

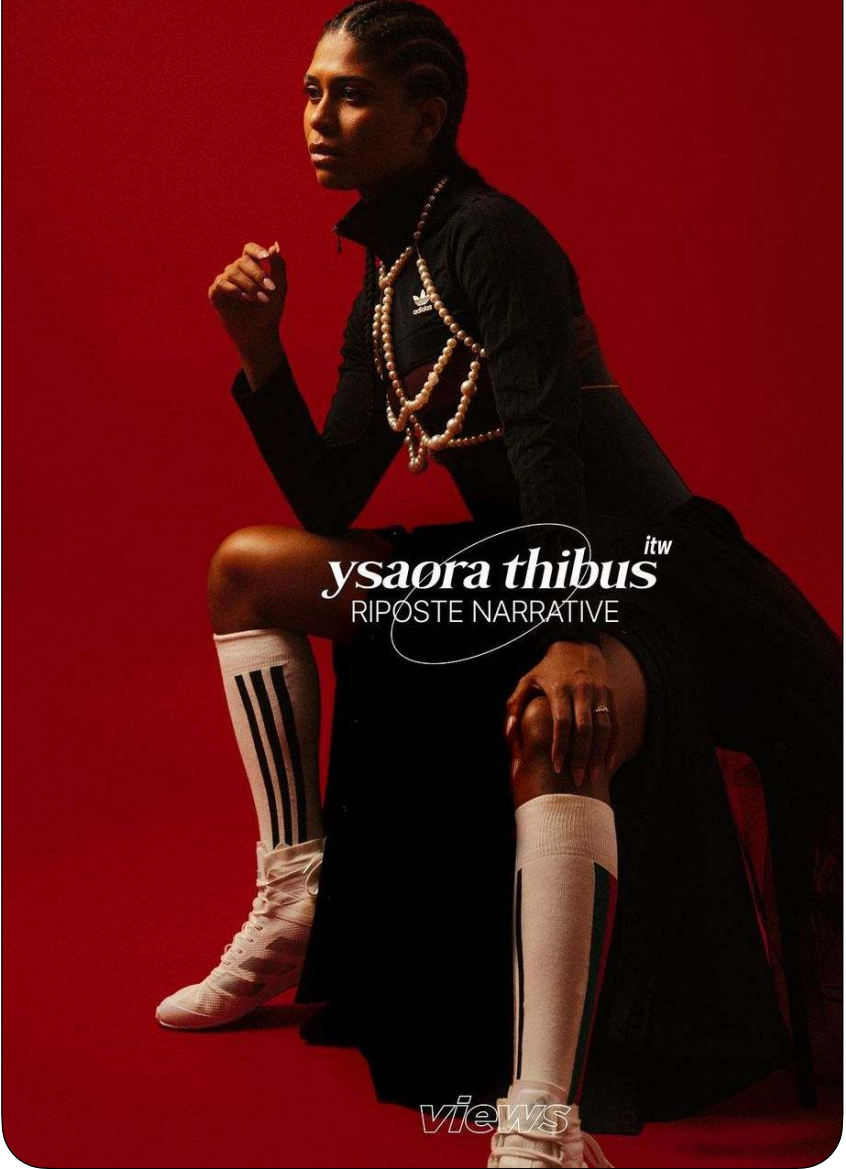
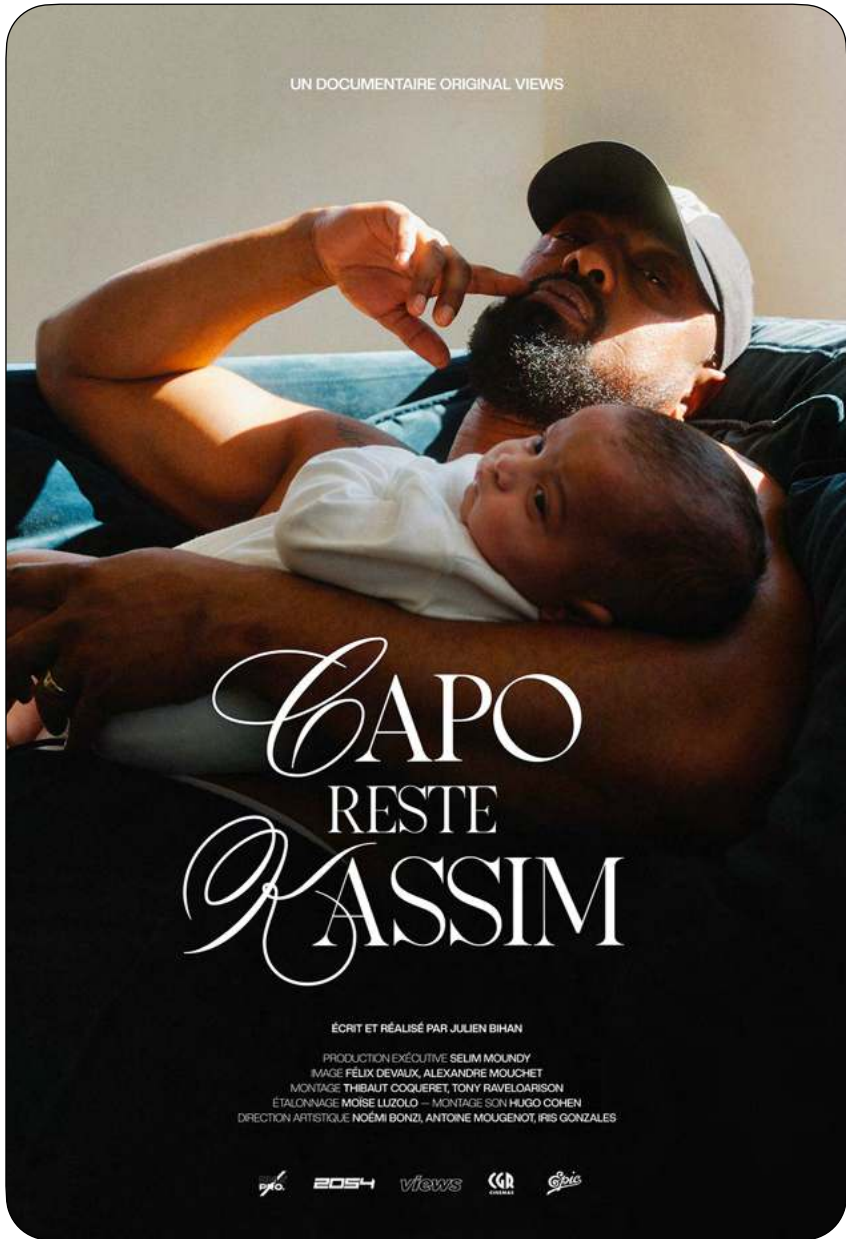
Connect the worlds

Fashion & sustainability
for the *new generations*

Views is a youth culture media founded in 2016

Through a focus on cultural, ecological and social issues, we interact daily with a community of over 500,000 people.

We rely on this privileged relationship with our community to conduct qualitative and quantitative studies with **Views Research**.

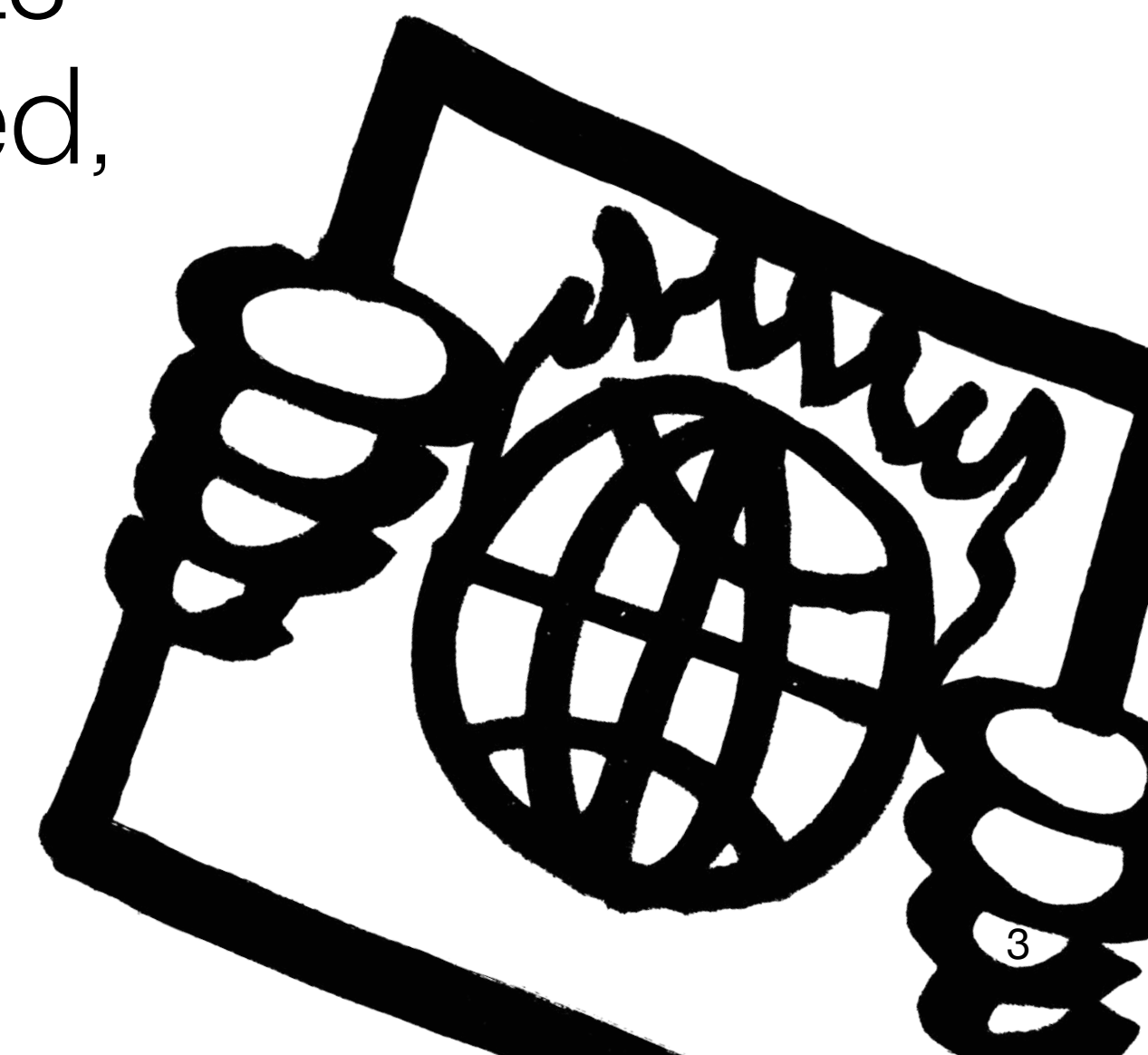


It all starts with a *paradox*:

*We are in a
“generation that
demonstrates
every Sunday for
the planet
wearing Shein.*

— Blanche, 23

The 13-28 age group, which is the most affected and concerned by ecology, is also the one that is most defined by its consumption. A globalized, cheap, and constantly renewed consumption.



*So we asked them
directly*



INTRODUCTION

#2

#3

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12 193

*Respondents to our online
questionnaire on their
opinions & consumption
habits*

22

*The average age
of respondents*

75%

*Live in a big city
(Over 200.000
inhabitants)*

98% of our audience feels concerned about the *environmental situation*

Why is sustainability not a standard in fashion consumption for the youth when 98% of our community says they feel concerned about the ecological situation?

Is it a lack of discipline from the consumers? A disconnect from the fashion industry? A problem with brands?

We wanted to probe the opinions and feelings of those involved and understand what is not working when it comes to linking fashion and sustainability.

With a goal : come out with concrete and actionable solutions and get out of the "everything is going wrong" mindset.

After identifying the ***6 major changes*** that would benefit fashion today, we looked at a ***new strategic approach to sustainable fashion.***

Enough talking, let's dive in.

