

Sustainable Fashion

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## **Abstract**

Throughout this semester, our group researched and analyzed the sustainable fashion industry. Our research taught us that fashion is one of the most destructive industries to the environment. After analyzing the market, we felt the need to create a product that calls for change within the industry. Through RE/NEW—a unisex jacket made from repurposed construction poly tarps—we hope to promote a more conscious buying behavior, promote fair trade throughout the production, distribution, and consumption of our product, and educate consumers on sustainable consumption and lifestyles. Our stylish jacket will be waterproof and lined with discarded organic, pesticide-free, and non-GMO cotton fabric scraps. The hardware on the jacket will be factory rejects. RE/NEW will be ethically made by artisans in Italy instead of being mass-produced, making each one is unique. After studying our competitors, we priced RE/NEW at €250 allowing our product to be affordable while not being considered fast fashion. Upon studying different markets across the globe, we decided to market and create our product for Italy, citing the country's rich fashion history, dedication to craftsmanship, and status as a fashion capital and top tourist destination as selling points. We have noticed that sustainable fashion is beginning to emerge in Italy, however, we believe that we can be the leaders of the industry in Italy with RE/NEW. Our product targets Italians who are looking to change or maintain their environmentally friendly lifestyle as well as add a sustainable, staple piece to their wardrobe.

## **Introduction**

By leading the market towards sustainable fashion and consumption, RE/NEW hopes to help the United Nations attain the goal of Responsible Consumption and Production, which is number twelve on their Sustainable Development Goals. This goal relates closely to our team's overarching topic of creating a fashionable unisex jacket that is sustainable while still affordable. As fast-fashion related pollution and environmental damage are becoming an increasingly pressing issue, sustainable fashion is becoming more popular in today's ever changing global economy. Our group sees the need for a product that fits this new market in the fashion industry.

Specifically, our team has chosen to market this product to Italy. After researching various trends in fashion markets across the globe, we found Italy to be the best fit for RE/NEW. Italy has a rich culture that emphasizes fashion and values craftsmanship. Recently, the Italian fashion industry has welcomed sustainable fashion initiatives however the Italian market is not as sustainable as neighboring markets like the United Kingdom and Germany. Finally, Italy, specifically Milan, serves as one of the world's fashion capitals—meaning that if we can spark a change in there, we will likely observe a ripple effect in markets around the world.

By purchasing RE/NEW, Italians will be promoting a circular production product that is timeless in its design and made to last a lifetime through our weatherproof technology. This product will be sold at an affordable price point and made with minimal to no ecological footprint. One of our goals of production is to reduce water consumption and waste production and use natural energy to avoid pollution. Our team believes that since each fashionable RE/NEW jacket is uniquely made, ethically sourced, and sold at a lower price than other sustainable fashion items, Italians will be inclined to buy our product as opposed to another brand's. Italian luxury brands such as Prada are vowing to make a difference in the industry. Prada has promised to replace all nylon products, including their iconic bags and jackets, with

ECONYL, an upcycled nylon textile. However, since Prada is a luxury label, their premium price greatly differs from RE/NEW's making our product more accessible to a wider audience. While there are a handful of sustainable Italian brands with a similar price point to RE/NEW, these brands create entire collections catered to women. We were hard pressed to find a similar, unisex product in the Italian market.

RE/NEW's target consumer is someone whose values align with the brand's own, someone who aspires to be sustainable and stylish and someone who is not afraid to make a change. We plan to appeal to these people via easily accessible social media tactics including Instagram @shop, influencer campaigns, pop-up shops, and guerrilla fashion shows.

### **Industry history**

Throughout Italy's history, the fashion industry has played a significant role in the country's economy. Since the 1200s Venice has been a leading producer of textiles, Florence of leather, and Rome of jewelry. This rich history of Italian cities' production of fashion products culminated in the country being a leading exporter of accessories at the beginning of the twentieth century. However, Italy was often overlooked when it came to clothing. Italian born designers like Elsa Schiaparelli (born 1890) opted to found their houses in Paris since France held a monopoly over the global fashion industry. It was not until the end of World War II that France lost its grip on the industry, providing space for three other countries to rise as major fashion powerhouses: the United States, the United Kingdom, and Italy.

