

## Fashion & Sustainability - UK - August 2019

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“Press headlines and TV documentaries have helped to raise consumer awareness regarding how harmful certain shopping habits can be to the environment. Consumers want to see fashion retailers doing more to help them shop more ethically and sustainably.”  
– Chana Baram, Retail Analyst

This report looks at the following areas:

However, with so many conflicting messages regarding what is, and what is not, sustainable, many shoppers are finding it difficult to discern which retailers are actually sustainable. More retailers and brands should be coming together to push for industry-wide best-practice guidelines when it comes to producing fashion sustainably.

- **Is there a correlation between price and sustainability?**
- **The dangers of getting hung up on plastics**
- **How will shopping more sustainably impact the fashion market's bottom line?**

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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