1 *6 needs for fashion sustainability*

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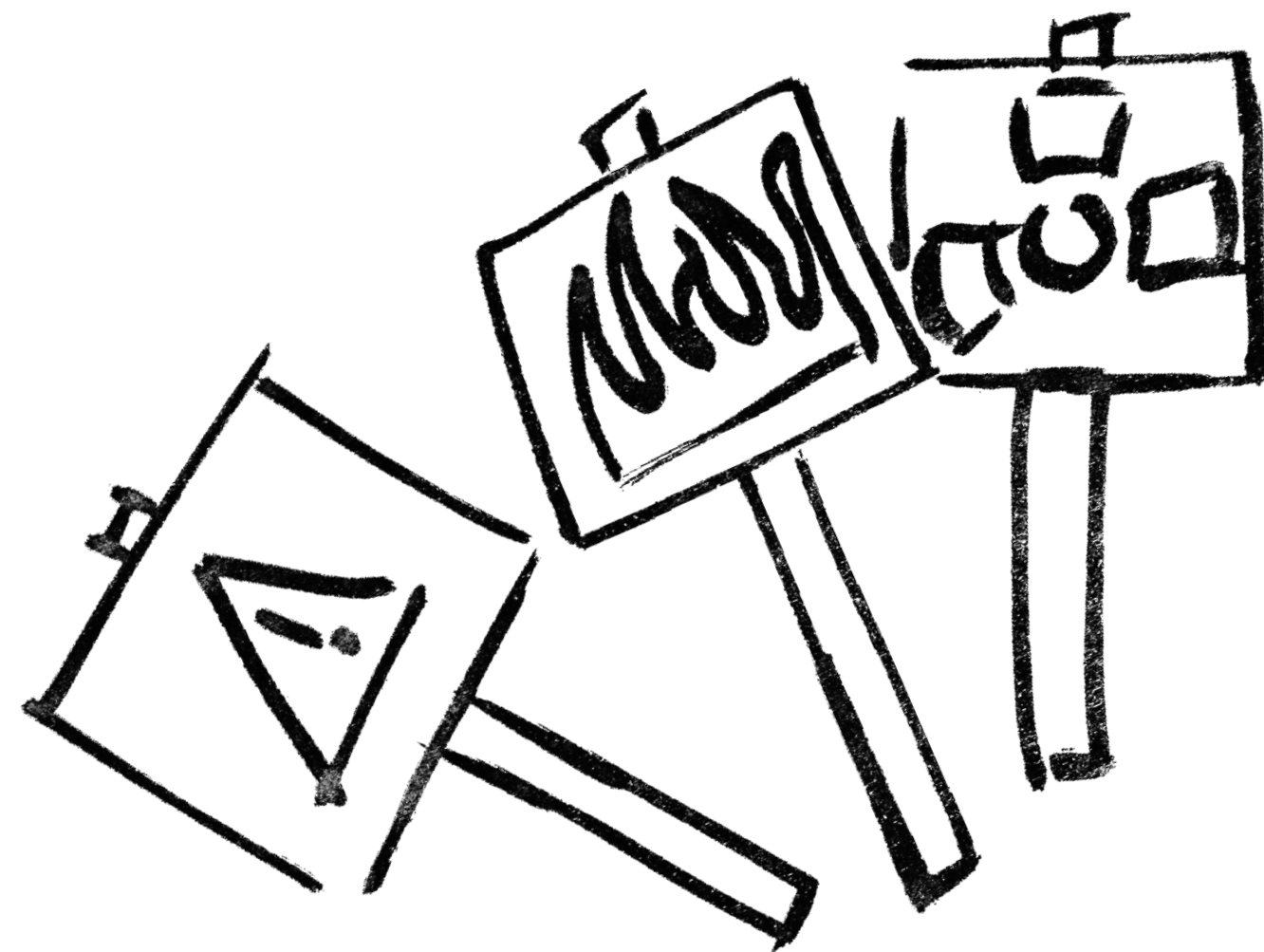
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Democratize a *reasonable ecology*
through new models



The situation

Public representations of ecology are made of extreme point of views that encourage us to change our way of life completely.



"It's fine to be radical to shake up the system, but we have to show that a soft ecology is possible for individuals, real people."
— Clément Trauet

"I can't keep up with everything the world tells me to do, it's too much!"
— Ambre, 20



The situation

The thing is, the 13-28 age group is largely affected by the environmental situation.

98%
Of the respondents say they are concerned about the *environmental situation*

1/3
Of those interviewed declare themselves *eco-anxious*

57%
Of them are *women*

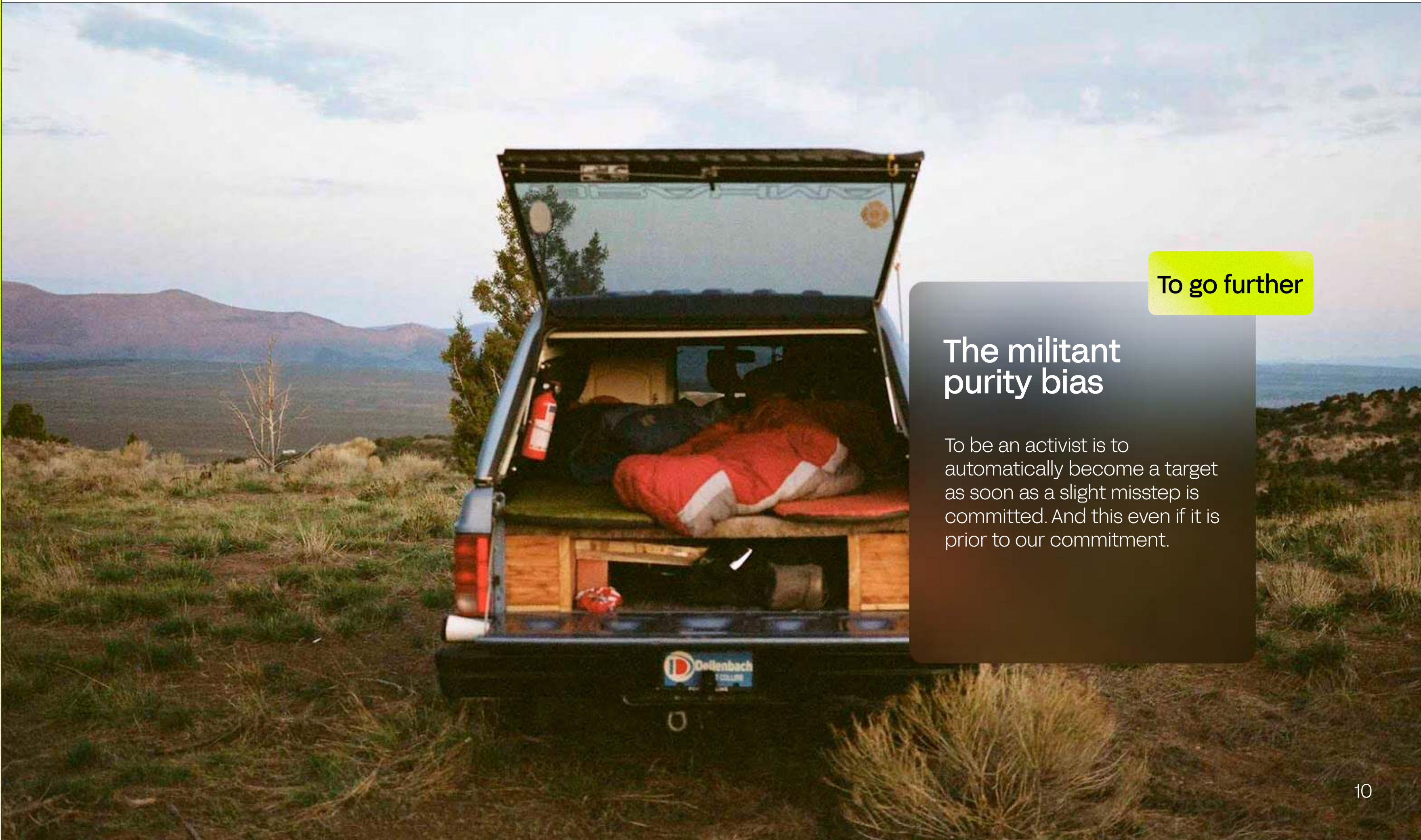


Problem

Few people are ready to **change everything in their daily lives.** Everyone is looking for a progressive ecology that allows them to keep their comfort and to avoid the militant purity bias.

"I say it's okay to act eco-friendly if it doesn't ask too much from me."
— Carla, 22

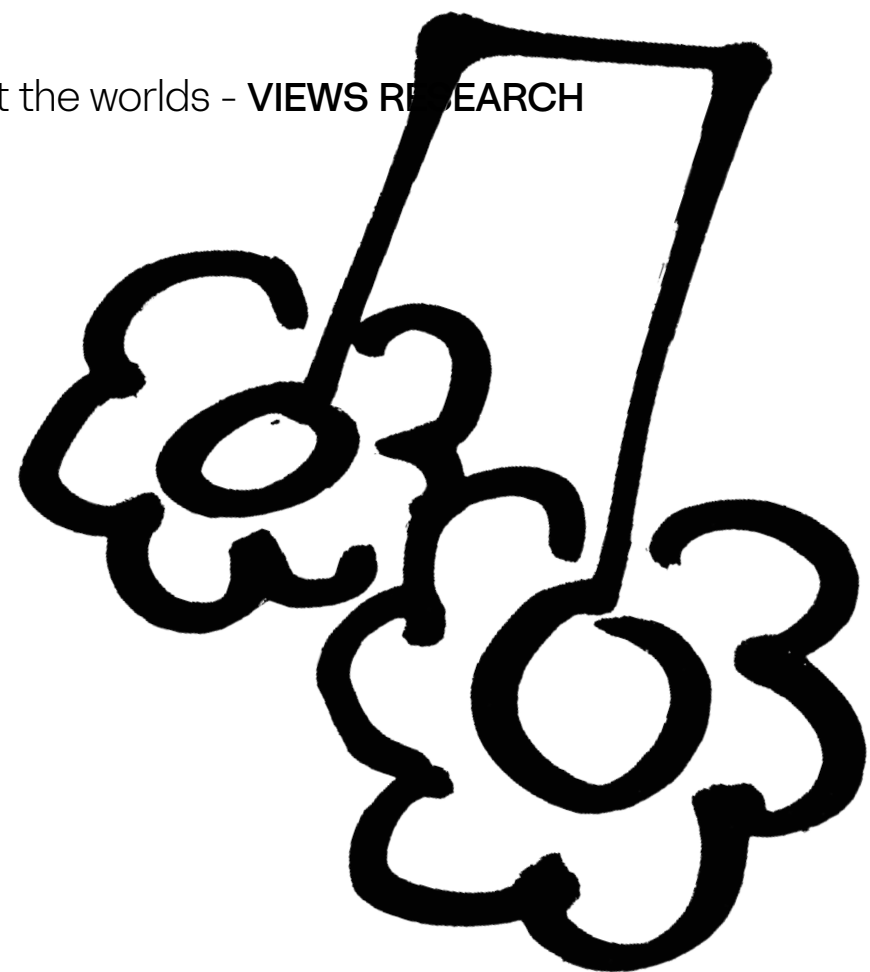
"It's hard to trade comfort for ecology when you've gotten used to living without thinking about it."
— Quentin, 21



To go further

The militant purity bias

To be an activist is to automatically become a target as soon as a slight misstep is committed. And this even if it is prior to our commitment.



For Arthur Vaillant, everyone has to find their own way of doing ecology. He compares it to playing music :

*« You have to learn music theory first, then **you'll know what kind of music will suit you best.** Here it's the same, **we all need to have the same ecological base** to know if we want to invest against greenhouse gases, for biodiversity, against deforestation, etc. »*

@arthurvaillant



@fasun.aa



@protectourwintersfrance



NEED #1

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Showcasing a sustainable way of living with *Rubi Pigeon*



Rubi is a content creator focused on fashion and upcycling. She tells stories on her channels about a **normal ecology**, rooted in her daily life.

Through an upcycling brand whose manufacturing secrets she reveals, workshops to pass on her know-how and simple approach to sustainable fashion, @rubipigeon promotes an ecology that doesn't imply having to change her life from A to Z.

Helping people focus on what they love with *Protect Our Winters*

Protect Our Winter's fight is simple : we have to save the snow because we can practice the sport we prefer thanks to it.



For them, we should **commit in the topics we care the most about**. Because we will always be more effective there than in advocating a generalized and de-personalized ecology.

Increase people's power of persuasion with *CLIMAX*

Climax is a newsletter that **mocks the bullshit** related to the environmental situation with a second degree.



Each week, the editors select a common **climate-skeptic** idea and help the reader to **answer** them. All with **simple** arguments that everyone can easily **relate** to.

Because with the right argument you can more easily spread an idea you believe in.

