## GLOBAL MARKET TRENDS

Secondary research on the global market trends in the apparel business.

| **Responsible design**<br>geared towards systematic change with less waste and harm to the environment | | |
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| Antithesis of fast fashion | - demand for maximum comfort, reliability;<br>- clothes being treated as extension of our homes, amidst global turbulence<br>- 'cosy' and 'worn-in' garments that allow us to move with ease; | Source: Caroline Stevenson, head of cultural and historical studies at London College of Fashion |
| Sustainability and conscious consumerism | - geared towards causing less waste and harm to the environment;<br>- an alternative way of charitable giving; | Source: British luxury fashion platform Farfetch's first annual 'conscious' luxury trends report |
| Buying less, but buying better | - people are willing to invest in higher quality items at a higher price point; | Source: fashion historian Allison Pfingst told Instyle Magazine |
| Slow fashion | - priority will go to clothes that will be fashionable longer period of time; | Source: Tom Berry, director of sustainability for online luxury platform Farfetch |
| Circular design, zero waste | - composting;<br>- plastic free;<br>- organic;<br>- giving a second life to items by repurposing and reusing; | Source: Abi Buller, Future Laboratory Journalist |
| Reselling | - resale, second market, selling unused items; | Source: London based designer Christopher Raeburn's New Capsule Is an Existential Challenge to the Fashion System |
| Enabled fashion | - enable connection and belonging | |