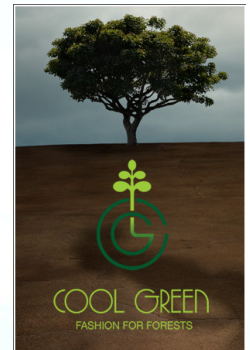


## **SKOPOS Study: “Organic (Eco/Green) Fashion” suffering from an image problem! - Is it really made to measure?**

Press Release 1<sup>st</sup> Dec 2009

**Green, Bio, Eco, LOHAS (Lifestyles of Health and Sustainability) – modern buzz-words in fashion that stand for a philosophical change in consumer and purchase behaviour. In clothing, textile and retail markets, more and more companies are focussing on the eco-fashion market (e.g. H&M<sup>1</sup>). And researchers of future trends predict that this market segment has the potential to grow, even in times of economic crisis. However, recent SKOPOS research shows that many consumers are still sceptical. Organic fashion is quite simply suffering from image problems - this is the conclusion of a representative online survey with 1002 respondents carried out by SKOPOS in Germany.**



### **Lack of knowledge: need for communication, information, reassurance**

More than 40 percent of the respondents were unable to make any statements regarding ‘knowledge of’ and ‘attitude to’ eco fashion. In cases where respondents made any statements, they mainly welcomed / appreciated the aspects of social compliance and ecology in organic fashion. But what do respondents actually associate with so-called organic-fashion when it comes down to it? What are the advantages and disadvantages identified? Well, particular emphasis was placed on the opportunities it provides to improve work and production conditions through sustainable production and the protection of environment. Additional advantages of organic fashion in the minds of the respondents included the use of better quality materials (e.g. suitable for people with allergies) and the abandonment of materials that are harmful to health. **Nevertheless, one-third of the respondents remain sceptical.** On one hand credibility is questioned, i. e. whether production is in actual compliance with the principles of concepts such as “fair trade”, “bio” and “eco”. On the other hand they doubt the affordability of the products considering the higher price level mostly assumed by consumers. Furthermore, **organic fashion is still partially regarded as unfashionable and boring or it is associated with discomfort.**



### **Sustainable production plays an insignificant role in the purchase decision**

When choosing clothes to be purchased, **respondents rated the accuracy of fit and the look of the clothing as factors of primary importance.** Price is of third-level importance, followed by aspects such as the quality, materials used, ease of care and cleaning. **Ecologically and socially acceptable production is of less importance to consumers.** And only 15 percent of these consumers had noticed the reference on labels to production using ecologically or socially acceptable methods.

### **Not everyone is ready to pay more for organic fashion**

About one-third of the respondents are not ready to pay a higher price for eco products. Then again about every second respondent will put up with a surcharge of more than 10 percent for such products.

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<sup>1</sup> [http://www.hm.com/us/corporateresponsibility/environment/theeuropeanunionecolabeltheflower\\_envworkarticle7.nhtml](http://www.hm.com/us/corporateresponsibility/environment/theeuropeanunionecolabeltheflower_envworkarticle7.nhtml)