Florentine businessman Giovan Battista Giorgini brought attention to the Italian fashion industry by hosting a series of fashion shows—the most successful in 1951—and inviting big-name buyers from department stores across the globe. These shows spurred instant retail success for Italian fashion designers including Emilio Pucci, Sorelle Fontana, and Alberto Fabini. During this time period, the Italian prêt-à-porter style also rose to stardom. Its “buy now, wear now” mentality starkly contrasted the bespoke, couture traditions of Parisian fashion and made fashion accessible to a wider audience. Prêt-à-porter clothing was made even more popular by 1970s designers including Giovanni Versace, Miuccia Prada, and Giorgio Armani and ultimately opened the doors for fast fashion. As said by Elyssa da Cruz of the Metropolitan Museum of Art Costume Institute, “the Italian prêt-à-porter industry developed by mid-century from a necessity for high-end mass marketing, and thrived on late-century global overconsumption” (da Cruz).

Globally, as overconsumption culture has become a prominent way of life, fast fashion has become a staple for many consumers. However, as fast fashion's popularity increases so do its problems. Annually, the fast fashion industry produces 1 billion garments. In the process, fast fashion produces 1.2 billion tons of CO2 emissions, 92 million tons of waste and 20 percent of global water waste. The fast fashion industry employs 40 million people, many of whom are women and children working in unsafe conditions for unfair wages. And for what? Fashion consumers are typically buying more clothes and wearing them less. In fact, 60 percent of these garments end up in a landfill within a year of their production.

Today, while fast fashion does have a presence in Italy, the country is known for its high-end brands. Luxury Italian houses are embracing sustainability efforts. Prada has introduced a re-nylon initiative, pledging to convert all virgin nylon to their new ECONYL regenerated nylon textile by the end of 2021. In September of 2019, Gucci announced its plan to go carbon neutral by partnering with the UN program, Redd+. As sustainability has become a more relevant issue for the fashion industry, Milan Fashion Week has begun to recognize designers who are making

an effort to be more sustainable. Award ceremonies including the Camera Nazionale della Moda Italiana's Green Carpet Awards are now a mainstay on MFW's schedule. However, these awards and initiatives cater to luxury labels. While fast fashion companies like Zara and H&M have sustainable lines available in Italy, there are not many affordable sustainable clothing options.

### **Market Analysis**

According to Statista, the Italian fashion industry's apparel revenue was €1.9 million in 2018. This figure is predicted to rise to €2.6 million in 2020. The Italian fashion industry had 15.9 million consumers in 2018 and is expected to jump to 19.5 million by 2020. On average, these consumers individually spent €123 on apparel purchased in-store and €326 on e-commerce fashion in 2018. While in-store apparel purchases are only expected to rise to €135 on average, per capita e-commerce fashion purchases are anticipated to rise to €397 by 2020.

Seventy-three percent of Italian fashion consumers are between 25 and 54 years old. People between the ages of 25 and 34 account for 22 percent of the industry's consumers, with 35 to 44-year-olds making up 25 percent, and 45 to 54-year-olds serving as the largest segment of consumers at 26 percent. Fashion consumers are nearly equally split between gender with 52 percent being female and 48 percent being male.

### **Competitive Analysis**



Pictured above is an analysis of sustainable fashion options available in Italy. While not all brands charted specialize in sustainability, each has a line or product that is sustainable. The brands are placed based on their cost and how sustainable they are.

In our research, we discovered a handful of small, sustainable Italian brands including Amorilla, Progetto Quid, Souldaze, and Tu&Tu. We found the Roman brand Souldaze to be one of our closest competitors. Souldaze uses locally sourced natural, recycled or surplus vintage fabrics to create limited-edition women's drop collections produced locally by seamstresses in Rome. Their current collection ranges from €50 to €360 with their jackets and coats ringing in anywhere between €150 and €360. RE/NEW differs from Souldaze in that we will start by releasing a single unisex product instead of a collection. Additionally, our product emphasizes upcycling unconventional materials. In terms of product offering, Prada's ECONYL line most

closely rivals our product. However, Prada's range of weather-proof technical jackets sells for upwards of €1,550. This makes our product a more accessible option due to its lower price point at €250.

