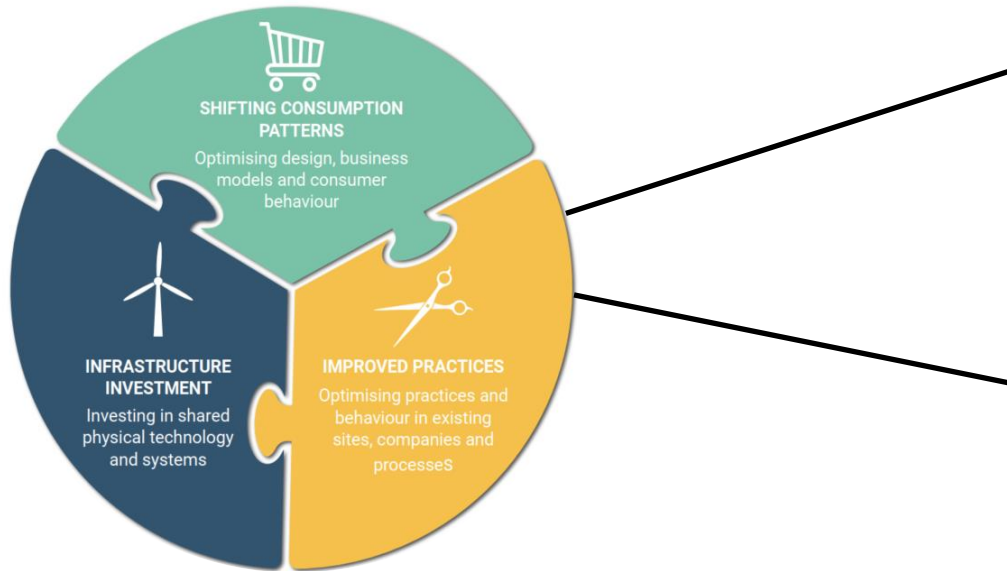


# Sustainable fashion communication and consumption

A framework for aligning to the 1.5-degree climate target  
and wider sustainability goals

# SHIFTING CONSUMPTION PATTERNS



- Changing consumption rates
- Increasing consumer knowledge
- Shifting consumer behaviours

Source: UNEP (2023). *Sustainability and Circularity in the Textile Value Chain. A Global Roadmap.*





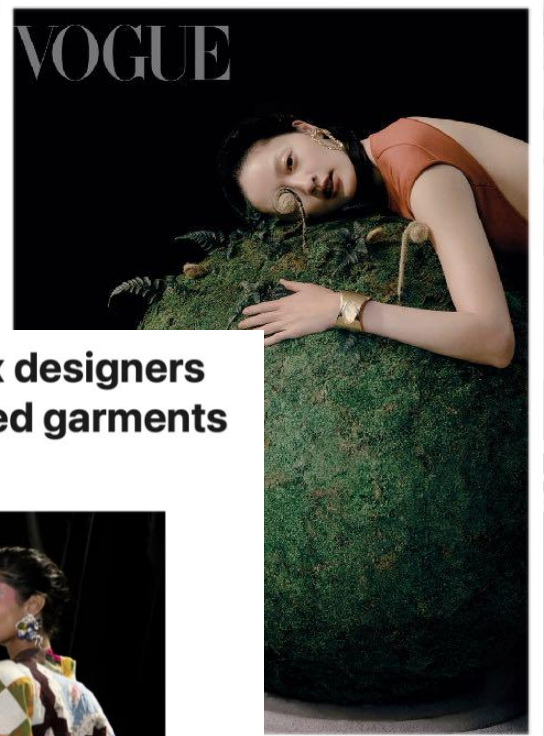
**Boom in sustainable fashion market increases job opportunities**