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Make ecology *an opportunity*
for the general public



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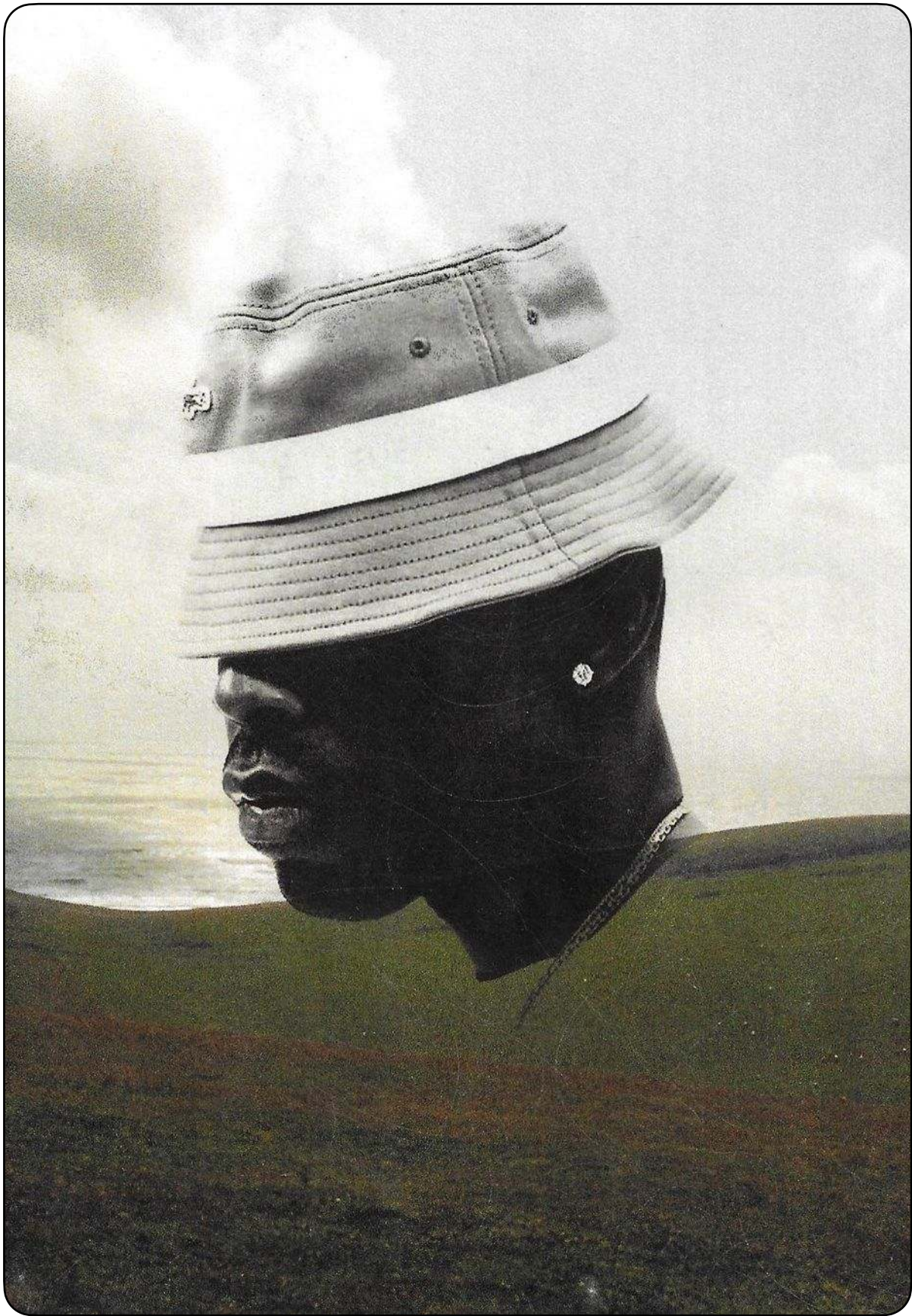
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Insight

Today, ecology is seen more as a burden by young people than as an opportunity to re-think our behaviours. It is experienced as an imposed sobriety that restrains us in the choices offered by contemporary society.

80% Of respondents are careful about their daily consumption *for environmental reasons*



"It's hard to be green, it's not appealing."
— Ambre, 20

"Why do we have to limit ourselves when other generations have been doing what they want for years?"
— Joyce, 19

Problem

We have never been used to living a lifestyle in which we limit ourselves. It has always been the myth of an unlimited expansion.

"Today we have to rethink our habits and be more sober. For some people, it's hard to hear for some people but it's necessary."

— Arthur Vaillant



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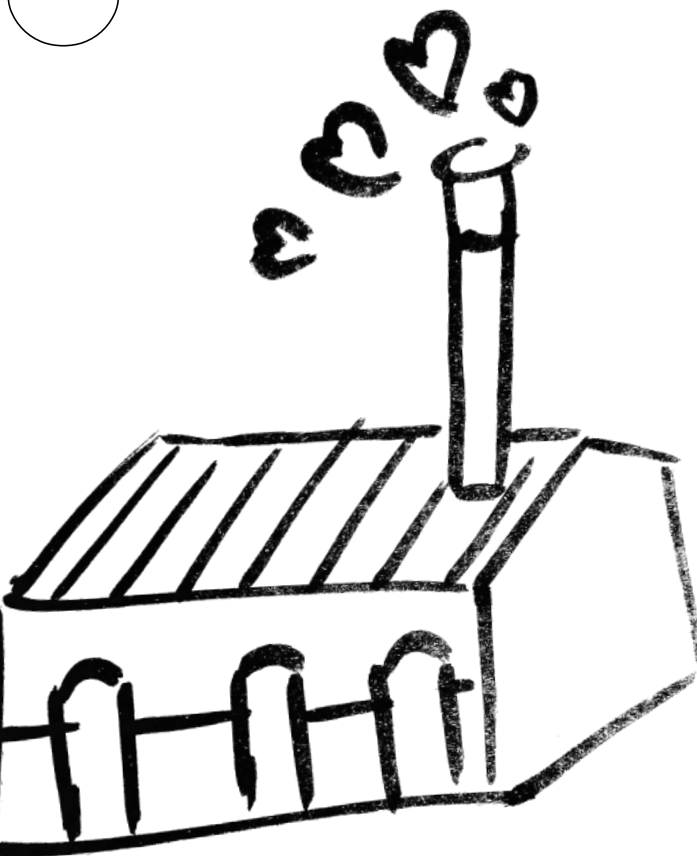
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Making ecology desirable with Elodie Marteau

« *There's a real stake on **making it cooler to be eco-responsible** than the other way around. Today we're still quite messy in the sustainable fashion aesthetics, as if we had to **accept making a concession to save the environment.** We need to reverse this thinking, and in "we" I mean both **brands and consumers.*** »

@elodiemariep



@2speed_biking



Support
circular rather
than linear fashion
with *POOL Berlin*

POOL tries to introduce a **circular consumption** in fashion. You rent the clothes you want to wear each month and you can **change** as often as you want.

"Think about it — do you want to actually own that shirt, or do you just want to wear it?"

A way to **extend the life of the garment** and to show that you can dress the way you want without owning what you are wearing.

Develop **exclusive product lines** with
StoryMFG

Story MFG **researches ancient technologies** in order to find more sustainable ways for producing fashion.

The result: clothes that you recognize, that you want to wear and that show that you can make cool clothing by producing it in a way that is not only fun but also **sustainable**.



Create bespoke
eco-friendly technologies
with *BYBORRE*

Byborre democratizes access to premium **eco-responsible materials** for designers by developing new materials, textures and textile technologies.



With an approach based on transparent monitoring of the production chain and co-creation with the brands that wish to use their fabrics, they optimize the **environmental cost** of their productions to produce better.

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Get out of the
over-trending
syndrom



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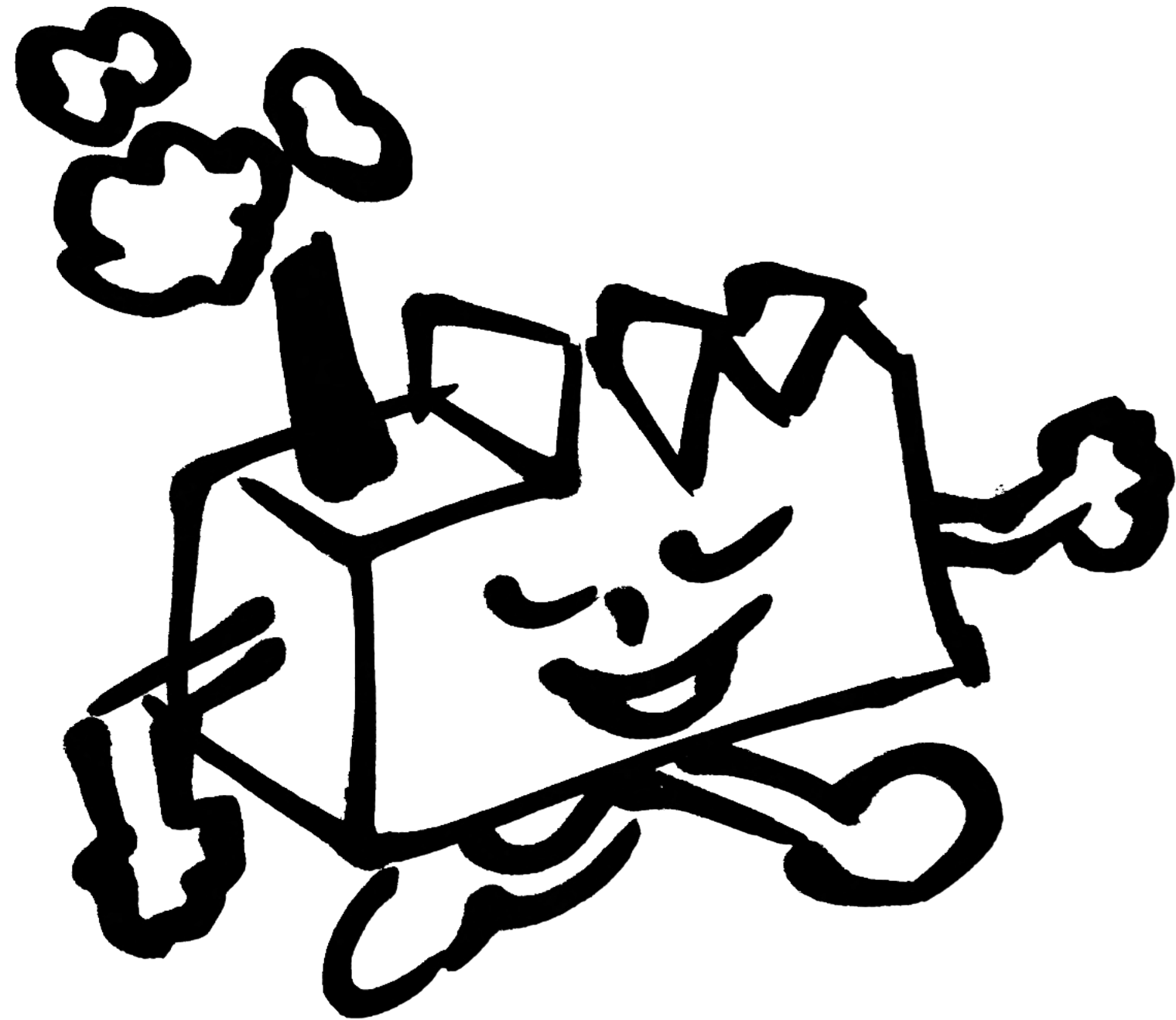
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The situation

Current trends and collections are evolving so fast that even consumers can't keep up.

You see a piece of clothing, you buy it, and by the time it arrives you've already **moved on to something else.**

This is due to the fact that today the purchase counts almost more than the object of the purchase, which completely changes the **hype curve.**



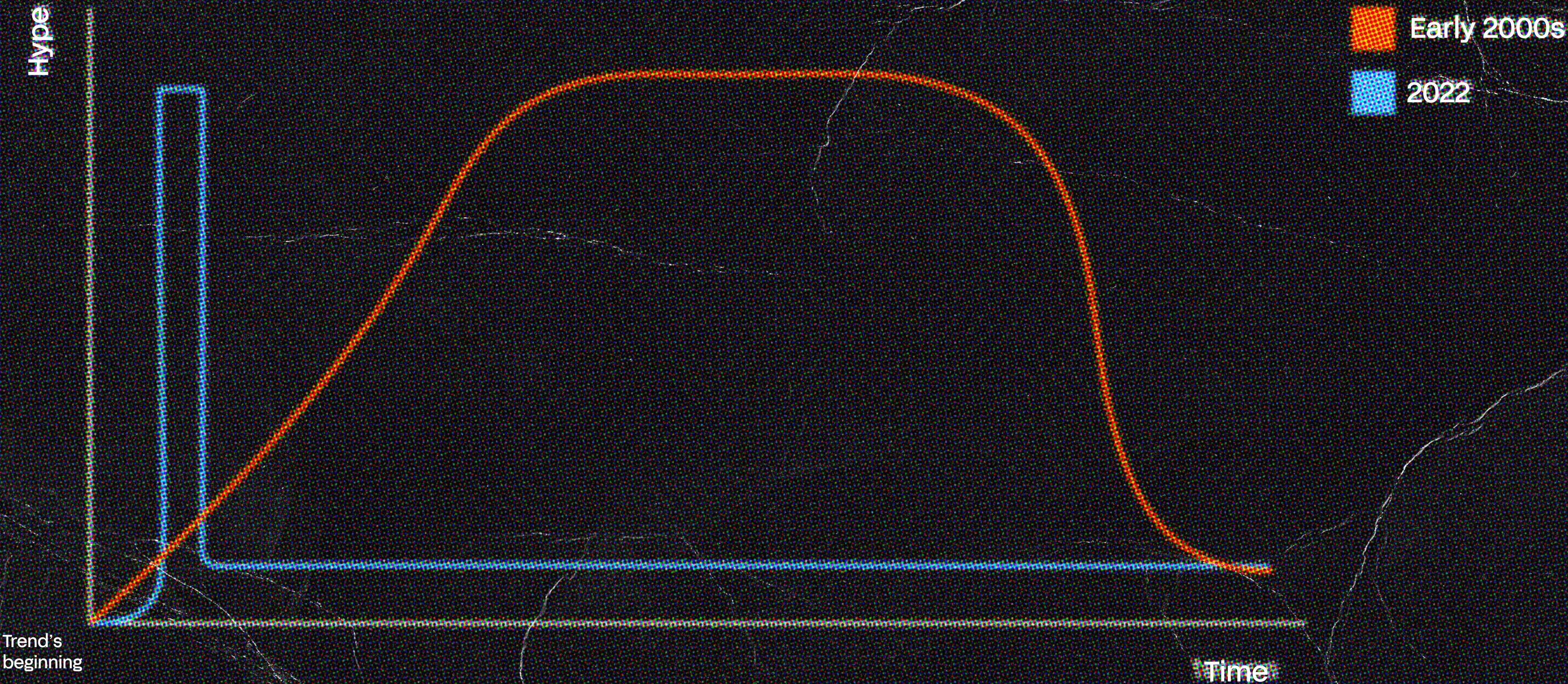
"Before social media, it was real life that dictated the trend, now it's going way too fast."

