



CLIENTS ADAPTATION TO SUSTAINABILITY IN FASHION AND LUXURY

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VOGUE



BCG BOSTON
CONSULTING
GROUP

THE NEGATIVE
IMPACT ON
ENVIRONMENT IS
INTENSIFIED BY
GROWING FAST
FASHION



10

% of the total greenhouse emissions comes from the **fashion** and **luxury** industry

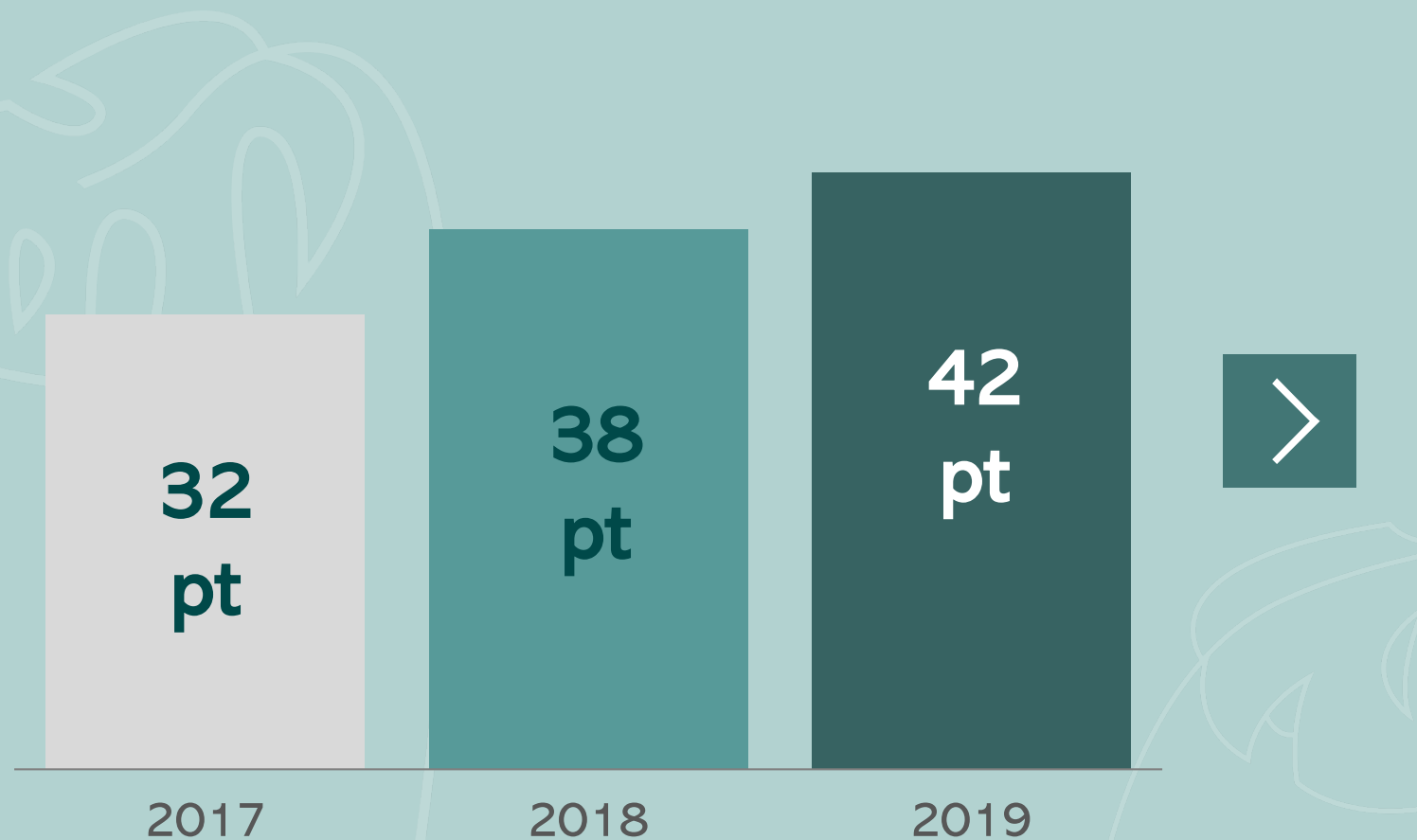
400

% **more** used clothes than 20 years ago

2700

liters of **water** is needed to produce a cotton T-shirt

THE FASHION INDUSTRY IS INCREASING ITS EFFORTS BUT AT A SLOWING RATE



Source: BCG analysis; Pulse of the fashion industry report (2017-2019) based on SAC Higg Index Brand and Retail Module beta version, Jan 2019; Expert Interviews



