

## Fashion & Sustainability: Inc Impact of COVID-19 - UK - September 2020

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“The media and high-profile events have helped to raise awareness regarding the need to make more considered fashion purchases. This has been even more prominent during COVID-19, with many headlines covering how retailers have treated staff during the pandemic.”

– Chana Baram, Senior Retail Analyst

This report looks at the following areas:

- The impact of COVID-19 on the sustainable fashion market.
- How consumers behaviours and attitudes have changed since COVID-19.
- Consumer habits regarding sustainable fashion.
- Where shoppers turn to when learning about sustainable fashion.

Shopping for sustainable fashion is growing in importance for consumers – with 56% saying it is either very or somewhat important for them to buy sustainable fashion items. Although most people are conscious of the need to make their fashion choices more sustainable, this is easier said than done. Young people are particularly keen on the idea but are also most likely to buy an item and never wear it.

The onset of COVID-19 has made many think twice about where they want to shop and the importance of a transparent supply chain. People have become more communally minded, with half now more concerned about the welfare of fashion retail workers, while two in five care more about where fashion items come from than they did before COVID-19.

Most people feel that cheap fashion makes it easier for them to buy items they don't need and yet, with people worried about their financial security, many may start to turn to fast fashion alternatives when shopping for new fashion items. This could have a detrimental effect on the environment as many items end up in landfill.

However, there is growing media coverage highlighting the environmental damage caused by fast fashion, while growing protests about the environment are making more people aware of these issues. This presents a big opportunity for retailers and brands to work together to create consistency around what it means to be a sustainable retailer and educate consumers on what they can do to improve the way they shop.

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