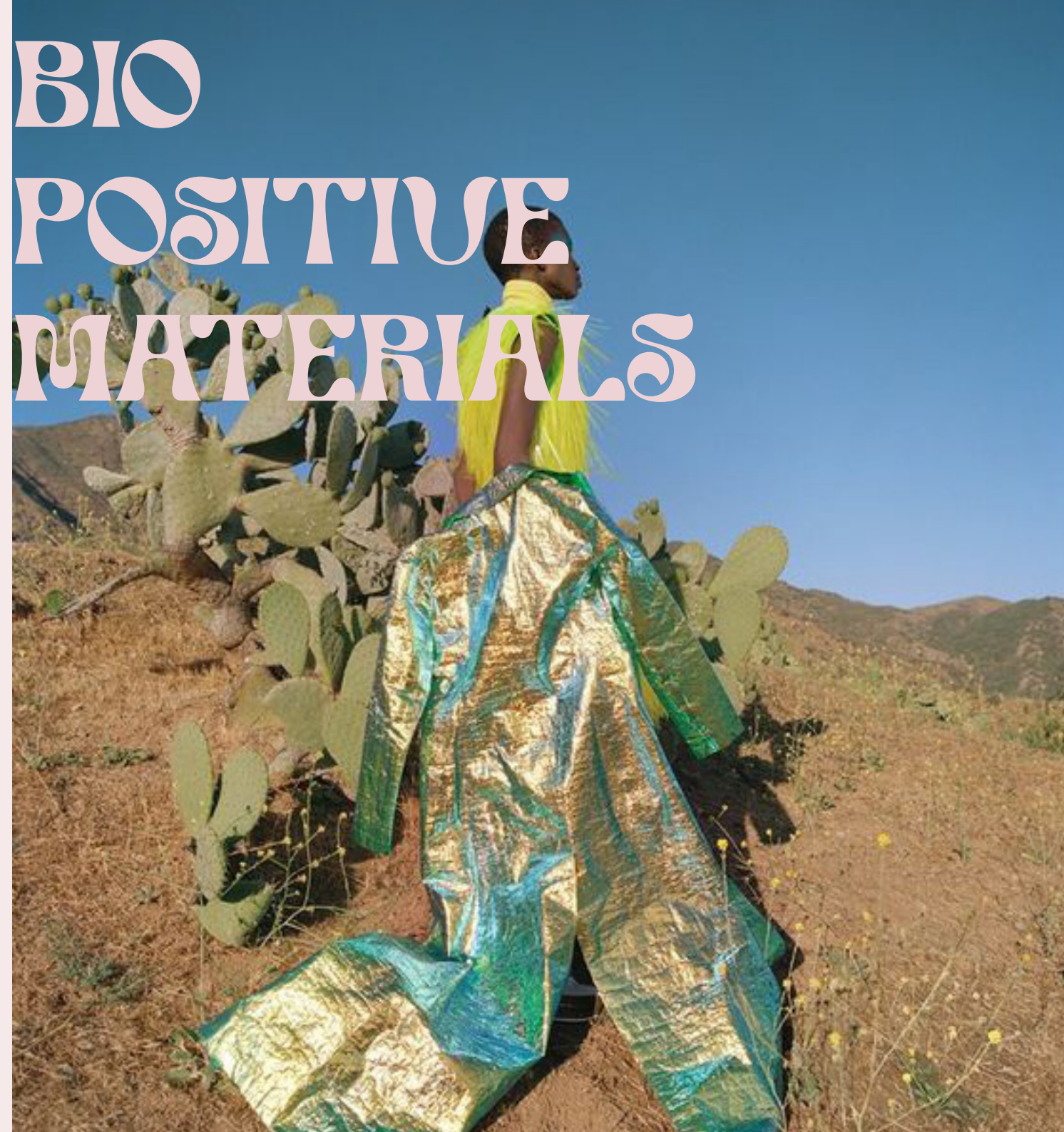
Citation: Buller, A., Scott, S. 2021. Four innovators shaping bio-positive fashion. LSN Global. [online]. Available at: <https://www.lsnglobal.com/fashion/article/26485/four-innovators-shaping-bio-positive-fashion>

In an effort to prohibit the impacts of unsustainable fashion, brands are using bio-positive materials. Bio-positive materials replicate the same functions as normal materials, in that they are optically similar to unsustainable materials, and are used as a pro-environmental alternative. In this article, Buller (2021) examines the use of, recycled leather and recurring coloured cotton cells.