## **TOWS**

### **THREATS**

- The European Union has implemented its Digital Single Market initiative which pushes for more online infrastructure and creates a borderless digital market. This means there will be less incentive for Italians to buy an Italian made jacket like we are proposing and it allows for more purchasing of fast fashion.
- Online fast fashion has continued to grow in Italy, 25% from last year and the number of online customers has also increased.
- Ecommerce imports, mainly from the United Kingdom, Germany, and China, have grown to \$7.7 billion.
- The fast fashion industry is constantly pushing new trends onto its consumers at a speed that the sustainable fashion industry cannot rival.
- The leather industry has managed to stay strong in Italy through diversifying its product offerings, has 1.2 thousand companies, 18,000 employees, and valued at €5 billion.

### **OPPORTUNITIES**

- By 2025 generations Y and Z will make up a majority of those buying luxury brands and they are more concerned with sustainability.
- Talented designers & artists go to Italy which allows for business networking.
- Italy is one of the top countries in the EU for recycling with a rate of 77%, so the concept of upcycling will not be new and there will be plenty of materials for us to use, and the technology to do so is already in place, at least in the north.
- Sustainable clothing lasts through multiple seasons thanks to its durability and timeless style.

### **WEAKNESSES**

- Young people are currently buying less than older generations, especially high fashion.
- Sustainably or ethically made clothing can be discriminatory to those with lower incomes, and southern Italy still has relatively low incomes.
- Sustainable fashion clothing may need special maintenance I.e special detergent and/or washing machines.

### **STRENGTHS**

- Milan just hosted an exhibition "A New Awareness" during fashion week to showcase eco-friendly designers during fashion week.
  - Organized by Sara Sozzani Maino special projects deputy editor for Vogue Italia
- Young consumers are asking more questions about where and how their clothes are made.
- The Italian Fashion Chamber of Commerce handed out green carpet fashion awards to environmentally friendly fashion houses.

- Italy is known for its fashion and, therefore, any fashion brand to succeed there gains that positive association.
- Italy being the fifth most visited country in the world allows us to have more potential customers to sell our jackets.

## **PESTEL**

### **POLITICAL**

- Italy is a founding country member of the European Union (EU), Eurozone, NATO, WTO, OECD, OSCE, G7, and Council of Europe
- Prime Minister Renzi's resignation stirred political uncertainty and gave rise to the 5 Star Movement, a protest, anti-elite and anti-European formation.
- Reforms with a focus on labor and employment laws, public administration, taxation and the revival of consumption through lower taxes were implemented.
- Countries and states are banning the sale and manufacturing of fur products.
- International brands might have to look to other countries for sourcing due to increasing trade tensions. We suspect new trading patterns between Asia-Pacific countries will emerge.
- Italy has an inefficient public sector, complex bureaucracy, and high government debt.
- Conducting business there can be difficult due to levels of corruption and tax evasion.
- The growth of immigration has caused many Italians to distrust foreign companies and turn inwards. Italians are known to prefer to do business with the people they know.
- Brexit - This will result in increased export tariffs, currency fluctuations and higher cost of production. Many Fashion houses who have a global market will want to relocate to a country within the EU.

### **ECONOMIC**

- The scarcity of raw materials, such as water and oil, has created an increase in manufacturing costs. As a result, companies tend to outsource their production to countries with low labor and manufacturing costs.
- Fast fashion houses are declaring bankruptcy
- Rentable clothing (and trends of downsizing/end of ownership) are increasing in popularity. The resale market will soon surpass fast fashion, perhaps in the next 10 years.
- On-Demand production requires lower capital investments.
- Italy's economy vastly differs between the south and the north parts of the country. The north is much more developed and industrialized than the south, which is mostly agricultural.
- The north has a higher concentration of privately held companies while the unemployment rate is rather high in the southern regions.
- The service sector accounts for 75% of Italy's GDP and employs 70% of the workforce.
- Italy's economy grew at a rate of 0.8% during the years 2012-2014, driven by a weaker Euro, lower commodity prices, and an easy monetary policy. The geopolitical situations, including Brexit, could jeopardize the fragile economic recovery.