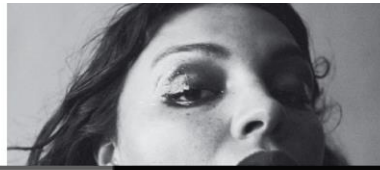
**Trend in the fashion**



**Old cloth, new clothes: six designers creating beautiful upcycled garments**  
Lucianne Tonti



**How Circular Fashion brings sustainable values to the industry**





UP TO 99% OFF DROP

INSIDER FASHION

fashion trends — what to shop

I Own 20+ Leggings, but This 64%-Off Pair Is the Only One That Doesn't Roll Down

SALE SALE SALE  
SALE SALE SALE  
SALE SALE SALE

70%  
FURTHER REDUCTION

SALE SALE  
SALE SALE  
SALE SALE

Buy Now

Hold up! Black Friday is coming for 2024 — Here are the best deals to expect

BLACK  
DAY  
KEND

50% OFF  
AT LEAST  
20% OFF  
50%

BLACK  
FRIDAY  
WEEKEND

UP TO  
50% OFF  
THROUGH  
THE WEEKEND

FRIDAY  
WEEKEND

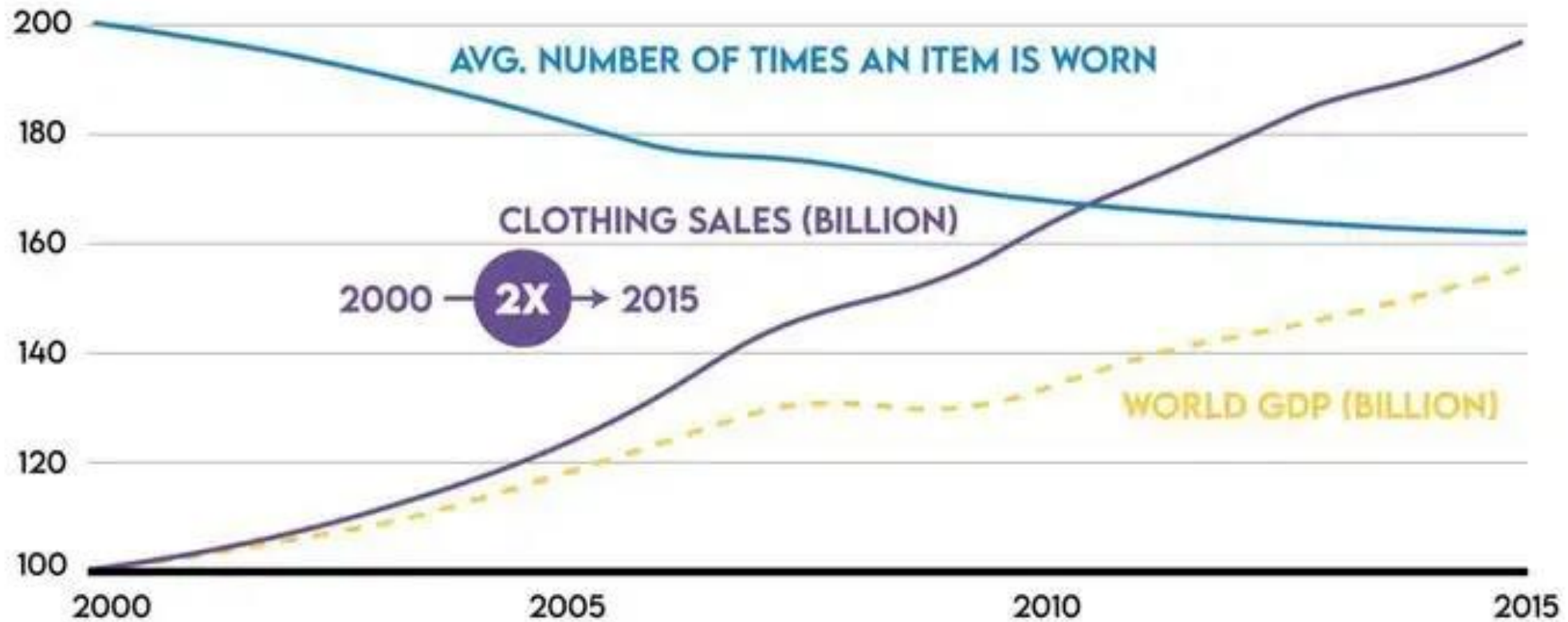
ROBES  
& SLIPPERS  
50% OFF  
AT LEAST  
5%