The Pulse Score measures the environmental and social performance of the Fashion and Luxury Industry on a scale from 0–100

In 2019 the overall industry performed 42 out of 100

This is still a weak performance and looking at the year-on-year trajectory the progress is slowing down

CUSTOMER INDICATE SUSTAINABILITY AS VERY IMPORTANT
TREND SHAPING FASHION AND LUXURY INDUSTRY...



75%

Consumers claim that sustainability is important topic

CLAIMING TO SUPPORT SUSTAINABLE COMPANIES...



75%

Consumers claim that sustainability is important topic



64%

Consumers support companies that care for the environment by purchasing their products

YET NOT SEEING SUSTAINABILITY AS KEY PURCHASING CRITERIA



75%

Consumers claim that sustainability is important topic



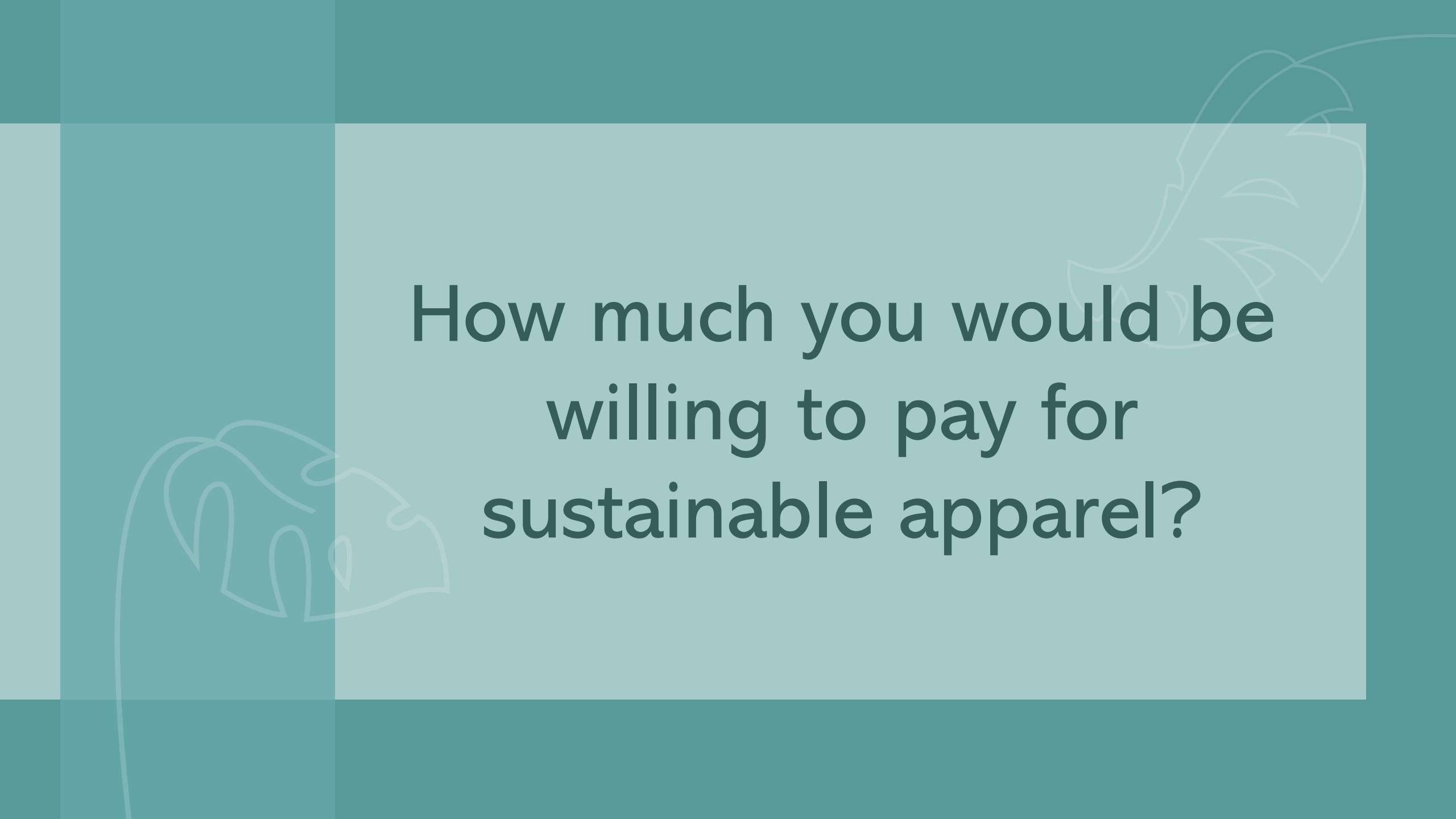
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Consumers support companies that care for the environment by purchasing their products