— Louis, 20

"Sometimes you buy a piece of clothing and you find yourself having forgotten you bought it by the time you receive it and you wonder if you even wanted it."

— Joyce, 19

The acceleration of hype over time



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Problem

Possession and need are no longer correlated.

We buy for the sake of buying and owning and we often don't ask ourselves if we will wear this garment in a long time. **In textiles, the long term is mostly dead.**

"The clothes I bought because they were fashionable at one point, I don't even touch them anymore."

— Elisa, 25

7

The number of times a garment is worn between purchase and being forgotten or destroyed



Create your own style, by Clément Trauet.

« Everyone has **clothes** and **trending pieces**: garments that were once top of the line, but which are no longer fashionable.

Doing the planet a favour means choosing clothes that will still look like us in 10 years, **because they actually say something about us** and not what trend we are following. »

@klem.hotep



@demassa.studio





« Fashion *is ephemeral*
but clothes do not
disappear afterwards. »

— Rune Orloff, POOL BERLIN

Own your clothes with *Alec Leach*

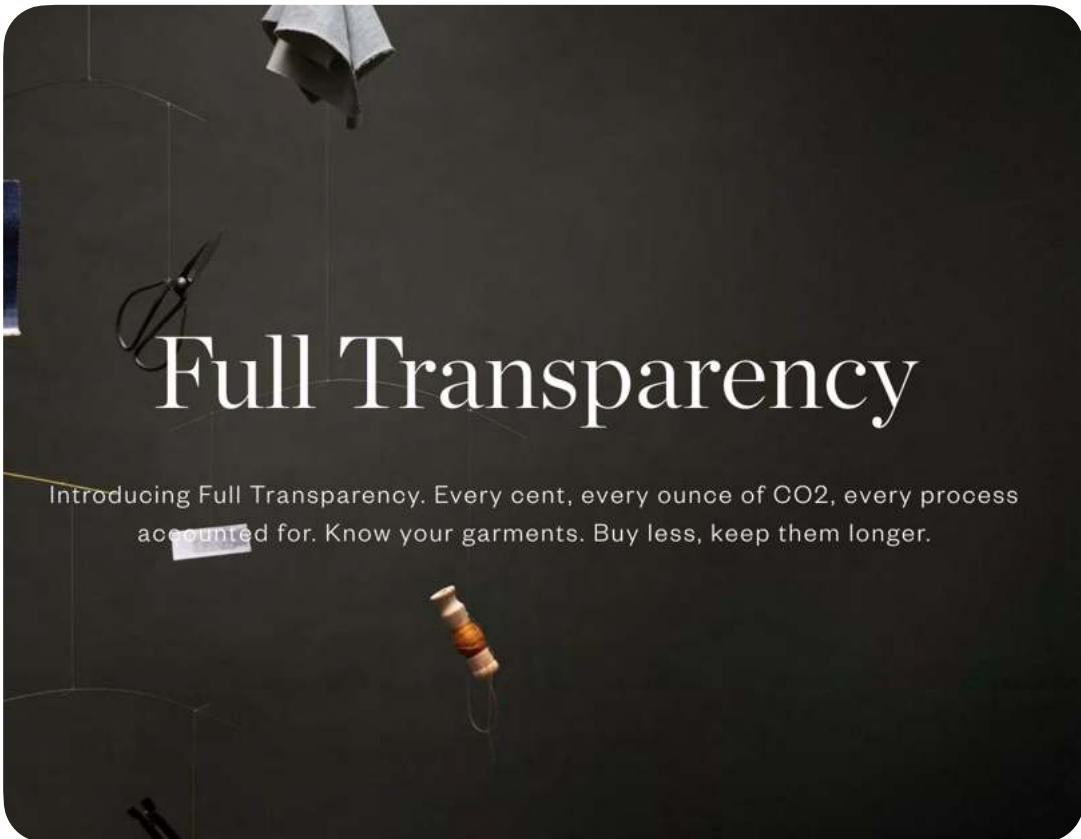
For Alec Leach, author of "**The world is on fire but we're still buying shoes**", the problem is the trend, which has become uncontrollable. We have to make sure **we decide what we wear ourselves, and not let marketing directors do it for us.**



To do this, he insists on **avoiding trends**, adopting colors and shapes that will be worn for years to come and **avoiding pieces that are too fashionable.**

Explain the consequences of our purchases with *Asket*

When you buy a garment from Asket, everything is **explained**. From the different factories the product has been through to the number of litres of water used, the consumer can find all the information he needs **to know what they are buying**. He can therefore gauge the relevance of his purchase in relation to its needs.



The pre-order avec *Asphalte*



Asphalte is a French brand that manufactures quality clothing through a **pre-order system**, which allows them to **produce only what will be sold** afterwards.

But above all, pre-ordering helps you to avoid the pitfalls of the trend, since it will have changed by the time you receive the product you ordered. A wholesome **system for everyone.**

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#4

Increase *transparency*
to become more
eco-credible



The situation

Nobody knows how a T-shirt is **made**. Neither the consumers nor the brands.

0 The number of respondents who knew how the clothes they wore were made, from *raw material* to *distribution*.



"What's crazy is that brands don't know exactly where the product they're selling comes from. There are too many subcontractors, too many factories, too many steps."

— Elodie Marteau

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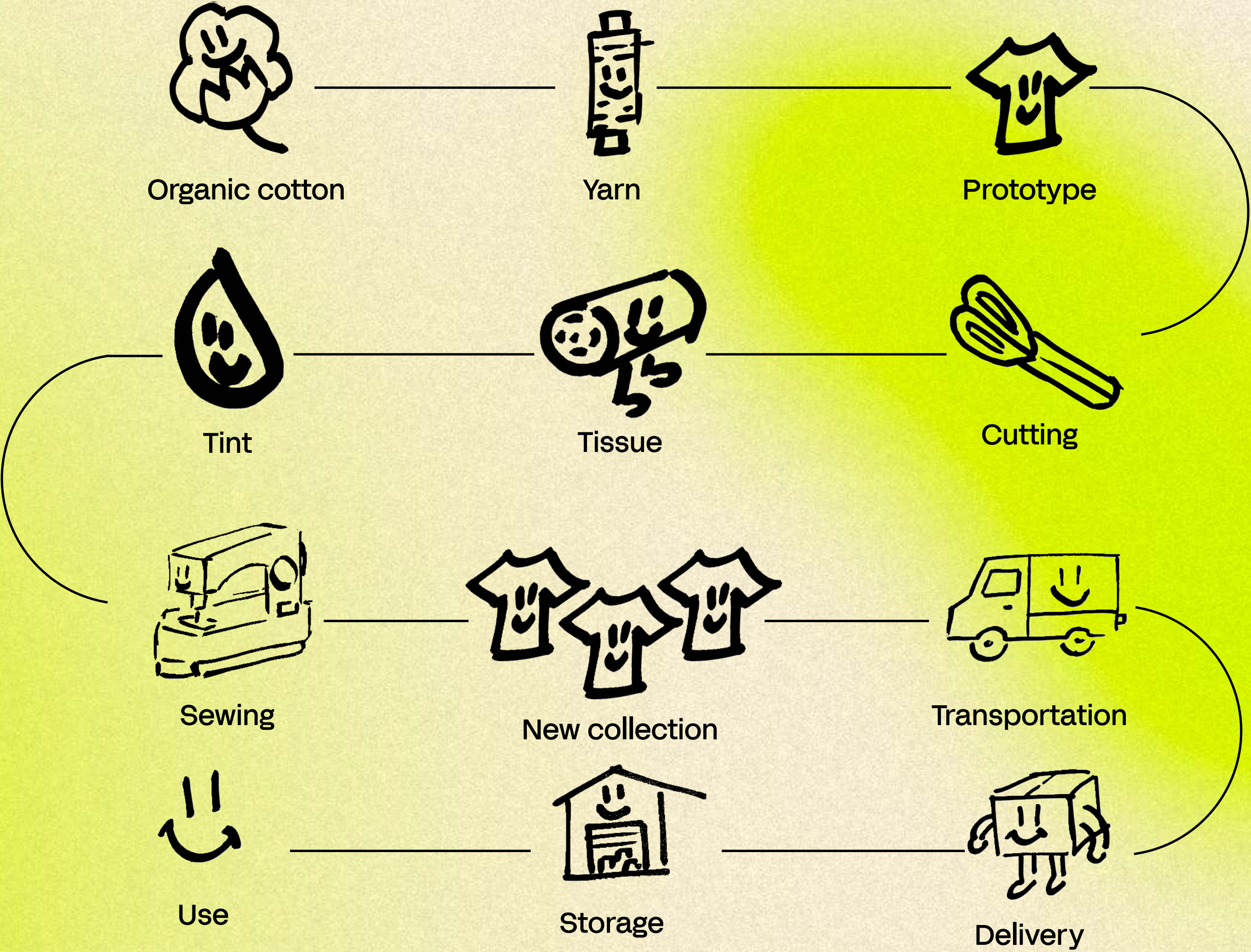
*"When the Rana Plaza collapsed in 2013, many brands discovered that their **labels were among the wreckage**. By outsourcing to multiple **subcontractors** to absolve themselves of responsibility for irresponsible production conditions, they are choosing to cut themselves **off from the reality they create.**"*

Alec Leach,

The world is on fire but we're still buying shoes



How clothes are made



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Problem

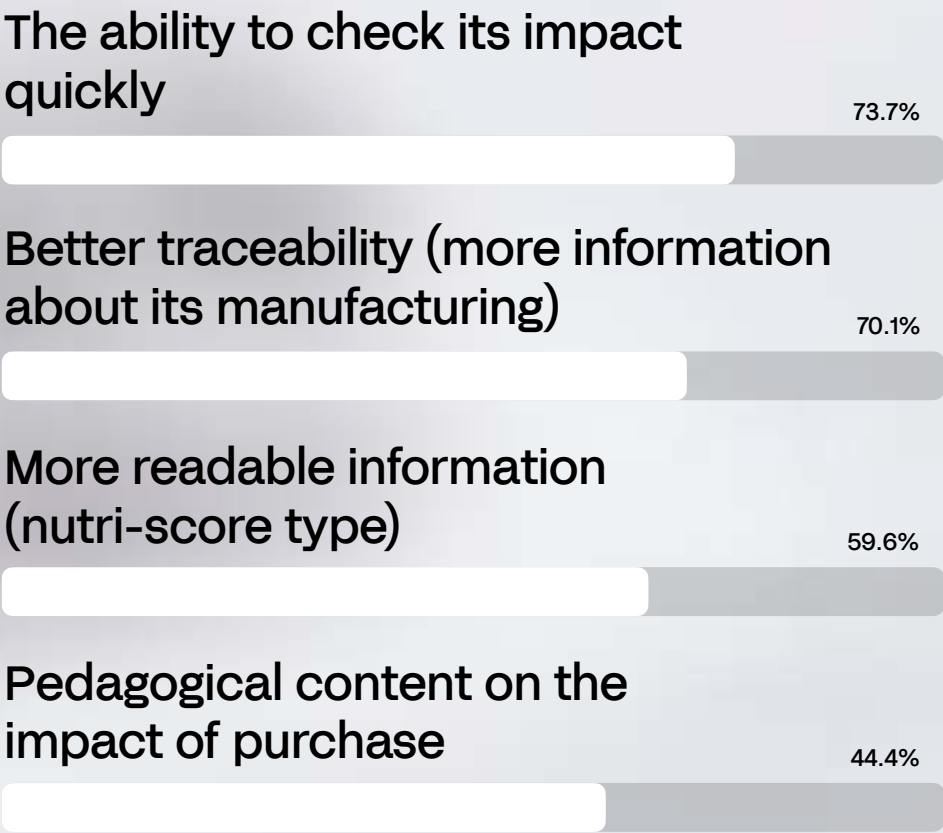
Not sharing information about production protects a shaky value chain & deceives the consumer.