HUGO

06



## GROWTH OF CLOTHING SALES AND DECLINE IN CLOTHING UTILISATION SINCE 2000







# WE NEEDED A NEW NARRATIVE

Credit: Justin Polkey, Vogue UK

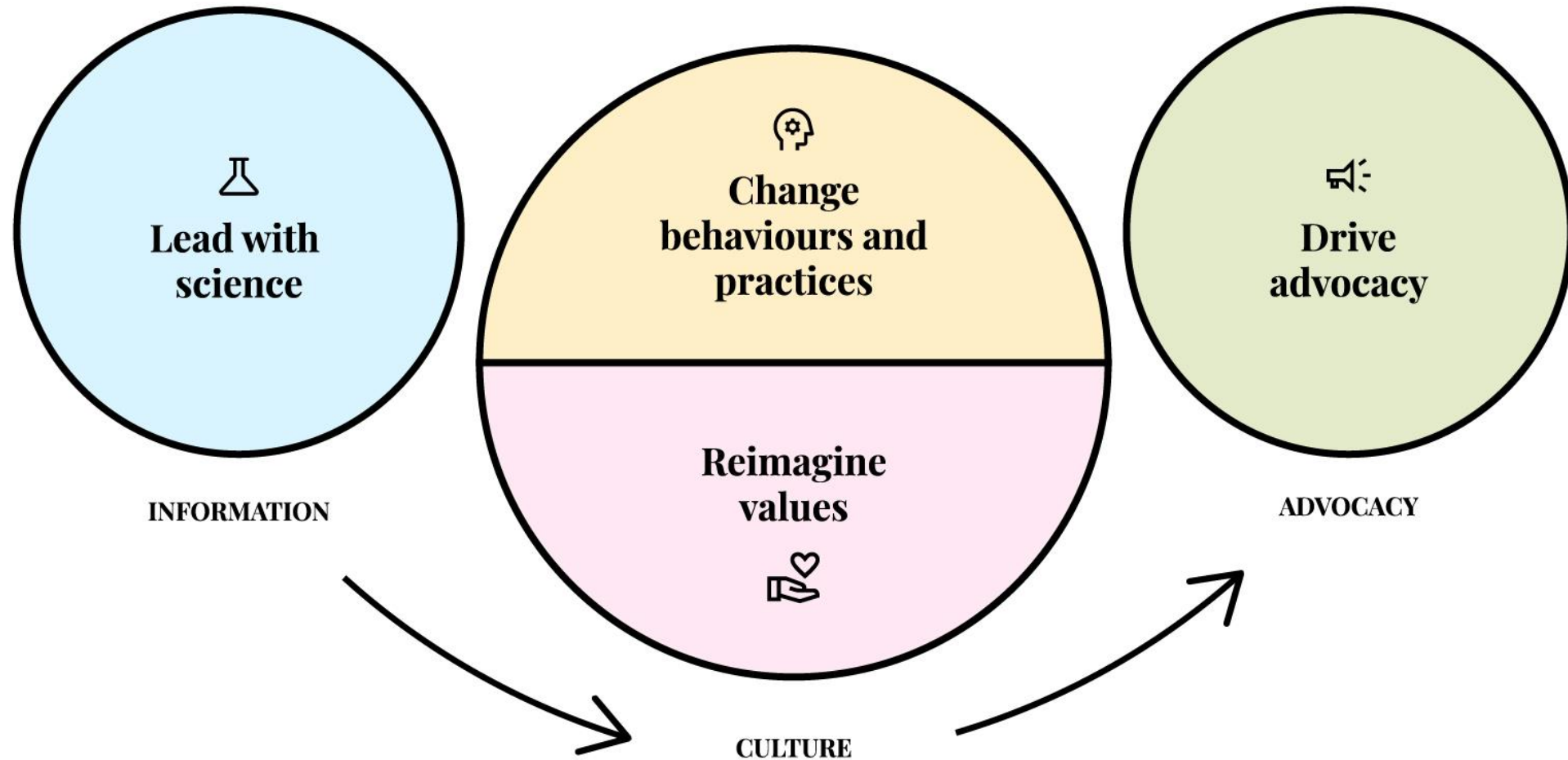




# THE SUSTAINABLE FASHION COMMUNICATION PLAYBOOK

Shifting the narrative: A guide to aligning fashion  
communication to the 1.5-degree climate target and  
wider sustainability goals

# The principles for sustainable fashion communication





# LEAD WITH SCIENCE



Summary: Ensure relevant information is clearly and transparently shared, providing an evidence-base that is verifiable and comparable while adhering to relevant regulatory policies.

**PRINCIPLE 1: Commit to evidence-based and transparent communication efforts**

**PRINCIPLE 2: Ensure information is shared in a clear and accessible manner**

# CHANGE BEHAVIOURS AND PRACTICES



Summary: Show how consumers can enjoy fashion while living within the limitations of the planet and respecting human rights and dignity. Encourage lower impact options and circular solutions that normalise more sustainable behaviours.

**PRINCIPLE 3: Eradicate all messages encouraging overconsumption**

**PRINCIPLE 4: Champion positive changes and demonstrate accessible circular solutions to help individuals live more sustainable lifestyles**



# REIMAGINE VALUES



Summary: Actively seek to separate the belief that consumption and ownership lead to happiness and success. Paint a picture of how positive new values can look when considering wellbeing, equity and community.

**PRINCIPLE 5: Spotlight new role models and notions of aspiration or success**

**PRINCIPLE 6: Focus on inclusive marketing and storytelling that celebrates the positive ecological, cultural and social values of fashion**

# DRIVE ADVOCACY

Summary: Use your platform and influence to empower consumers in their role as citizens. Educate internally and externally on the level of change required, supporting dialogue with policymakers on a just transition towards a sustainable and circular global value chain.

**PRINCIPLE 7: Motivate and mobilise the public to advocate for broader change**

**PRINCIPLE 8: Support dialogue with leadership and policymakers to enable wider industry sustainability**



A woman with dark curly hair, wearing a white dress with a small floral pattern, is dancing joyfully in a clothing store. She has her arms raised and a wide smile. In the background, there are racks of various clothing items, including some shiny, sequined garments. The scene is lit with warm, indoor lighting.

# THIS IS A CREATIVE OPPORTUNITY

Credit: Hurr



THANK YOU