### **SOCIAL**

- Italy has a highly individualistic culture, which makes individual responsibility and family a priority. Therefore, the majority of Italian businesses are family-owned.
- A successful business requires a personal network, awareness of the business culture, local practices, and ideally knowledge of the Italian language.
- Celebrities are impacting the masses due to their sustainable efforts being held to a higher standard. Some celebrities are beginning to set the bar for promoting sustainable companies. We plan to target influencers like Chiara Ferragni and Gilda Ambrosia and challenge them to use our sustainable product.
- The public cares about transparency from the producer, knowing information like the costs of transportation, labor, materials, hardware, duties, etc.
- Huge conversations about who is to blame in the industry are happening. Is it the producer making the goods, the consumer that buys them or a bit of both?
- Corporate social responsibility means finding more sustainable routes for fashion, while still trying to be as profitable as possible.

#### TECHNOLOGICAL

- Ecommerce/online shopping (apps) have brought the direct-to-product journey to social media platforms.
- Social media consumers now establish trends. Products are “pulled” into the market rather than being “pushed” leading to production on-demand and short turnaround cycles.
- Automation of production means a reduction in lead time and an increase in personalization (“made to measure”).
- The Italian government implemented a number of policies to improve the provision of online services which created a better environment for start-ups and innovative companies.
- Italy placed number 45 in the Networked Readiness Index.
- E-commerce is growing but faces cultural obstacles. For many Italians, shopping in person is ingrained as a way of life.

#### ENVIRONMENTAL

- The fashion industry contributes to around 10% of global greenhouse gas emissions due to long supply chains and energy-intensive production.
- Fashion is a major polluting industry due to the production and distribution of the crops, fibers, and garments that raise water, air, and soil pollution
- Overproduction of textiles is resulting in a huge amount of waste. Some higher-end companies are even burning their merchandise rather than letting the excess fall into outlet/consignment stores.
- Transportation of goods between factory to store, shipping of goods bought online, shipping of goods between continents increases greenhouse gas emissions.
- The fashion industry’s footprint also contributes to factors such as agriculture (cotton/hemp), animal agriculture, petroleum, forestry, and mining
- Over the past five years, 96% of Italian fashion retailers experienced increased sales of sustainable items.
- 60% of Italian retailers made a commitment to sustainable sourcing.

#### LEGAL

- Some fashion brands utilize forced and trafficked labor and labor exploitation.
- Intellectual property (trademarks, design patent): Star Athletica, LLC v Varsity Brands, INC centers on the copyrightability of designs and the concept of “separability.”
- Endorsement disclosure linked to social media now affects influencer campaigns. The Federal Trade Commission requires influencers to indicate a paid partnership on their posts.
- Border adjusted taxes can negatively affect the fashion industry in the US which relies heavily on the import of foreign goods and services.
- 61.7% of Italian retailers apply internal and/or external sustainability codes and standards on products they source.
- The “Made in Italy” label is an important brand for Italy, however, the country of origin laws have loopholes.