Enspire is a system that uses fibres from wasted leather goods to create a recycled leather product. The products are identical to normal leather in that they are, optically, performatively and physically the same. Timberland has explored using Enspire within its products. Buller (2021) suggests that there is potential for Enspire to be included in small leather accessories and even in footwear.



# BIO POSITIVE MATERIALS



Synthetic dyes and water consumption for production are reasons of concern to the environment (Khat-tab et al., 2020), due to the textile dying processes accounting for 20% of global water pollution (Scott, 2015). Recurring coloured cotton cells is a method used by scientists to mitigate the impacts of dyeing textiles (Quijano, 2018)). Genetic modifications of cotton plants are being used to grow cotton in a variety of colours. This development also limits the exposure of chemicals to industry workers as well as reduces environmental impacts (Fried et al., 2022)





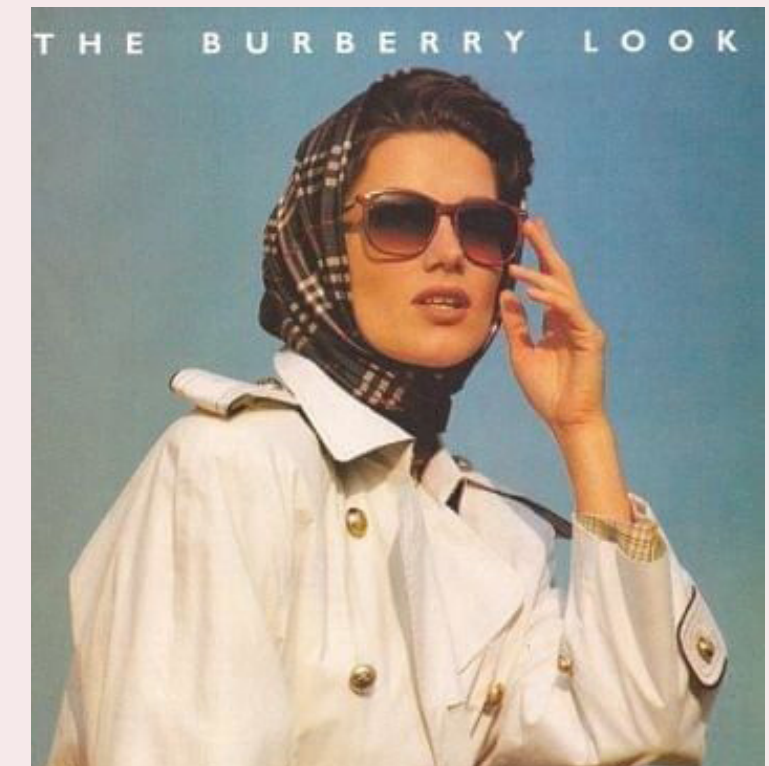
# RENTAL AND RESALE

Maguire. L & Webb. B, 2021. Exclusive: Burberry launches rental and resale with My Wardrobe HQ. Online, available at: <https://www.vogue-business.com/companies/exclusive-burberry-launches-rental-and-resale-with-my-wardrobe-hq> [Accessed on 29/09/2022]

Rental and resale schemes have been used by brands to give consumers a cheaper and more sustainable alternative to purchasing items they may only wear once. The consumer response to rental schemes surged in 2021 (Adriel Davish-Jewellery rental service owner), further showing a positive response to the idea (Mccan, M. 2021). This article, by Maguire and Webb, analyses the responses of this trend in the luxury industry.

British luxury clothing brand, Burberry partnered with My Wardrobe HQ, a rental platform where consumers can pay a smaller price for a piece, which they will keep for a week and then return. The selection includes handbags, coats and accessories, and the scheme is popular for occasionwear. Maguire and Webb begin to then explain how because Burberry is one of the UK's biggest luxury brands, it throws a significant impact behind the "drive towards circular fashion and rental in particular".

