

Fashion Sustainability and Consumer-Retailer Awareness

INSIGHTS FROM CONSUMERS

1



Consumers wear clothing beyond its original condition

2



Consumers would pay more for personalization

3



Consumers look for longevity and quality in clothing

4



Consumers would shop in-person more for personalization and exclusivity

5



Consumers want clothing repurposed to support the disadvantaged

6



Consumers prefer budget retail fashion experiences

7



of consumers believe fashion sustainability is necessary

8



of consumers want clothing repurposed to support the disadvantaged 9



of consumers are not aware of an upcycling program

INSIGHTS FOR BRANDS

- Price consistently to offset cost of fast fashion
- Make retail recycling transparent and easy



- Emphasize merchandise quality and longevity
- Educate consumers on local involvement
- Promote upcycling and recycling initiatives

This research was conducted under the guidance of SCAD industrial design professor Chunshik Kim.

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