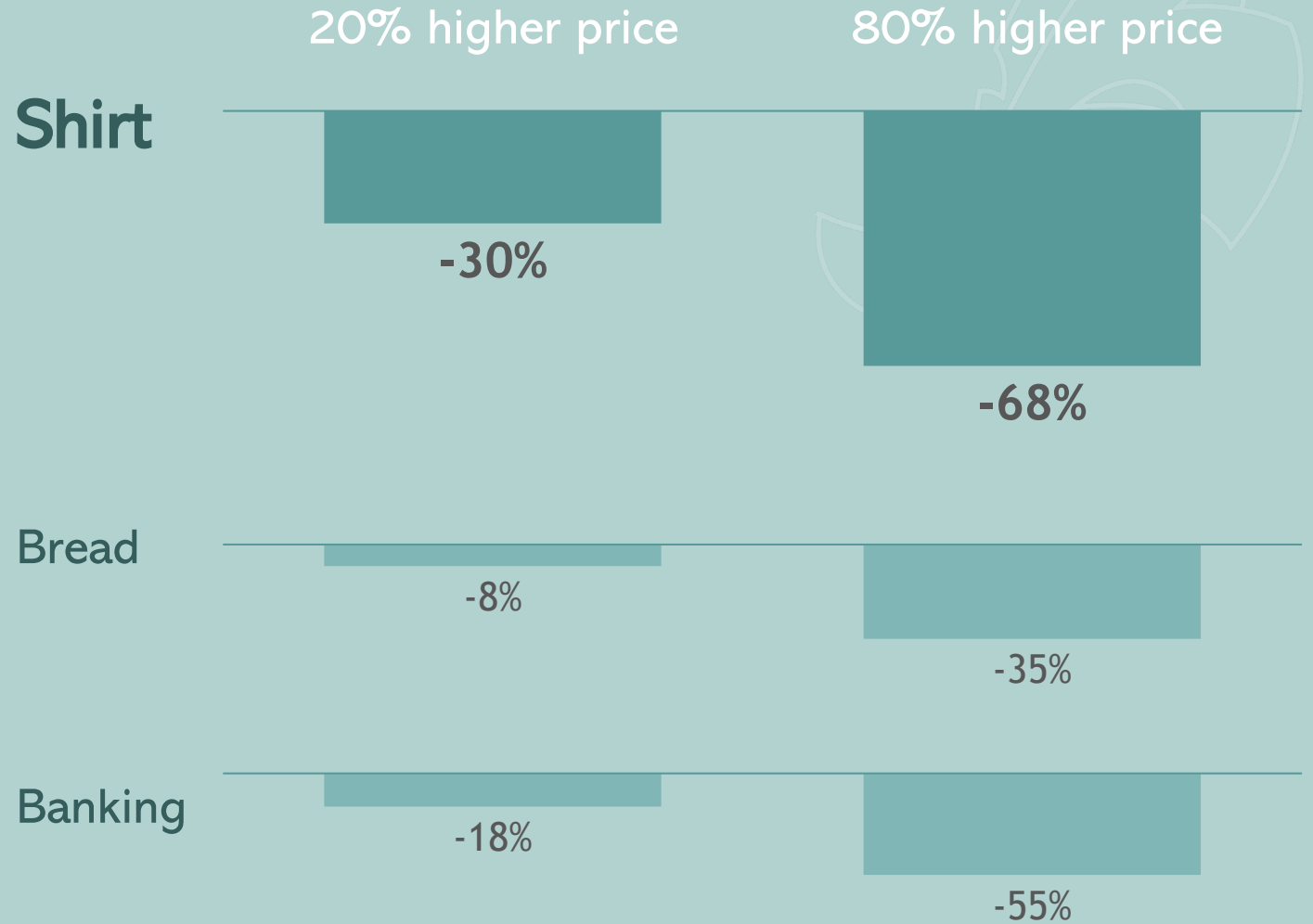
7%

Consumers use sustainability as key purchasing criteria



How much you would be
willing to pay for
sustainable apparel?

FASHION &
LUXURY
CONSUMERS
APPEAR AS PRICE
SENSITIVE WHEN
IT COMES TO
PAYING FOR
SUSTAINABLE
APPAREL



Pre-COVID results – final report will be based on data including COVID implications



BCG X VOGUE
REPORT AIMING
TO UNDERSTAND
PRICE
SENSITIVITY OF
FASHION &
LUXURY
CONSUMERS...

1

What is the declaration of consumers in regards to sustainable fashion & luxury products?

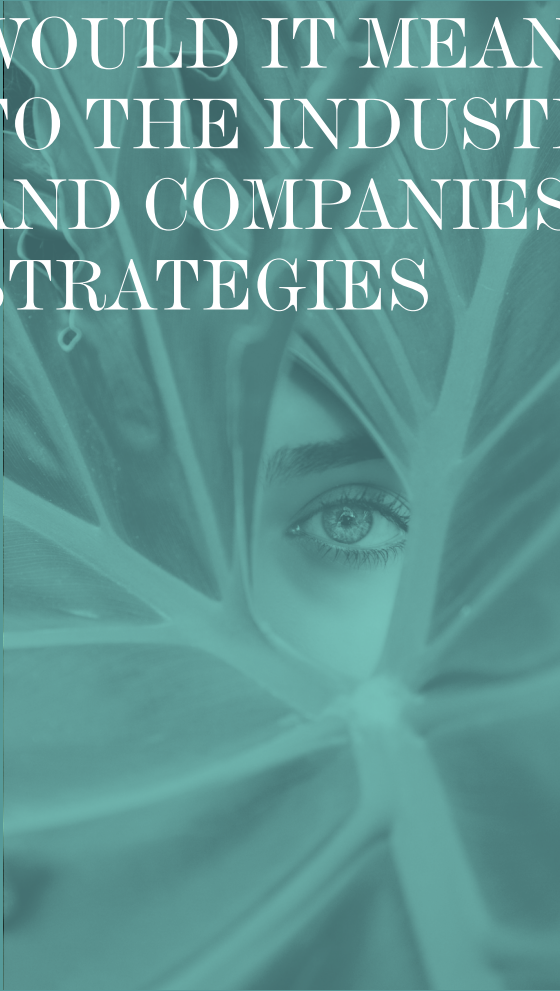
2

How price sensitive are fashion & luxury consumers? How much more are they willing to pay for sustainable products? How does it differ across markets?

3

Who are sustainable consumers – and what kind of consumers can we see in the markets?

...AND WHAT
WOULD IT MEAN
TO THE INDUSTRY
AND COMPANIES
STRATEGIES



4

What are implications for companies' sustainability and merchandising strategies? How can they address it across value chain?

5

How big could be the role of consumers in addressing sustainability matter?



OBSERVE BCG X VOGUE
FOR RELEASES

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