Because being transparent is to establish a relationship of equals with the consumer.

"Today we don't know how to find out information about our clothes, we would like it to be clearer."

— Tiphaine, 21

The different needs of consumers in terms of information:





Yet, it's a
crucial
win-win situation



74% of respondents
talk about sustainable initiatives
from *brands*
around them

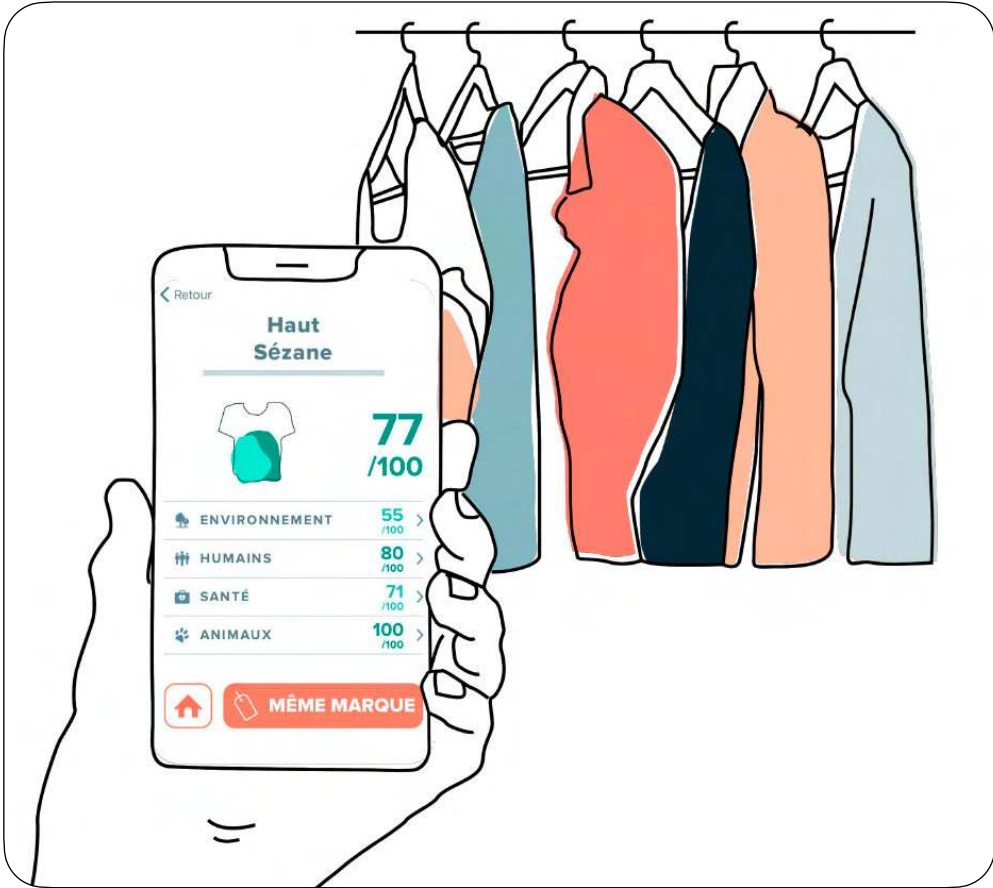
85% are ready
to **follow** a brand
that they know is known to
be *environmentally*
friendly

77% are ready
to pay more for a product
that is known to be
environmentally friendly

Respondents are
willing to pay 24.4%
more for a **sustainable**
product

Develop a Yuka-like for fashion with *Clear Fashion*

Clear Fashion is an **independent organization** that has developed an **application** that allows you to scan the barcodes and labels of your clothes to learn more about their **ecological and social impact**.



By combining **150 criteria** into a single score, Clear Fashion enables a clear understanding of a brands' commitment to doing good. This allows consumers to only purchase products that align with their **principles**.

Make your sustainable transition public with *Ganni Lab*

Since its creation, Ganni has sought to produce the most eco-friendly clothing possible. With Ganni Lab, an Instagram account **dedicated**, the brand documents its **transition** to a revaluation of the **lifecycle of its clothing**.

The account follows the brand's annual commitments to **ecology, inclusivity, and community**, and allows anyone to discover the solutions being implemented so that they can apply them if they wish.



Easily generate numerical comparisons, with *Good on You*

VEJA

RATED: Good

PRICE: \$\$\$\$

LOCATION: France

More than just numbers, our respondents told us they wanted to be able to **compare these data with other brand's..**

This is where Good On You comes in, a platform that assigns an **eco-responsibility score** to brands and allows them **to be compared**. Knowing that a T-shirt takes 300L of water to produce is interesting but knowing that it is 10x less than another brand is **relevant**.

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#5
Make
greenwashing
counterproductive



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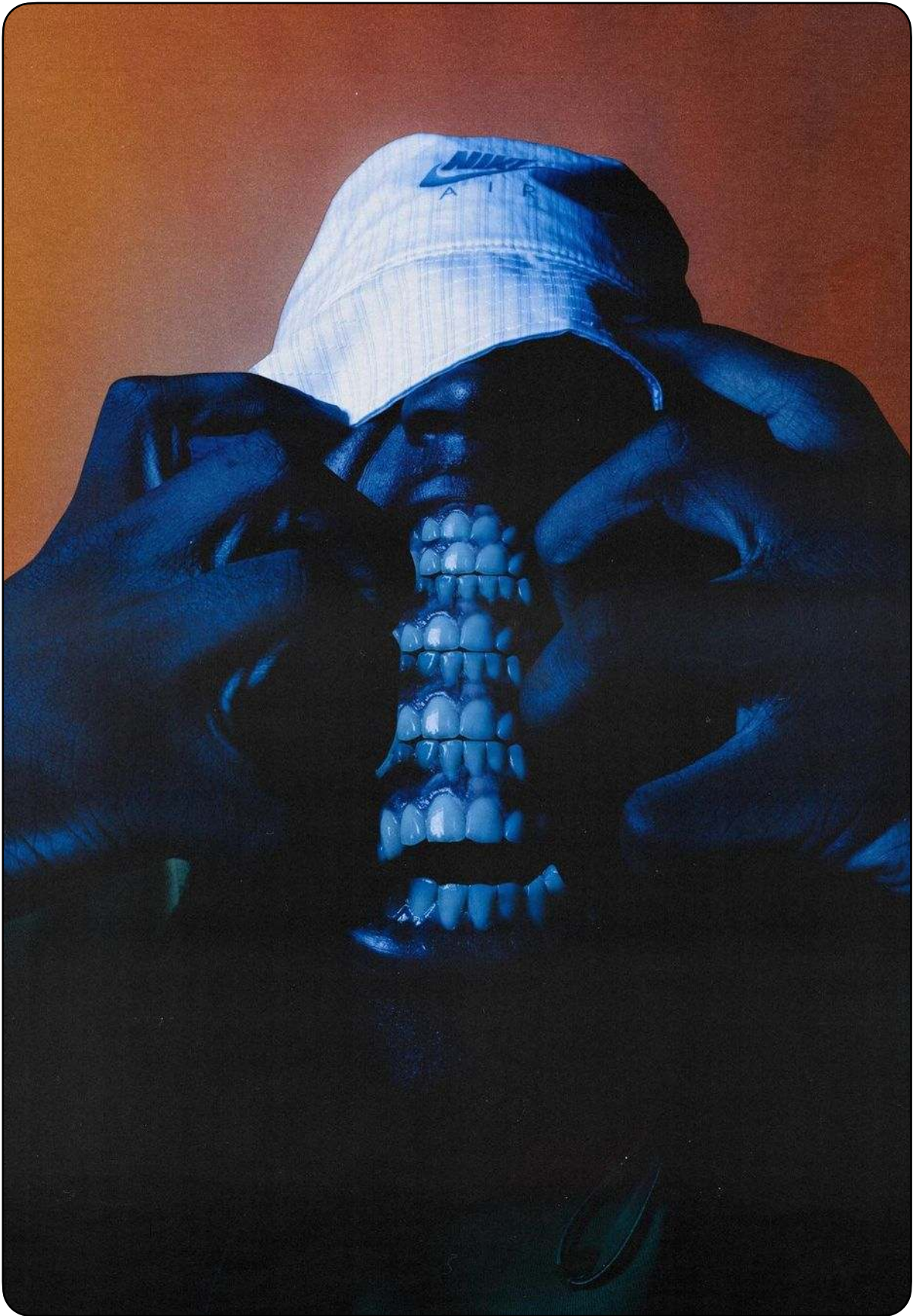
NEED #5

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The situation

Greenwashing is a strategy that is still interesting and profitable for companies today.
The proof is in the pudding.

82% The percentage of respondents who **have ever felt** that a brand they liked had already been doing ***greenwashing***



"Today an old brand that announces a sustainable change can make it a hit and that makes them sell even more products"

— Louis, 20

"On the other hand, a brand that is seen as eco-responsible does not stand out when it announces an ecological innovation when it is the one that should be encouraged."

— Lucas, 25

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Problem

Companies are willing to jeopardize their eco-credibility to gain brand recognition because they have been used to having infinite growth as their only goal.

"If a brand is truly green it has to stop looking for profit at all costs. Period."

— Noémi, 23

"It's cool to think that a company isn't seeking growth at any price, it makes you want to be part of it"

— Quentin, 21

« *We have to find a way to make economy and sustainability to work together* »

— Camille, 17



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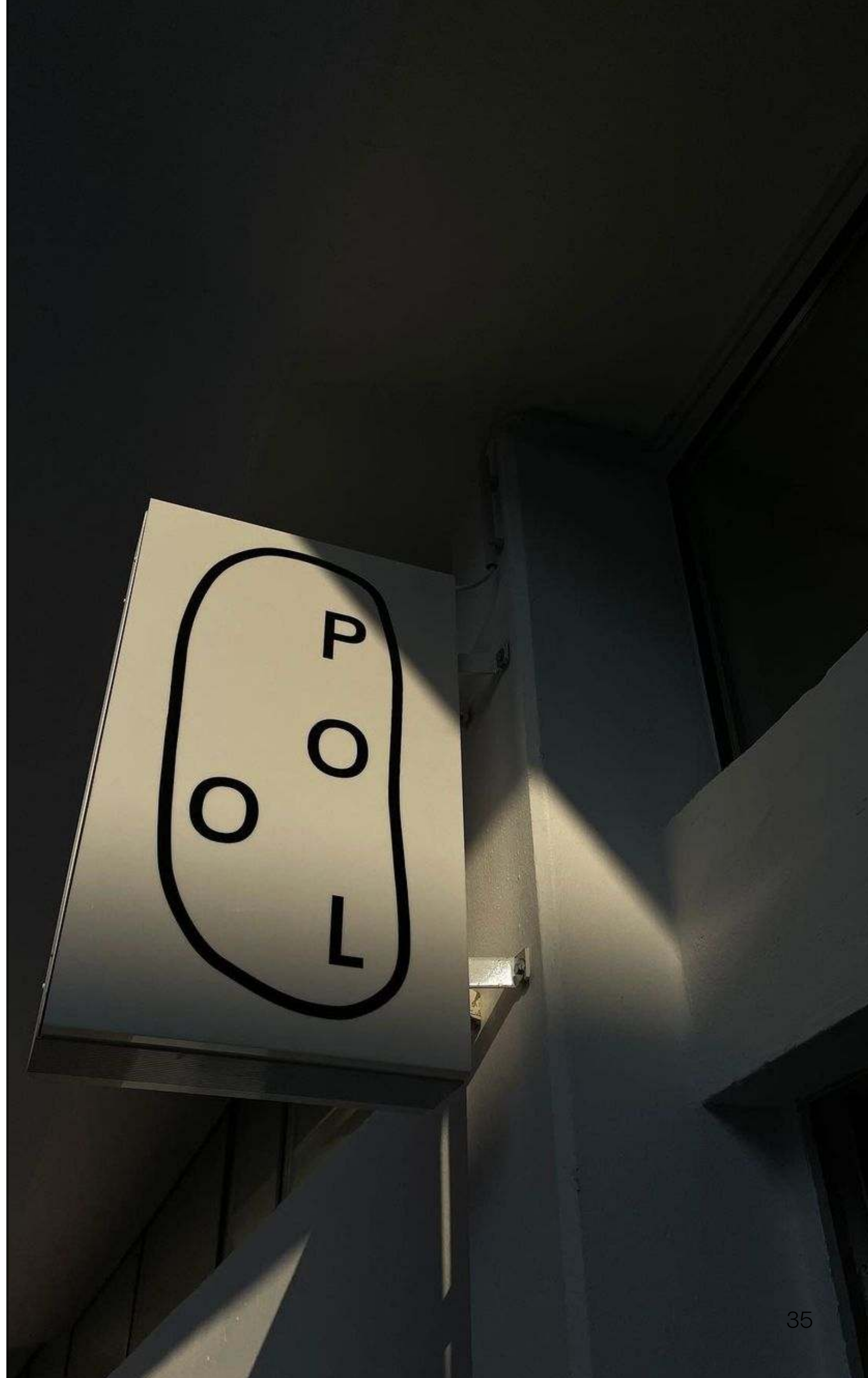
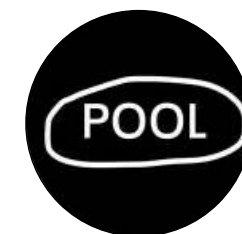
Focus on circular fashion, with Rune Orloff, POOL BERLIN.

