

# Consumer Shifts

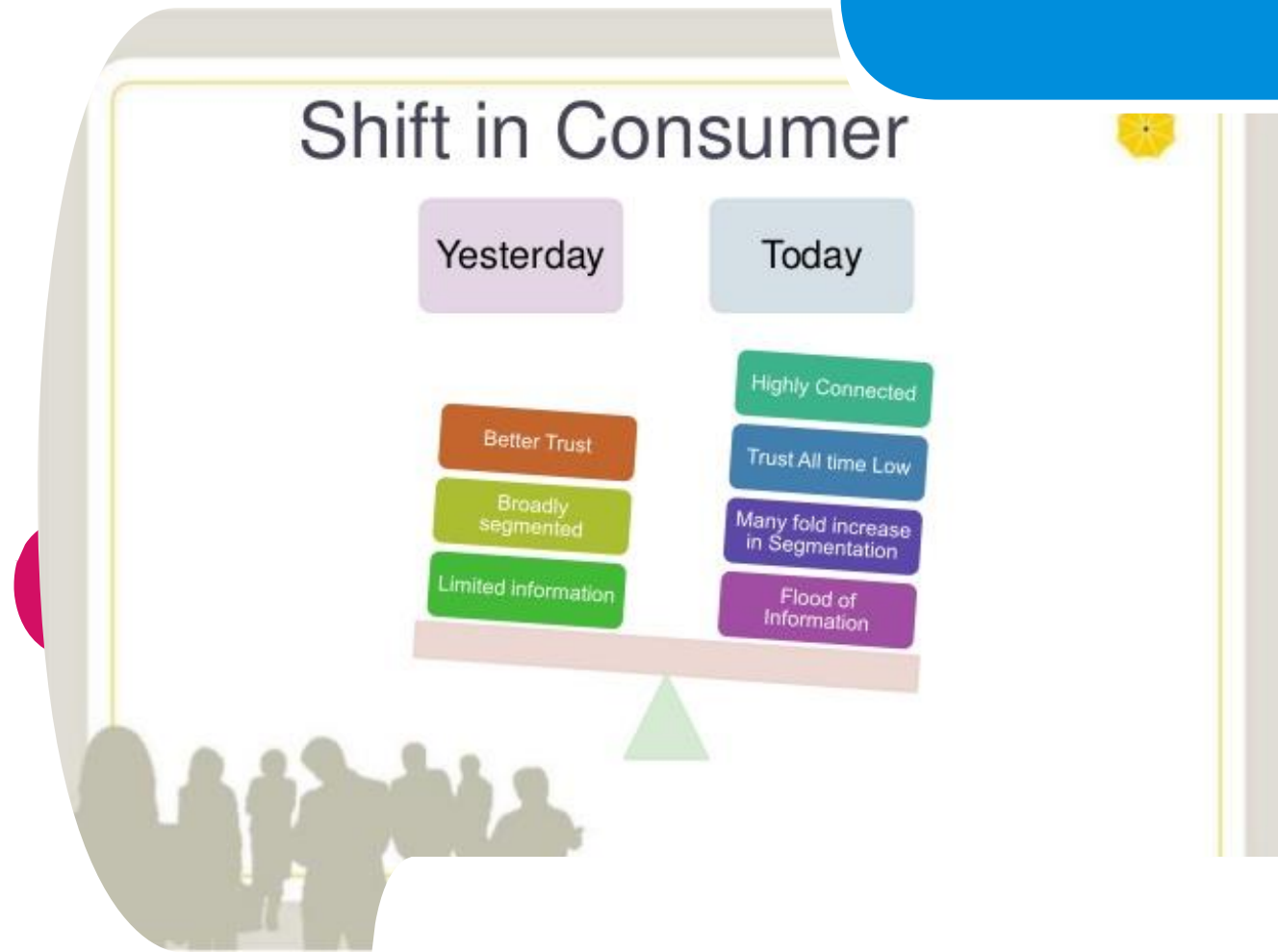
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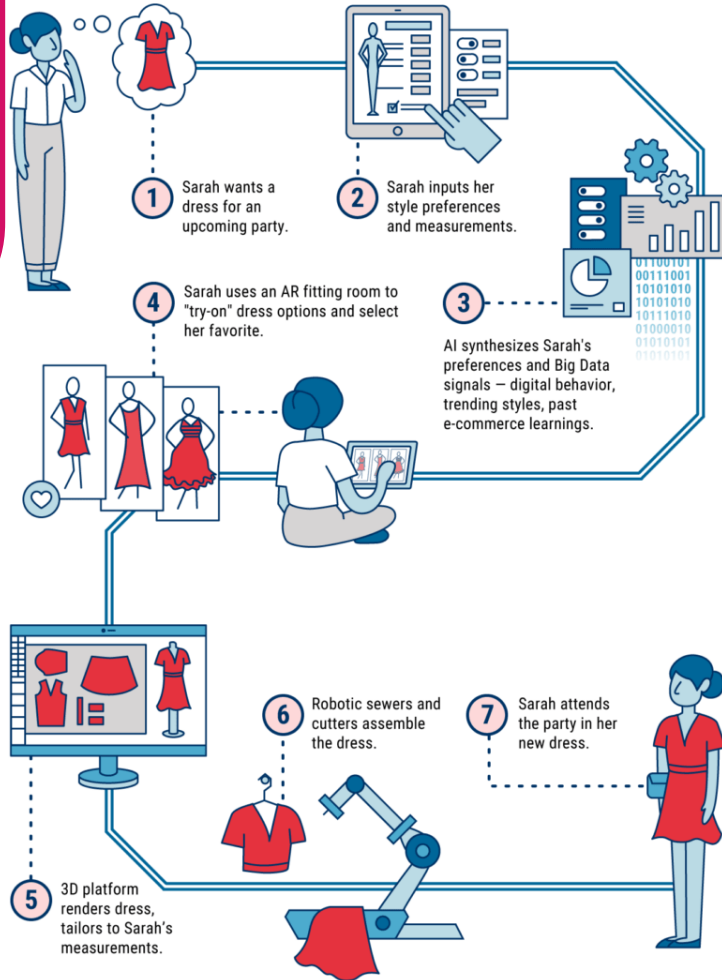