### **Today's Industry**

There has been a growing awareness and concern about the environmental implications that the fast fashion industry has created. A study conducted by Edited indicates that the market for sustainable fashion has been expanding rapidly around the world from 2016 to 2018. The number of sustainable products available increased by 508%, proving a growing demand worldwide. Italy currently holds 3.5% of market share, coming in close after the United States, United Kingdom, Germany, and France. Results also indicated that retailers are adopting a unique product assortment strategy. Sustainable options are more concentrated in specific product categories. The leading category is tops with 58.4% following bottoms with 16.1%, and thirdly outerwear with 11.1%. Currently, Germany is the industry leader for sustainable outerwear. Italy has somewhat of an untapped market space when it comes to sustainable jackets and coats. In addition, the study explored sustainable product assortment by gender. Italian retailers currently prioritize sustainable apparel for womenswear as it accounts for 68.9% of purchases made by women. We view this as an opportunity to even the difference between product availability for men and women. As the fashion industry is witness to a shift in social demographic and cultural factors, we believe creating a sustainable unisex brand will put us at the forefront of the Italian market and position us to expand globally in the future. Furthermore, the study showed that overall sustainable fashion is priced higher than fast fashion, especially in the luxury sector. The average price for sustainable luxury items in Italy is \$295.07. The Italian market has the second-highest markup, after France, with \$43.70 more than regular apparel. This excludes high-end brands such as Prada and Stella McCartney, who are considered industry leaders in sustainable luxury. There is an opportunity to bridge the gap between sustainable quality and affordability.

### **Market Needs and Desires**

Throughout the past few years, the fashion industry has notably caught fire for being one of the leading causes in damaging our planet through unsustainable means of producing and transporting garments. While this issue has become increasingly apparent within the last few years, it wasn't until recently brands have started to make the change of producing ethically sustainable garments. This is due to the rising consumer desire that the clothes that we purchase are not only priced efficiently and made with great quality, but are made with sustainable

processes. Our target consumer has exactly that mindset; they are looking for sustainable clothing that will be of great quality while not being ridiculously overpriced. They don't mind spending a little more than the average price for a jacket if it means that it is better for the environment and will last for years to come.

Ultimately, the fashion industry at large is looking for ways to keep up with the consumer demand that products are being ethically produced. While this is still only considered trendy and by no means the norm of the fashion industry, sustainable fashion is a huge market waiting to be tapped. As of recently, people within this industry are more attached to brands than specific products. If a brand makes a point to be producing stylish clothes while remaining ethical, they are more likely to appeal to the typical sustainable fashion consumer. This is how we plan to maximize our market potential through this product and brand. By giving the consumer a brand that not only fits their everyday lifestyle but their sustainable ideals, we will build customer loyalty and a cult following for our brand. While we may just be producing jackets at the moment, the plan for the future is to keep redesigning new garments to add to our clothing line. The typical conscious fashion consumer is always looking to add sustainable staples to their wardrobe, as long as they can afford it. By appealing to our market and giving them a blend of their needs and desires, RE/NEW will be able to maximize our market potential and give our consumers exactly what they need.

### **Product Statement**

The RE/NEW jacket is a stylish, budget-friendly, and unisex product made for the environmentally-conscious consumer. While utilizing sustainable and environmentally friendly material, the jacket will be designed to keep up with today's fashion trends. Our jackets will be made from entirely upcycled materials specifically, repurposed construction poly tarps for the outside, lining made with factory discarded organic, pesticide-free, and non-GMO cotton fabric scraps, and feature hardware, i.e. buttons and detailing, made from metal factory rejects. By using natural materials, such as organic, pesticide-free, non-GMO cotton our jacket will promote naturalness and fashion at the same time. Our jacket's value is to protect the environment by avoiding the creation of new high-risk materials that contain carcinogens, toxins, and any other harmful chemicals that deteriorate our planet. In addition, RE/NEW jacket will reduce water consumption and waste products in the fashion industry through the sustainable practice of upcycling. Another way our product benefits the fashion industry is by promoting better conditions for the workers. The RE/NEW jacket will be ethically made by artisans in Italy instead of being mass-produced in harsh factory conditions. This also has the added benefit of making each one a little bit unique. The jacket's price of €250 makes it more accessible to a wider audience which will help spread awareness and support of sustainable fashion. This price, along with the high quality and durability of the jacket, will encourage consumers to wear it more, keep it for longer, and thus, buy fewer fast-fashion products. Our product will promote more conscious buying behavior, fair trade throughout the production, distribution, and consumption of our product, and educate consumers on sustainable consumption and lifestyles.

