

THE GREEN REPORT: FASHION

The fashion industry generates 10% of global CO2 emissions which is a growing concern for Mail Metro Media readers. We asked them for their views on the topic to find out what affects their choices and learn how brands can tap into a market eager to do more.



1 IN 2

Mail Metro Media readers are concerned about the environmental impact of their fashion choices



Women are **72% MORE LIKELY** than men to be concerned about this sector

ECO-FRIENDLY HABITS

What are readers already doing?

GIVING CLOTHES A NEW LIFE

83%
Donating clothes

22%
Modifying own items

BUYING DIFFERENTLY

64%
Purchasing less

47%
Buying secondhand

DEMANDING MORE FROM BRANDS

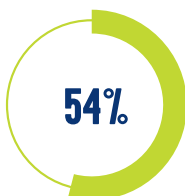
37%
Choosing sustainable materials

31%
Buying ethical brands

ECO-FRIENDLY BARRIERS

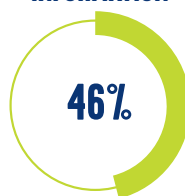
What prevents readers doing more?

PRICE



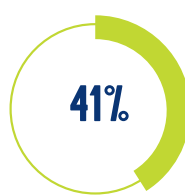
Cost of products

INFORMATION

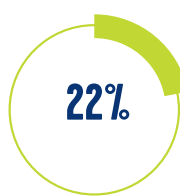


Gaps in knowledge

RANGE

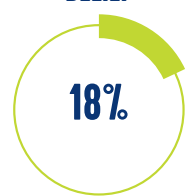


Lack of availability



Items are less stylish

BELIEF



Think sustainable fashion is not eco-friendly

KNOWLEDGE IS POWER



1 IN 4

readers would like eco-updates on the fashion sector (Women 31%)

67%

Sustainable brands in the market

59%

New launches of eco-friendly brands

55%

Where to find eco-friendly fashion

54%

How to recycle clothing items

MAIL METRO MEDIA ENVIRO-CREDENTIALS

67%

of those who say 'origin' is an important factor when buying clothes are Mail Metro Media readers



D.N.A

There are 3.5million people in our 'Fashion Lovers' segment for brands to target

ECO₂

Our environmental magazine is launching in October 2020