Albeit, there are limitations of the partnership between Burberry and My Wardrobe HQ. The scheme is only available in the UK, restraining the growth of rental schemes on a global scale. However, it is stated in the text that they plan to ship to Europe and expand into the US in the upcoming years. Although shipping from the UK to Europe restricts the idea of circular fashion from being completely sustainable, as maritime traffic is one of the worst offenders for air and water pollution (Koilo, 2019. Pp.48-65).





Scott, A.B. and S. and Scott, A.B. and S. (2021). Convertible Clothing Market. [online] Convertible Clothing Market | LS:N Global. Available at: <https://www.lsnglobal.com/behaviours/article/27595/convertible-clothing-market>. [Accessed, 11th October 2022]

In a response to the desire for sustainable luxury fashion options, Scott et al., discuss how brands are innovating new ways of creating modifiable clothing, which can increase the longevity of a piece. The demand to increase the lifespan of clothing is of high importance, as research from the Ellen MacArthur Foundation states that the average number of times a piece of clothing has been worn has decreased by 36%. The article outlines the following methods of modifiable clothing:

- Malleable materials
- Future fit fabrics

According to Scott et al., malleable materials can transform the shape or function of a garment to create multi-use clothing pieces. The positive of malleable materials is that it gives brands the creative freedom to experiment with fabrics in order to increase the lifespan of a product. Luxury brand Stella McCartney is offering malleable materials. The lingerie and swimwear hybrid collection, “Stellawear” features recycled pieces that can either be worn for apparel or intimate purposes.

Future fit fabrics define as clothing that intertwines technology to transform the colour and pattern of clothing. Instigating this innovation is Malou Beemer. Beemer has created a “Second Skin” collection, integrating LED circuits into the layers of fabric, allowing the consumer to modify the garment to the desired colour or pattern for the occasion. Enabling the consumer to experiment with their style with an individual item. Further slowing down the overconsumption of fashion.

Overall, the manifestations of change prohibit overconsumption of unsustainable materials and encourage consumers to buy less and wear more; further giving an insight in to how brands are going to respond to the trend in the future.

# CONVERTIBLE SWIMWEAR





# WELLNESS IN LUXURY

Whilst sustainability majorly relates to the safeguarding of the planet, it also covers the well-being of humanity, and therefore the trend has created a rise of wellness within luxury. This theme will discuss the trend drivers, requirements and impacts that wellness has manufactured since the coronavirus.





An advertisement for Everlane ReNew. It features a large, clear plastic bottle hanging against a textured green background. The bottle has a white cap and a small white label. The text "Warming the planet." is written in white, sans-serif font across the middle of the bottle. At the bottom, the "EVERLANE" logo is in white, with "ReNew" in a smaller font below it.

Warming  
the planet.

EVERLANE  
ReNew

An advertisement for Everlane ReNew. It features a person wearing a dark, quilted puffer jacket, looking upwards and to the right. The background is a textured teal color. The text "Warming you." is written in white, sans-serif font across the middle of the person. At the bottom, the "EVERLANE" logo is in white, with "ReNew" in a smaller font below it.

Warming  
you.

EVERLANE  
ReNew

# THE ERA OF CONSCIENTIOUS LUXURY

Danzieger, P. (2021). Welcome to the Era of Conscientious Luxury. [online] The Robin Report. Available at: <https://www.therobinreport.com/welcome-era-conscientious-luxury/> [Accessed 29 Sep. 2022].

Assessing the impact that the coronavirus has had on the luxury fashion industry; it highlighted how consumers' purchasing decisions have shifted from spending for indulging to prioritising necessities. Dazinger states as luxury is deemed discretionary by most consumers, it was the market which was most affected.

This report includes the results of a survey conducted from 500 luxury insiders, giving insight into the future of "conscientious luxury", post-pandemic. It proposes that there is a predominant theme that has caused disruption in luxury businesses; the rise of being conscientious. The report repeatedly refers to the idea of how consumers now have a higher concern for the environmental and social impacts of their conspicuous shopping habits. Over-consumption is now considered insensitive and consumers are rationalising their purchases, with McKinsey estimating a decrease of 20-30% in luxury sales since 2021.

Priorities are now moving to the fundamental values of well-being, states Danzieger, the desire from consumers is to live a meaningful life. It is necessary for brands to add value to the experience of purchasing luxury and further engage the consumer to show what the brand stands for; showing sincerity.