« *The current textile economy is based on
**owning clothes, not wearing
them.***

*If we make it circular, we ensure that
more than one person can benefit
from **the same piece of clothing**,
therefore we can make **more** people
happy by producing **less.***

*This is a small change of mentality to be
generalized about wearing someone else's clothing
but it will pass. We've all slept in a hotel before and
very few people complain that the sheets aren't
theirs, right? »*

@POOL.BERLIN



Cancel the
maximalist vision
of a company with
Julia Faure

Julia Faure founded Loom, a brand that aims to **do better with less** : well-made clothes and that **last longer**.



In her TedX talk, she shatters the **myth** that a company must **necessarily aim to grow as much as possible**. A company can have other, human and sustainable goals, and not want to seek growth **at all costs**.

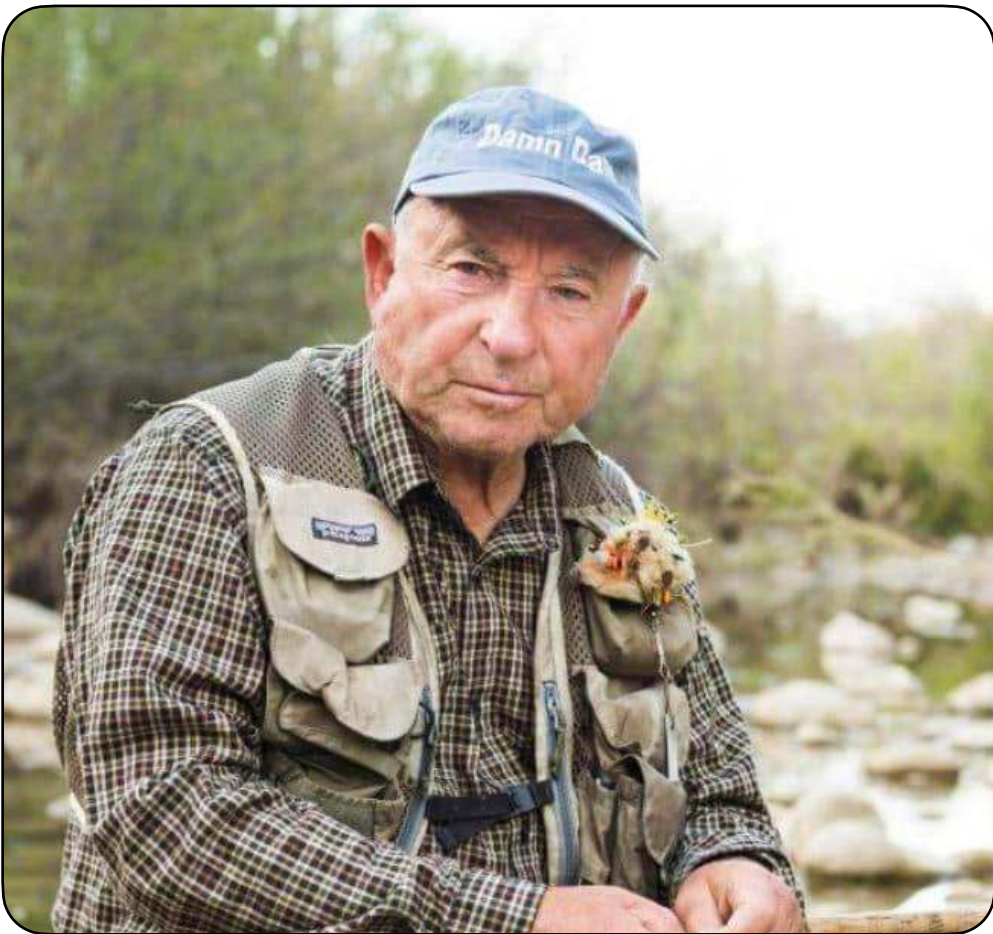
Encourage repairing rather
than purchase with
*Gore-Tex Gear Tour or
Vibram Academy*

Gore-Tex and Vibram have each set up **repair and customization pop-ups** on their products, **extending the life** of clothing while making the repaired product unique.

The idea is to put the consumer in an **active** position of repairing their product rather than in the **passive** position of automatic re-purchase.



Making nature **the only**
master on board, with
*Yvon Chouinard &
Patagonia*



In September 2022, Yvon Chouinard, founder of Patagonia, a brand based on environmental responsibility, announced the **donation of his company** to a foundation whose interests would be guided by **nature**.

An operation that marks the apex of the brand's commitment to the environment and which allows the **desacralization of the myth of profit** at all costs.

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Preserve
rather than
compensate



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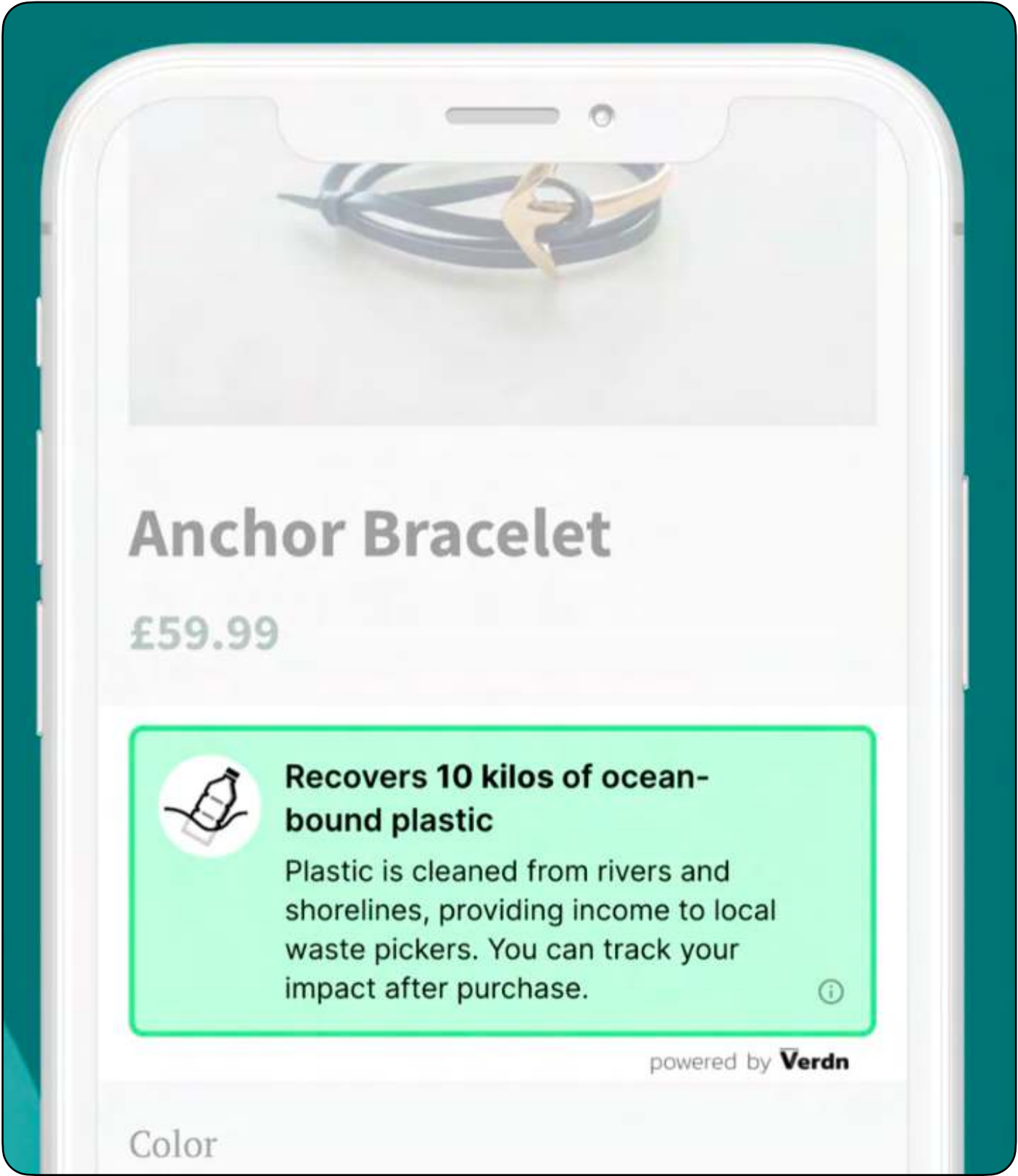
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NEED #6

The situation

When it comes to taking action for the environment, a very popular solution is to offset the negative externalities of clothing production and consumption by creating benefits for the climate.

This practice has become so widespread that it is even automated with services like Verdant.



Verdn

Instant sustainability with automated storytelling

Increase customer engagement 10x by attaching environmental pledges to any of your products or services. Let your customers track their own impact automatically, after purchase, with updates from world-leading providers.

Get started

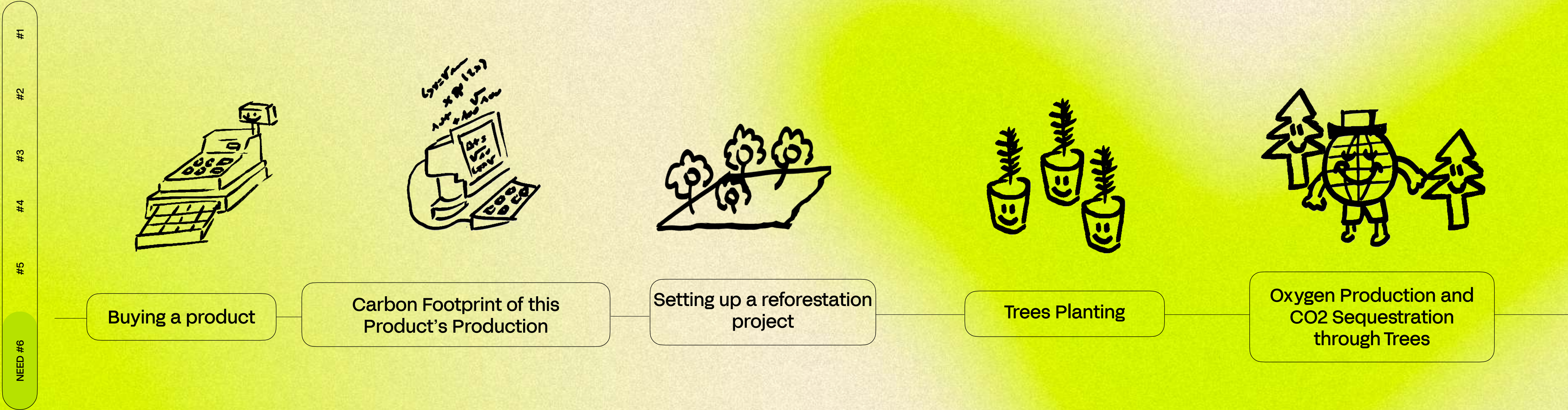
Contact sales

Verdn : sustainability as a service

Verdn's service: to offer to any company to add a compensation service to its sales. Verdn takes care of everything, from compensation itself to the little email sent to the customer to explain the impact he just made.



In theory, compensation is a way of limiting the impact of human activities



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Problem

Compensation is often done in an opportunistic manner and actually exacerbates the problems it was intended to solve.

By proposing mass compensation, we lose efficiency and end up wanting to compensate quickly and en masse. And thus destroying existing ecosystems when we could simply preserve in the first place.