### **International Strengths and Weaknesses**

We decided on the Italian market because it aligns with our mission as a company and is already starting to make strides towards sustainability in fashion. Milan is known around the

world for being a fashion capital and they have started to introduce sustainability into their fashion week. This can be both an opportunity and a threat for us. As an opportunity, it shows a growing desire in Italy, and the fashion world in general, for sustainable fashion. This is also a threat because it shows there is already work being done in this area, and so, as a company, we would have competition from the start. As previously mentioned our direct competition will be from Souldaze and Prada. However, if we can distinguish ourselves in this market then our brand will stand out and be associated with the high-quality fashion Italy is known for. Other markets we considered entering, like China, are not ready yet, or show the same inclination Italy does, for embracing sustainability. On the other side of the spectrum, many places have already established a market in this area, like London or Berlin, and so there is less opportunity for distinction and success. The United Nations has created an alliance for sustainable fashion in an effort to achieve the Sustainable Development Goals targets, specifically by focusing on the improvement of working conditions and reducing the amount of waste from the industry (UN Fashion Alliance). This ties directly to our companies mission of upcycling typically wasted materials through the work of properly paid artisans outside of a factory setting. From the start, our company will already be in line with this alliance and thus, receive positive and authoritative recognition for our sustainable mission. Another strength of our company compared to other sustainable fashion brands and products around the world is our price point. At €250 for our jacket we minimize the reluctance to support sustainable fashion, maximize accessibility to it for people with low income, and at the same time, position ourselves above fast fashion.

### **Objectives**

Our main objectives are:

- To bring awareness about the importance of sustainability in the fashion industry.
- To promote a positive change in the Italian fashion industry, with the ultimate goal of influencing other markets to follow suit.
- To create a product that is sustainably and ethically produced but still affordable, making it accessible to a wider range of people than current comparable options.
- To create a product that will be a leader in the sustainable fashion industry due to its upcycled production methods. .

### **Unique Value Proposition**

- By purchasing RE/NEW, Italians will be promoting a circular production product that is timeless in its design and made to last a lifetime through our weatherproof technology.

### **Target Audience**

Our primary target audience for RE/NEW are Italian Millennials, ages 22 to 37, who are looking to change their consumption pattern, have an environmentally conscious personality, and are looking to purchase products that align with their values. Our primary audience are people who are multitaskers, connected, tech-savvy, curious, authentic, transparent, and creative. Their attitudes towards buying are that they want to buy items that make them feel good and to have the ability to share these items with their friends. However, Millennials do not have excess income to spend on goods. Studies show that Millennial's consumer behaviors are focused on saving as they are earning 20% less than their parents did at their age. A major contributor to that

percentage are student debts since more Millennials have a college degree than any other generation of young adults. Because Millennials are focused on saving, data reveals that 52% of consumers in Italy considered the social impact before deciding to buy clothing items ("Share of Consumers Who Consider The Social Impact When Purchasing An Item of Clothing in Selected European Countries as of 2018\*"). There are many drivers of decision-making for Millennials. A study done by Ipsos MORI shows that 33% read blogs on products before buying while always researching and educating themselves on the product beforehand as well. Another study shows that 91% of Millennials buy products based on recommendations from friends. For these reasons, Italian Millennials will be likely to purchase RE/NEW since they are cost effective and sustainable.

Our secondary target audience is an Italian, 17 to 22 years old. The majority of this audience are teenagers, therefore are not yet graduated from college, or even married. However, university undergraduates in this generation are expected to make \$58,000 one year out of college, which affects their buying power in the future. Because of this, their parents are most likely going to be the ones purchasing this product, and studies show that over 10% of adults say that their children influence 100% of what they buy today. Thus, making this generation highly influential for older generations. Most are too young to be working full time jobs, but are likely to have part-time summer jobs. This audience consists of go-getters and people who want to evoke change. They are known to turn their hobbies into their careers, and are highly focused on social justice. They are more likely to buy items because of their popularity, and Instagram presence. They are less brand conscious than our primary target audience. Due to their upbringing in the world of technology, all they know is the digital world. This is highly influential when marketing to this audience because they are less patient, communicate heavily through social media platforms, and have a very short attention span. This age range spends an average fifteen hours on their smartphones, and their top sites are Facebook, YouTube, Instagram, and Snapchat. This leads into our plan for marketing RE/NEW in Italy.

