

Fashion and Sustainability - Ireland - 2023

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This report looks at the following areas:

- The impact of the cost-of-living crisis
- The impact of the Ukraine conflict on the sustainable fashion market
- Opportunities for alternative sustainable fashion
- The challenges of fast fashion brands
- The impact of sustainability regulations
- How technology can improve transparency in the fashion industry

Throughout 2023, despite the challenges of the cost-of-living crisis, the fashion industry is being upheld by the sustainable innovations of both companies and consumers. The popularity of second-hand, or pre-loved, platforms, such as Vinted and Depop, have enabled consumers to establish somewhat of an income for themselves by selling unwanted clothing and accessories. The exposure of fashion rental companies, Drobey and Greens Are Good For You, which allow consumers to hire items for a limited time before returning to be hired by someone else, facilitate a circular fashion model and the trend of nostalgia has given vintage fashion a new lease of life.

These alternatives to buying brand new have enabled consumers to demonstrate sustainable behaviours through more affordable means as their willingness to pay more for sustainable fashion has been hindered by the financial challenges incurred by the higher cost of living. However, consumers are likely able to receive validation that they are behaving sustainably when they make purchases from pre-loved, rental or vintage services.



“The array of sustainable methods, such as pre-loved platforms, rental companies and the vintage revival, have made it possible for consumers to act on their sustainable attitudes in a more cost-effective, waste-reducing way and is likely to soon become a significant challenge to fast fashion brands.”

– **Rebecca Blenman,**
Research Analyst

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