# POST PANDEMIC FUTURES

Mccan. M, 2021. How luxury accessory rental services are plotting their post-pandemic futures. Online, available at: <https://www.modernretail.co/retailers/how-luxury-accessory-rental-services-are-plotting-their-post-pandemic-futures/> [accessed on 29/09/2022]

Continuing from well-being in luxury; the theme has had an impact on consumer purchasing behaviours. In this article, Mccan highlights the following consumer requirements towards luxury marketing regarding the impacts of the wellness trend:

- Emotional impacts of advertisement
- Comfort and reassurance

Mccan emphasises how the use of emotional advertisement can cause heavy burden on the consumer; as the post-pandemic traumas can be triggering for the individual. Whilst mental health is becoming less of a taboo topic, consumers are now looking for happiness and optimism in their advertisements as a form of escapism after a traumatic year.

Gucci tapped into the use of comfort and playfulness in their “Gucci Fest” campaign. The luxury brand incorporated everyday habits into their filming, such as going to a café. This brought a sense of normality into the brand and showed the basic comforts of every day, highlighting a reassuring perception during a time of uncertainty.





# DON'T BUY THIS JACKET



It's Black Friday, the day in the year retail turns from red to black and starts to make real money. But Black Friday, and the culture of consumption it reflects, puts the economy of natural systems that

## COMMON THREADS INITIATIVE

### REDUCE

WE make useful gear that lasts a long time

water, enough to meet the daily needs (three glasses a day) of 45 people. Its journey from its origin as 60% recycled polyester to our Reno warehouse generated nearly 20 pounds of carbon dioxide. 24

Bibi, S. and Bibi, S. (2021). Healing Luxury. [online] Health & Wellness | LS: N Global. Available at: <https://www.lsnglobal.com/health-wellness/article/26673/healing-luxury> [Accessed 23 Oct. 2022].

73% of consumers are willing to spend more on a luxury brand if they are socially conscious; and a further 81% expect sustainable transparency in a brands marketing (McEleny, 2020). In a response to a demand for socially consciousness and wellbeing in fashion post-pandemic, Bibi explores the impacts of this trend on luxury brands.

Overall, wellness within the luxury market is a predominant theme and thus is an opportunity for marketers. However, the theme needs to be approached with caution and brands need to offer flexibility and reassurance to their consumers. Fortifying the importance that luxury brands need to accelerate their social consciousness in order to stay relevant during this wellness trend.

Patagonia released a “don’t buy this jacket” campaign to discuss the effects of overconsumption on the wellness of our planet and us as individuals. The campaign portrayed the brand to value change over profit and therefore reinforcing their place in this modern trend (McEleny, 2020).

Looking at a global perspective, Chinese luxury menswear designer, Xander Zhou released a range of bejewelled knitwear and bomber jackets with patterns which resemble a symbol of connection between humanity and nature. For this range, Zhou wanted to interject a sense of calmness to restore positive emotions in his consumers after the pandemic. Proving the theme is relevant across the world.



# HEALING LUXURY





# FIXING FASHION:

clothing consumption  
and sustainability

**Fashion:  
it shouldn't  
cost the earth**

# CONCLUSION

To conclude, sustainability has caused a significant impact on pro-environmental purchasing behaviour and wellness in the luxury fashion industry. The conscious consumers that have arisen from the sustainability megatrend has caused a reaction of a higher demand in pro-environmental products and alteration in brand social values. In a response to these consumer demands, the luxury industry has implemented new techniques of bio-positive fashion, including sustainable materials, re-sale schemes and convertible clothing; in order to prevent overconsumption.

Wellness has also been well received by the luxury industry, in that brands have started to incorporate the values either into their ethos or physical pieces. It is a predominant theme that is affecting a global scale and thus is a requirement in order for brands to remain relevant in the luxury industry.

For the future direction of sustainability within fashion, bio-positive materials could be seen in high street markets, to introduce the idea to consumers who cannot afford luxury or have a lower income.

Overall, Luxury with a Conscience is a contemporary macro trend which has been influenced by the ongoing sustainability megatrend. Brands need to carefully approach and encompass the trend into their ethos, as consumer demands are at the forefront of a brand's relevance.



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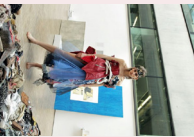
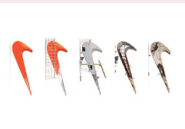
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