### **Market Entry Strategies**

In our research, we found that Italians spend more money on e-commerce fashion than on in-store apparel. For that reason, we will develop a website to sell our product. In addition to this, we will also sell it via Instagram @shop. We believe that enabling customers to purchase our product without leaving the Instagram app will benefit us greatly. In order to be successful on @shop, we will create a detailed paid marketing plan and utilize targeted Instagram ads. We will also have a highly active presence on social media and use Instagram to create an educative yet bold voice for our brand that encourages activism.

In addition to the channels we will use to sell RE/NEW, our team has developed three main strategies to market our product to Italy listed below.

**Influencer Campaigns:** We will partner with popular Italian influencers to garner attention towards RE/NEW. Specifically, we will partner with fashion influencers, like Chiara Ferragni, as well as influencers who live sustainable lifestyles. The messaging of this campaign will highlight the craftsmanship of the RE/NEW jacket in addition to emphasizing how it counteracts fast

fashion. By making our product available via Instagram @shop, consumers will be able to buy our product as soon as they see it on their favorite Influencer's feed.

**Pop Up Shops:** We will host RE/NEW pop up shops in various Italian cities over the duration of Earth Month, i.e. April. These cities will include Rome, Venice, Florence, Naples, and Milan. By bringing RE/NEW to cities that are densely populated as well as popular tourist destinations, we will be able to market to a wide variety of people.

**Guerrilla Fashion Shows:** During Milan Fashion Week we will stage guerrilla fashion shows. While these shows will not be on the official MFW schedule, they will be held in close proximity to other MFW events. This way, we will attract the large group of fashion media, editors, buyers and influencers gathered in Milan for the week's events. The surprise nature of these shows will garner media attention for our brand and make it one of the most buzzworthy events of MFW.

## **Conclusion**

After a semester of researching and analyzing the fashion industry, we are confident that RE/NEW identifies a need within the industry and appeals to a market ready to embrace its offerings. We learned of the shocking havoc fast fashion wrecks on the environment, but also found hope in many global markets as they take on initiatives championing sustainable fashion. Ultimately, we decided to bring our repurposed poly-tarp jacket to Italy due to the country's rich fashion history, strong influence over the global fashion industry, and modern efforts to introduce sustainable fashion. Additionally, we found that the country's history of craftsmanship would respond well to our product, which will be ethically produced by artisans and one of a kind due to the materials used. We priced our product accordingly after learning the average prices for sustainable pieces in Italy and the average amount Italians spend annually on fashion. While we will face some competition in Italy, we are one of few brands with unisex sustainable options, and one of even fewer with affordable versions of these options.

RE/NEW's objectives are to bring awareness about sustainability and positive change to the Italian fashion industry by producing an affordable, high-quality jacket perfect for everyday wear. While our target audience focuses more so a mindset than a demographic, we believe that we will find the most success by marketing to people whose values align with RE/NEW's own. We plan to appeal to Italians who are environmentally conscious yet fashion-forward, who are willing to spend a little more money on a garment that will last a lot longer, and believe the time for a change in the fashion industry is now. We will sell to these consumers by making our product available for purchase via our website, Instagram @shop and occasional brick and mortar events. Our marketing tactics include influencer campaigns with popular Italian influencers, Earth Month pop-up shops in top travel-destination Italian cities, and buzz-worthy guerrilla fashion shows during Milan Fashion Week.

RE/NEW aligns with the twelfth goal of the United Nations' Sustainable Development Goals list; Responsible Consumption and Production. Additionally, our product is in accordance with UN Fashion Alliance, an alliance committed to improving working conditions and reducing

the amount of waste within the fashion industry. Because our company is in line with these initiatives, we hope to receive positive and authoritative recognition for our sustainable mission from the beginning.

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