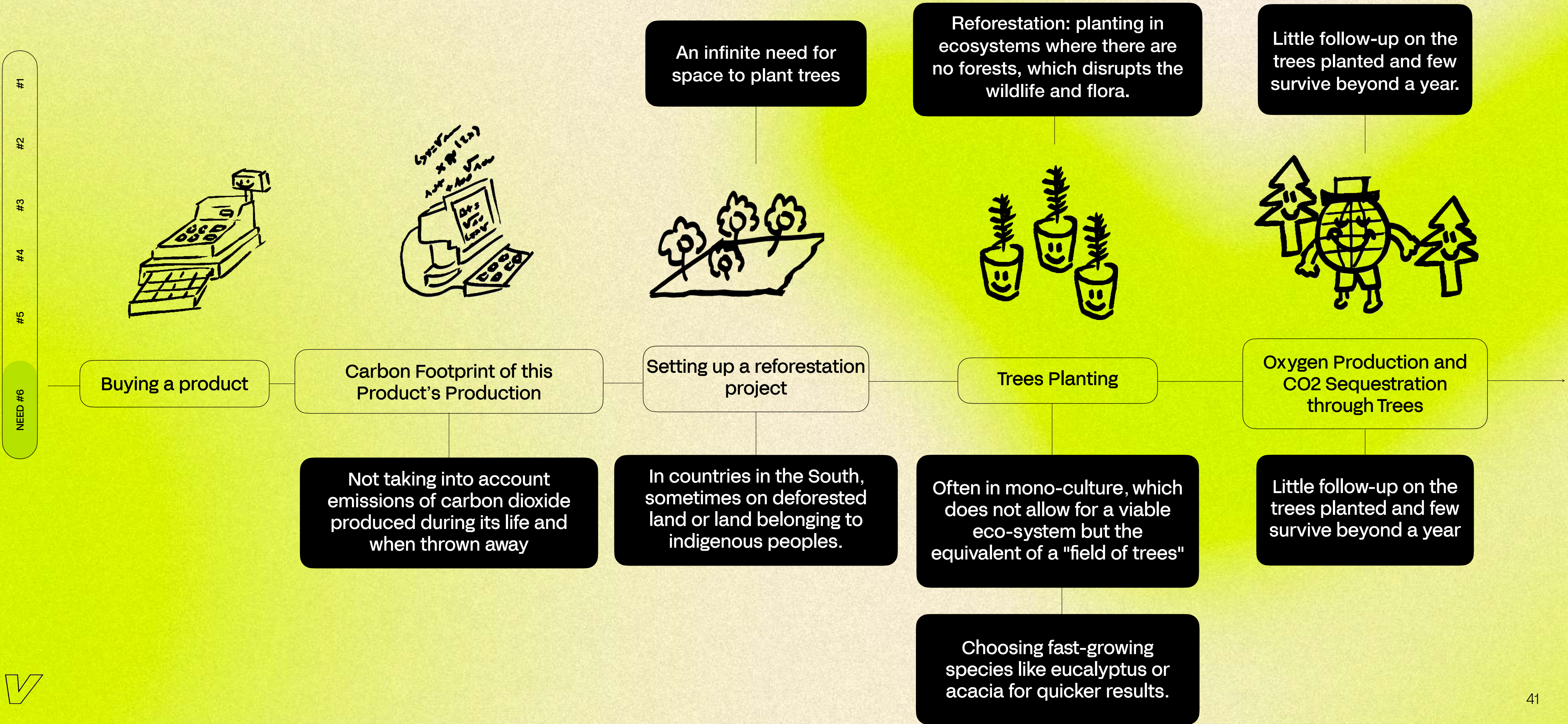
"Instead of planting all over the place we should protect the existing woods"

— Quentin, 21

82% of respondents are disappointed with their favourite brands about their relationship to ecology.



In practice, it's a way more complex process



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« *It is **crucial** to make
sure that **destroying**
nature is not
profitable* »

— Lucas, 25

Adopt preventive measures with *Time For The Planet*

Time for the Planet aims to put **entrepreneurship** at the service of **climate urgency**. This citizen community invests in 100 initiatives that develop technology solutions to address climate warming.



By linking a **community** that anyone can become a shareholder in and the businesses that manufacture tomorrow's **preventive innovations**, Time for the Planet is **making it the norm to prevent** rather than cure the climate crisis.

Own preservation areas, with *ASPAS*

The Association for the Protection of Wild Animals strives to protect the **natural environment** of wild animals in France. It buys through **donations of still wild** or threatened land and closes them **to protect biodiversity**. Preserved environments **regenerate** and can thus take their wild state, physically protected by the association.



Invest in long-terms initiatives, with *Cryptobees*



Guerlain has partnered with the **Vallée de la Millière** to launch a collection of NFTs whose proceeds will go towards **protecting the bees** present within this **nature reserve**. More than a digital speculation project, the idea is to make landowners the **sponsors** of certain parcels of the valley and to offer them the opportunity to **join this protected territory** over the long term with workshops, awareness sessions, etc.



Strategic Approach

To make these needs a reality, a change must be initiated
in the minds of everyone.

Strategic Approach

Connect the worlds

Connect the worlds is about **making two realities** that are currently separated in our minds to **coexist**. It's about **changing our concept** of the world simply by **bringing ideas, practices, and know-how that are already there up to date**.

Connect the different stages in the life of the product

Connect the different stages in the life of the product

The skills of repairing items are **no longer considered by young people**, for whom the **re-purchase** is often the **only option** when one of their **product is damaged**.



Possession

Repairing



"If I go to a shoemaker and tell him about my sneakers, he's going to laugh in my face"

— Laura, 22

*Connect the
different stages
in the life of the
product*

Change the image of the
repairing craftsmanships for
it to be aligned with the
target's culture.

3 barriers to overcome

Authenticity

Fear that a product will be
no longer seen as a real one
once repaired

Trust

Fear that a product will be
badly repaired due to lack
of expertise

Resale Value

Fear that a product will lose
its market value after the
repair

Connect the consequences

2

Connect
the consequences

Where do our clothes go when we've given them or thrown them away? Everyone must be **aware of the impact of their actions on ecosystems**, from consumers to brands themselves.



Trend

Fashion waste



100 billion

The number of garments
produced each year.

Connect the consequences

Change the perspective and show responsibilities without being judgmental.

"While the judgmental approach does not work with the youth, explaining to people that they have **the power to change things** by taking an interest in them and supporting good initiatives **makes them the main character!** But we need to show the consequences of our actions, **negative as well as positive.**"

Elodie Marteau

Connect the prices

Connect
the prices

For a healthier industry,
consumers and brands must
be ready to **update their vision
of the price** of a garment.

On the consumer side,
it means accepting to
pay more to
**encourage good
initiatives.**

On the brand side,
it means **passing
on the costs** of
healthy production
to the final price.



Production
Cost

Sale
Value



*"We produce a lot, at low
prices, but someone has to pay
for all of that at one point"*
— Noémi, 23

« *Obviously, we would like
to improve production
conditions in every ways, but **what is
to stop consumers from just going
elsewhere where it is cheaper?***

— A senior fashion executive

Connect
the prices

Don't be afraid to educate about the impact of having a low price policy.

Too expensive

The #1 barrier when it comes to buying more sustainable clothes according to our respondents

What do you think are the barriers to buying an sustainable product or service?



Connect the uses

Connect the uses

By producing clothes for **every practice and time** of day, industry has **multiplied needs** and consumption when they weren't **not necessary**.



Intended Use



Final Use

"Brands would have us believe depending on whether we're cycling, running, walking or boxing. But it's only a marketing strategy."
— Arthur Vaillant

Connect the uses

Breaking the myth of single use and re-generalising products by highlighting their versatility.

3 WAYS OF DOING IT BETTER

Show that the same product can be used in several situations

Only have professionals to buy hyper-specialized products

Stop creating single-use products

Connect the trends

5

Connect the trends

The current fashion industry is **not sustainable**. The need for fast production leads to eco-irresponsible choices and brands that are defined as green leave the hype circuit, **only addressing an audience of already-convinced people.**



Hype

Eco-responsibility



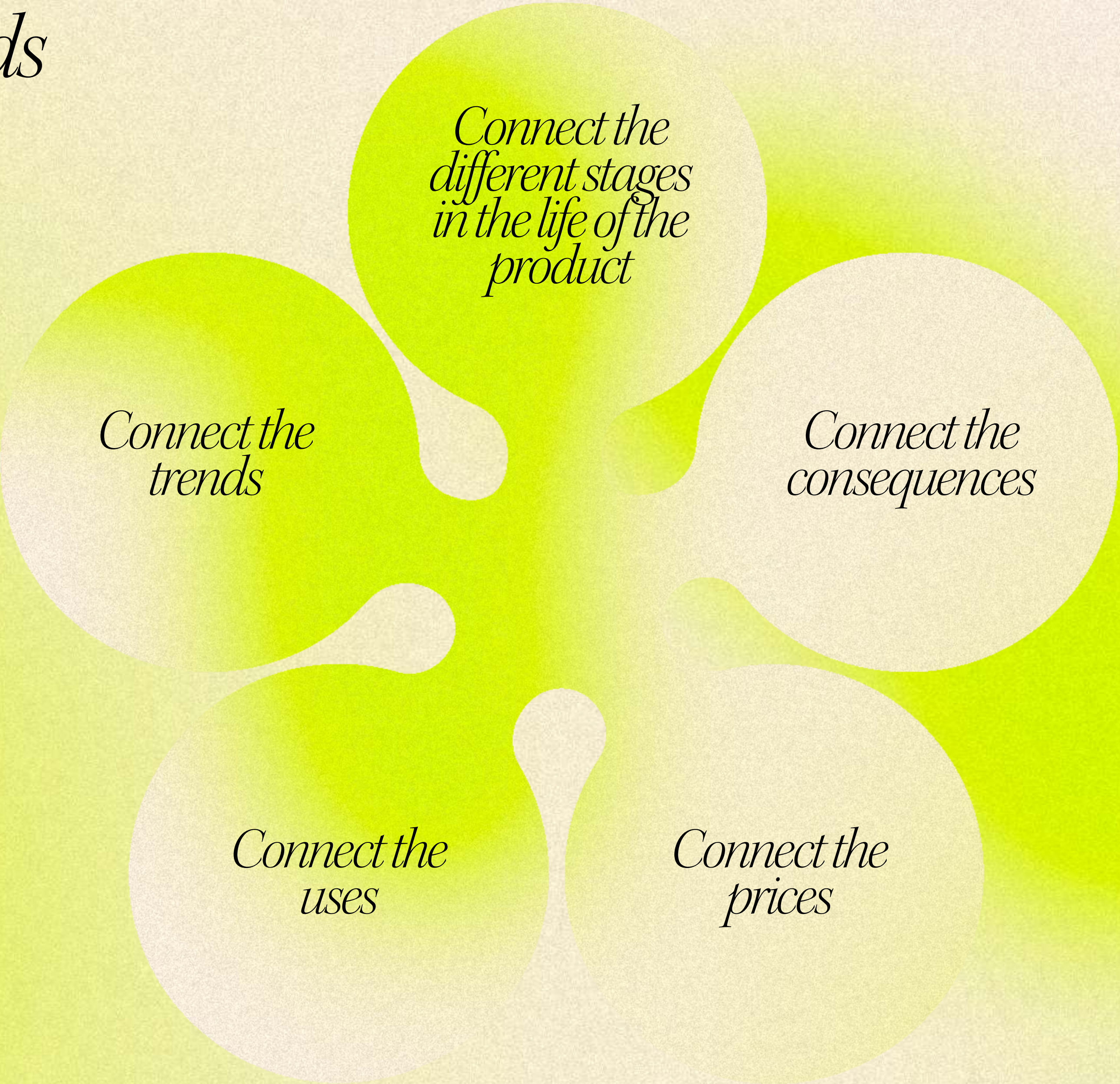
*Veja & Patagonia's consumers
say sustainability is
5 times more important
when purchasing a product
than Nike's consumers*

Connect the trends

Building the brands that will create the hype of tomorrow with sustainability as a foundation to make eco- responsibility a norm rather than a trend.



Connect the worlds



Methodology

A triple approach

QUANTITATIVE

HEAR WHAT
THE YOUTH
HAS TO SAY

QUALITATIVE

INTERVIEW
INDIVIDUALS
ABOUT THEIR
EXPERIENCES

EXPERTS P.O.V.

SPEAK WITH THE
PEOPLE RUNNING
THE INDUSTRY



Methodology

1 - QUANTITATIVE

Through a questionnaire of 40 questions, we probed our audience about their habits and opinions regarding ecology and their vision of a sustainable consumption.