Contemporary Topics

# Factors of Consumer Shifts

Technology, Social Causes and Trust Issues





# TECHNOLOGY

Trends reshaping how our clothes and accessories are designed, manufactured, distributed, and marketed.

- **Product Design**  
Google Project Muse  
AI "Designer" called Deep Vogue
- **Manufacturing**
- **Inventory and Distribution**
- **Retail and Virtual Merchandising**



# Fast Fashion

## Pros

- Allows for more affordable clothing
- The latest trends are sold to the masses
- many retailers and brands to choose from either in-store and online

## Cons

- Demand for fast fashion clothes and the rate at which consumers demand
- the increased waste from this throwaway culture
- 100 billion garments each year go to landfill in countries a lot worse off than the people buying the clothes

# TRUST ISSUES

- **Conscious Consumerism throughout the Supply chain**
  - Fair labor
  - Sustainable resourcing
  - Creative integrity/ Authenticity
  - Value for money
  - Treatment of workers
- **Data Breaches- Research for background information before buying**
  - 52% of millennials
  - 45% of Gen Z consumers
  - 41% of baby boomers
- **Consumers want to support brands that are doing good in the world**
  - 66% willing to pay more for sustainable goods
  - 42% of millennials want to know what goes into products how they are made before they buy

## HOW MUCH CLOTHING DO WE WASTE?



**1 GARBAGE TRUCK**  
of clothes are burned  
or landfilled every **SECOND**



Enough to fill  
**1.5 EMPIRE STATE**  
**BUILDINGS** every **DAY**



Enough to fill  
**SYDNEY HARBOR**  
every **YEAR**



**625 kilograms**  
of clothing



# The State of Fashion 2020



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• 70%

- More than two-thirds of fashion players believe “increased exploration of spend on new media platforms vs. ‘traditional’ platforms” will be a top theme in the coming year

• 55%

- More than half of fashion executives believe a “localized brick-and mortar-experience” will be a top theme in the coming year

• Sustainability First

- Survey respondents stated that “sustainability” will be both the single biggest challenge and the single biggest opportunity for the industry in 2020





# CONSUMER SHIFTS

THANK YOU!  
Ashley Roberts

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