



Gioin: Fashion Trends Overview

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Five Major Global Trends in Fashion, 2017



**GREEN & CIRCULAR
FASHION**



**FASHION, SPORT
& ATHLEISURE**



**OMNI-MARKETING
& INSTANT FASHION**



**CUSTOMIZATION &
PERSONALIZATION**



**MILLENNIAL INFLUENCERS
& CUSTOMERS**

Green & Circular Fashion

On 25th September 2015, **the United Nations formulated 17 Sustainable Development Goals** (SDGs) which aim to transform our world. Over the next fifteen years, all countries should mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change.

Fashion industry, especially the clothing production, is the second largest polluter in the world, behind only oil. And this is why, as a sector, it has an even bigger responsibility in front of its customers and the society as a whole.



Green & Circular Fashion



Side Effects of Mass Consumption

There is a great **urgency of implementing sustainable methods of production.**

For instance, 2500 litres of water goes into the making of one T-shirt and 8000 litres of water goes into the production of one pair of jeans; 70 million barrels of gasoline is used per year to produce polyester; **80 billion clothes are manufactured per year**; the very consumption of clothing represents 15 tonnes of carbon dioxide per year per household which equals to 600 cars.

In light of such information, **sustainable apparel and eco-friendly fashion is also growing around the world.** This type of fashion has a much smaller environmental footprint as this includes **minimizing waste and eliminating the use of harmful chemicals.**

Water footprints of everyday products



10,000 litres

Of water to produce a kg of cotton



250g of cotton used to make a T-shirt uses

2500 litres of water



800g of cotton used to make a pair of jeans uses

8000 litres of water

Source: www.waterfootprint.org

Green & Circular Fashion

All over the world, the **sustainable practices** are introduced into every step of the fashion production cycle, be it design, sourcing, production, or retail.

In sourcing, the manufacturers are looking to increase the **traceability of the raw materials**, as well as to use the recycled or organic fibers.

A number of technologies are being developed to create eco-friendly fabrics from **unconventional materials such as milk, tea, or coffee beans**. New textiles are also created from **recycled materials**, ranging from fabric itself, to plastic bags or bottles.

Designers and brands are increasingly applying innovative manufacturing, **dyeing, printing and washing processes** to reduce water and energy usage.



www.orangefiber.it

Green & Circular Fashion

Even if **Circular Economy** is relatively new concept some of the fashion companies were already applying its principles on practice.

In January **2017 Patagonia together with Nike** received the awards at the World Economic Forum in Davos.

Some other brands that started the sustainable initiatives under the pressure of **Greenpeace and its Detox campaign**. Greenpeace challenges top brands to make amends by working with their suppliers to eliminate all hazardous chemicals across their entire supply chain, and the entire life-cycle of their products by 2020.

Participants of the Greenpeace Detox Program



PRIMARK VALENTINO
C&A PUMA UNIQLO
M&S ZARA ADIDAS
G-STAR ESPRIT
LEVI'S BURBERRY NIKE C&A
VICTORIA'S SECRET
UNITED COLORS OF BENETTON MANGO

Fashion, Sports and Athleisure

Development of the Athleisure Trend

Athleisure is a fashion trend that intends to “marry” comfort, functionality and aesthetic of active-wear with desirability of catwalk trends.

The popularity of the trend can be explained by the rise of consumers' focus on health and wellness.

Today, with the ever-so-fashion-conscious generation of Instagram millennials and the impact of the fashion It-girls phenomena, certainly a fashion touch is needed.



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Fashion, Sports and Athleisure

Sneakers have become a big trend. It can be seen not only in the tennis courts today but also the streets, fashion shows and even on the red carpets.

Today, Chanel, Gucci or Valentino sneakers have become an epitome of high fashion and can be seen everywhere in brand communications as well as in user desirability expressions.

There are currently three times as many sneakers on the market as there are skinny jeans.



Dior



Dolce&Gabbana



Chanel



Gucci



Valentino

Fashion, Sports and Athleisure

Many sport brands today like Reebok and Puma are going for supermodels and **social media influencers** such as Gigi Hadid and Kylie Jenner **as the ambassadors** for their brand, instead of the usual muscular athletes.

On the other hand, **many cross-collaborations are happening** as well where both the brands can benefit with the diverse audience of each other. Some of them are: Alexander Wang x Adidas, Jason Wu x FILA, Derek Lam x Athlete and many more.

All this has given rise to a new industry of Athleisure wear.



Gigi Hadid for Reebok



Kylie Jenner for Puma

Omni-Marketing & Instant Fashion

Customer today is active on various channels with the same brand simultaneously (e.g. with smartphone to get more information while feeling products in-store), hence, it is a brand's primary duty to make the messages a customer is receiving instant, consistent and helpful. This is what can ultimately lead them to the **“Buy Now” button or the checkout counter.**

Whether they're in a store, on their phone, on a home computer or at a digital kiosk they'll have the same consistent experience, including **easy access to product information and the purchase process.**

About 71% of the shoppers confirm the smartphone as their most important tool in doing research about a product or a retailer.



ChargeltSpok kiosk at Neiman Marcus store, US



The customization options offered by the fashion brands, schematically, they can be divided into these three main levels:

Monogramming

Is the most basic service, where the customer's initials can be added to the products to differentiate them.

Burberry monogramming service for scarves, perfume and bags

Partial Customization

Happens where customer can change some elements of the products, mixing and matching as they please however, the customers are limited in their fantasy.

Strap You by Fendi that allows to personalize your bag with the strap

Full Customization

A customer can create a one-of-a-kind product by changing all of its elements, the final ready product is 100% 'for the customer and by the customer'.

Ray-Ban, Shoes Of Prey, My Swear

Millennial Influencers & Customers

Today is the **era of millennial supermodels** and they have virtually become the decision makers for the fashion and luxury brands.

These new role models are famous and 'wanted' thanks either to their **celebrity relatives** or to their **millions of Instagram following**.

Currently Kendall Jenner, Bella Hadid and Gigi Hadid are the most super influential models who are the dream and desire of every designer, every brand and every consumer in fashion today.

The social media star Cameron Dallas has an army of fans thanks to his comic 6 seconds videos on Vine.



Kendall & Gigi for Balmain x H&M



Kendall, Bella & Gigi for Chanel



Kendall & Gigi for Marc Jacobs FS



Kendall & Gigi for Victoria's Secret

Millennial Influencers & Customers

The millennials don't necessarily act as the spokesperson for the brand always, they can also be **behind-the-scenes** and associated in, for example, a creative process for the brand.

Such was the case for Burberry when it decided to bag **Brooklyn Beckham to shoot their fragrance ad campaign "This is Brit"**.

While some media and photographers were a bit critical of this choice accusing Burberry of taking Brooklyn for his surname rather than photography skills, the social media fans only had appreciation for such a unique angle.





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