12193
Respondents

40%
Men

60%
Women

22 ans
On average

74%
Live in
a big city

views

11 → Rentrons dans le vif du sujet 🔍

Sur une échelle de 1 à 10, à combien noterais-tu ton investissement écologique ? *

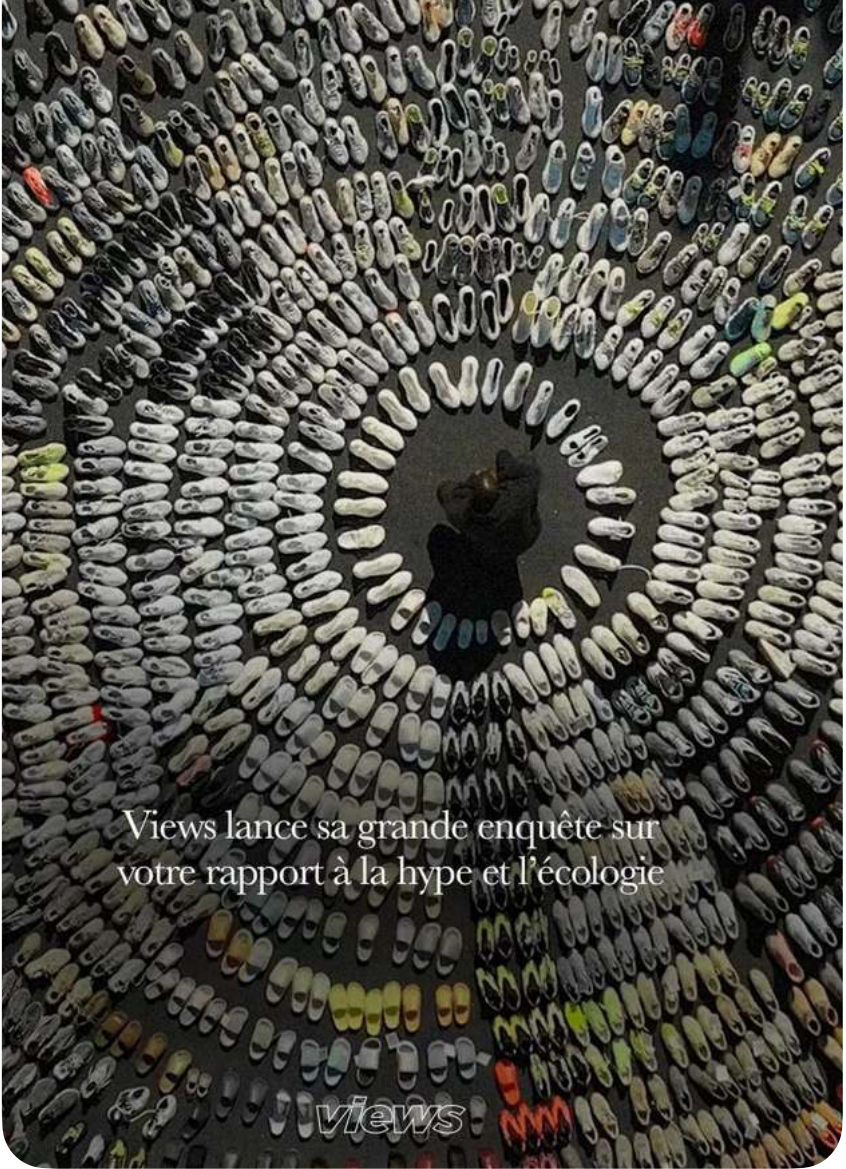
0 → Pas concerné.e
10 → Très engagé.e

0	1	2	3	4	5
6	7	8	9	10	

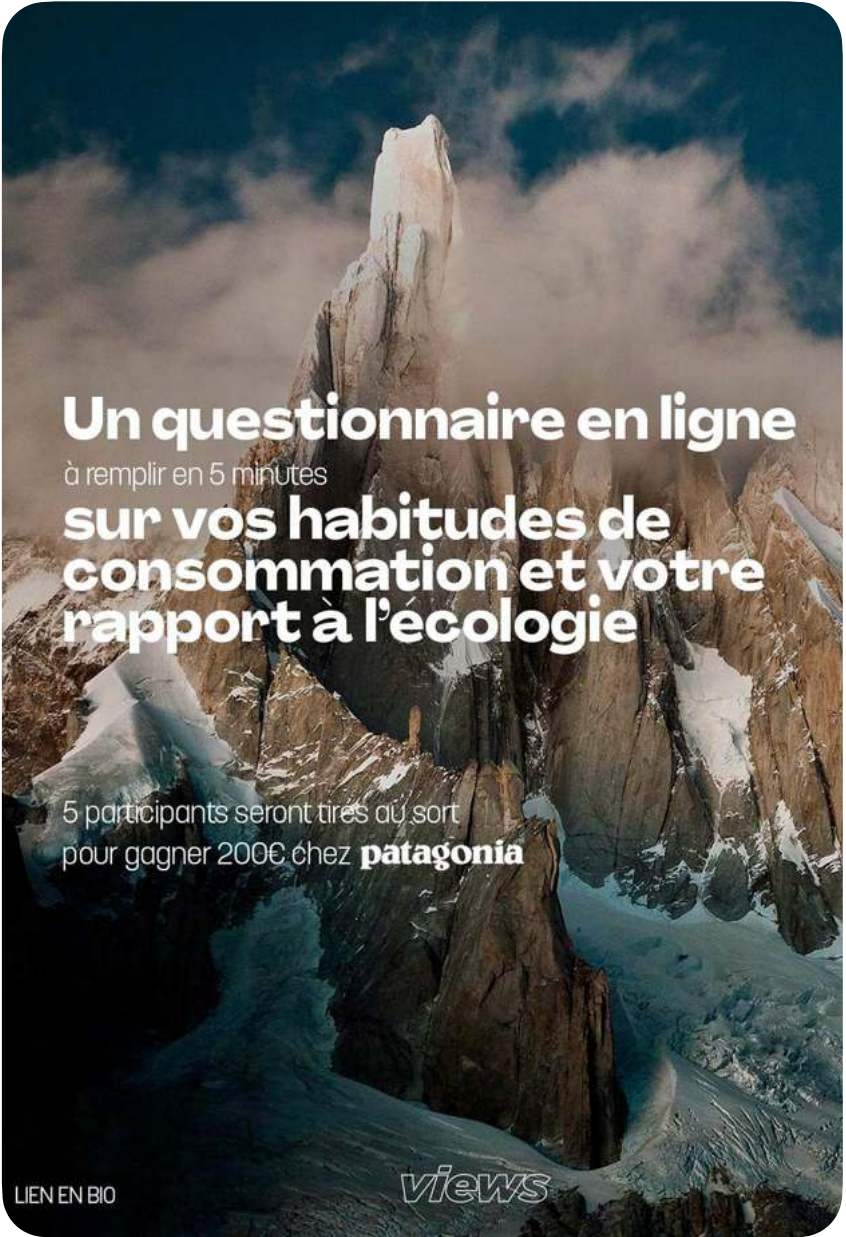
Ok ✓



MODE ET ÉCOLOGIE : VIEWS
LANCE SA GRANDE ENQUÊTE



Views lance sa grande enquête sur
votre rapport à la hype et l'écologie



Un questionnaire en ligne
à remplir en 5 minutes
sur vos habitudes de
consommation et votre
rapport à l'écologie

5 participants seront tirés au sort
pour gagner 200€ chez **patagonia**

LIEN EN BIO

views

Methodology

2 - QUALITATIVE

By conducting 3 focus groups in Paris and Lyon, we were able to question individuals who enjoyed fashion on a daily basis, from enthusiasts to those for whom dressing is just a need.

3

Groups

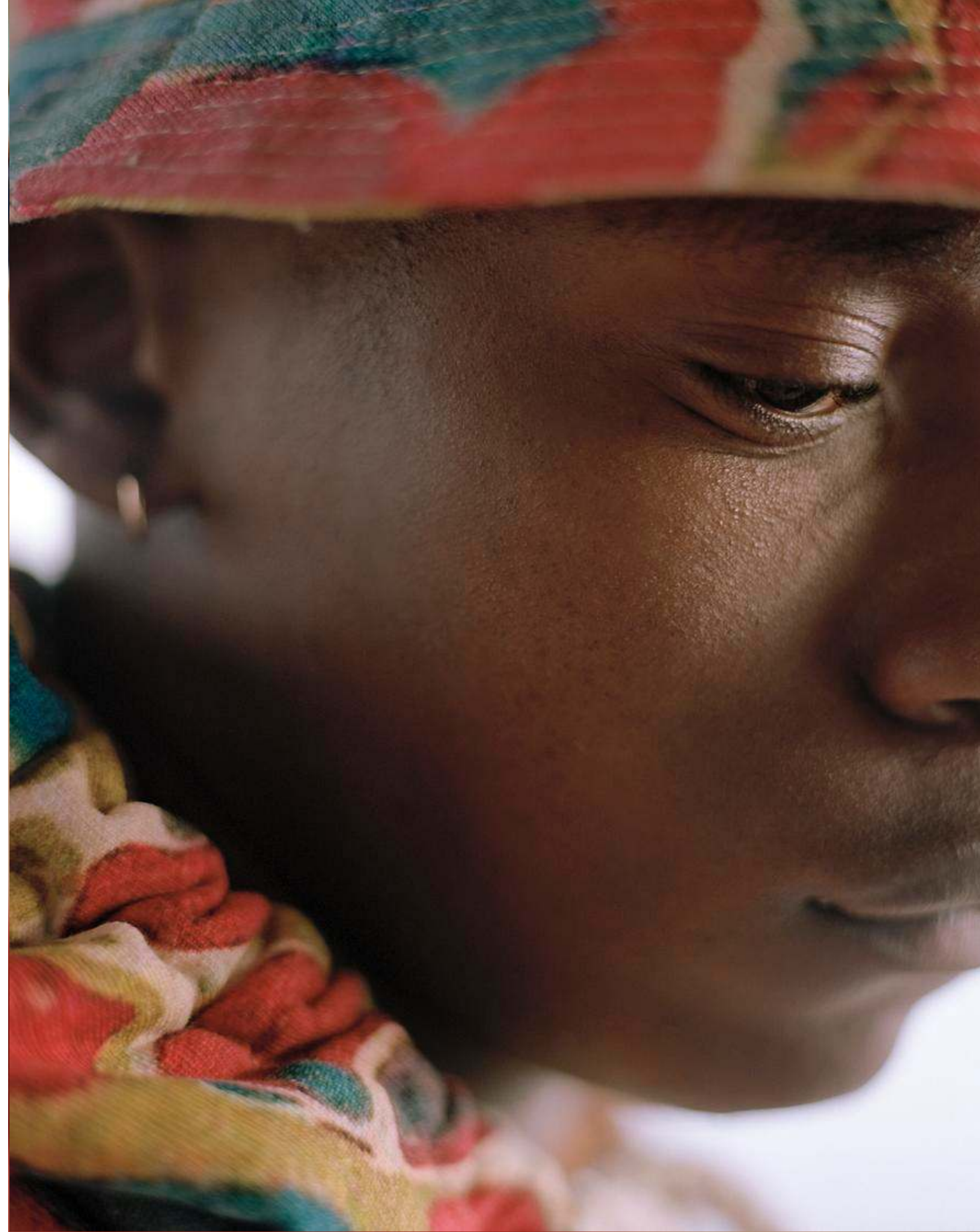
12

Individuals

50/50

Male/Female

Local
tastemaker
Profile



Methodology

Experts P.O.V.



Elodie Marteau

Foresight Researcher & Strategist
Fondatrice, 2 SPEED BIKING.

[@elodiemariep](#)
[@2speed_biking](#)

Elodie works with large corporations to find what the big trends in the industry of tomorrow will be with international surveys that question individuals all around the world.



Rune Orloff

Co-founder, POOL BERLIN.

[@pool.berlin](#)

After working with cool & sustainable brands, Rune founded POOL Berlin in 2020, a clothing rental service that promotes circular consumption through its community.



Arthur Vaillant

Admin, Fasunaa
Manager, Savoie Protect Our Winters
Free-lance photographer

[@fasun.aa](#)
[@arthurvaillant](#)
[@protectourwinters](#)

More than sharing messages about climate on [@fasun.aa](#) and on its channels, Arthur is also involved in the fight against environmental change with Protect Our Winters in order to spread the message of ecology to as many people as possible.



Clément Trauet

Founder, De Massa Studio
Founder, Argentik Mag

[@klem.hotep](#)
[@demassa.studio](#)

Clement has been involved in sustainability for years and works in upcycling by creating custom-made fashion. Its goal is to raise awareness thanks to his garments and produce an awakening about that topic for the general public.

References

	#	Medium	Title
	1	Books	- Une mode éthique est-elle possible ? , Sbai Majdouline
			- The world is on fire but we're still buying shoes , Alec Leach
			- Les Enfants gâtés, Anthropologie du mythe du capitalisme , Fanny Parise
			- La bible de la réparation , The Good Goods
	2	Study	- Faire sa part ? , Carbone4
			- Vestiaire Collective Impact Report 2022 , Vestiaire Collective
	3	Videos	- Redéfinir la réussite des entreprises , TedX de Julia Faure
			- Why Nike Makes More Money Than Adidas , Athletic Interest
			- The Minimalists : Less Is Now , Matt D'Avella
	4	Magazines and media	- Climax Fanzine , Climax
			- Atmos Magazine , Atmos
			- Bon Pote , Thomas Wagner
	5	Podcasts	- Entreprendre dans la mode , Adrien Garcia



References

	#	People	Names	
	6	Associations	- ASPAS	
			- On Est Prêt	
			- Protect Our Winters	
			- Desierto Vestido	
	7	Content Creators	- @fasun.aa	
			- @graine.de.possible , Camille Etienne	
			- @rubipigeon	
			- Ratio Climat	
	8	Initiatives & Brands	- Asphalte	- Good On You
			- Asket	- Re-sell , Balenciaga
			- POOL BERLIN	- Gear Tour , Gore-Tex
			- Clear Fashion	- Worn Wear , Patagonia
			- De Massa Studio	- Reiner Upcycling
			- Decathlon Circular	- Story MFG
			- Ganni Lab	- Byborre
			- Patagonia	- Vibram Academy
			- Time For The Planet	- Cryptobees , Guerlin



Merci

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