

RESEARCH

## "Slow fashion" term gets 90M social impressions in shopping-behavior shift: Lyst report

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*The demand for sustainable, eco-friendly fashion is set to grow, if searches on global fashion search engine Lyst are any indication. Image credit: Lyst*

By LUXURY DAILY NEWS SERVICE

Fashion search engine Lyst released its 2020 Conscious Fashion Report, with a no-surprise finding: a huge uptick in searches for sustainability-related keywords.

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In partnership with **Good on You**, the Lyst tracking study of more than 100 million shoppers and 20 million-plus fashion products on its platforms between February 2019 and February 2020 found that consumers increasingly expect eco-friendly options from their fashion brands. The report's period did not reflect the COVID-19 global turmoil in fashion, but the conscious-buying trend may accelerate, if anything.

"Over the past three months, searches for upcycled fashion' have grown 42 percent," the report said.

"Meanwhile, demand for second-hand' and pre-owned' fashion pieces has increased by 45 percent since November; sneakers, watches and handbags are the most searched for categories alongside those keywords.

"Over the past 12 months, the term slow fashion' has been responsible for over 90 million social impressions, suggesting the beginning of a shift in shopping behaviors."



*Slow fashion is getting more notice in keyword searches on Lyst. Image credit: Lyst*

Old is new

Here are the key insights as reported in the [Lyst](#) study:

- Since the beginning of 2020, Lyst has seen a 37 percent increase in searches for sustainability-related keywords, with the average monthly searches increasing from 27,000 in 2019 to over 32,000 year to date.
- Globally, there have been 45 percent more searches for sustainable womenswear brands than sustainable menswear brands.
- Denmark is the country that has seen the biggest year-on-year growth in searches for sustainable fashion (+114 percent YoY), followed by Australia (+110 percent YoY) and Germany (+53 percent YoY). The United States and the United Kingdom are among the countries that have seen the smallest year-on-year growth in searches +15 percent and +17 percent, respectively.
- Searches for "vegan leather" have increased by 69 percent year-on-year, while searches for "faux leather" remain constant, suggesting that customers tend to respond more positively to the keyword "vegan" rather than "faux."
- Searches for real fur have slowed down, decreasing 8 percent year-on-year. In November, following the announcement that the Queen of the U.K. would no longer be wearing real fur, page views of "faux-fur" products rose by 52 percent. Between 2018 and 2019, searches for the term "eco fur" increased 150 percent.
- The most wanted products that saw the highest demand in searches over the last year include: Veja and Stella McCartney sneakers, Girlfriend Collective leggings, Reformation dress, Patagonia and Filippa K outerwear, Nudie Jeans denim, Laura Lombardi necklace and a Bassike T-shirt.
- The brands that showed the biggest spikes in interest over the past year are: Mother of Pearl, Ecoalf, WWAKE, Maggie Marilyn, Fisch, Greg Lauren and By Walid.
- Sneakers and denim remain two of the most wanted product categories when it comes to sustainable fashion, growing 142 percent and 108 percent respectively year-on-year.
- Search data shows that interest in "ethical jewelry" has increased 60 percent year-on-year, with Laura Lombardi's Fede necklace being among the most wanted conscious products this year.
- Sustainable swimwear is a fast-growing category: searches are up 65 percent year-on-year, with demand for environmentally friendly bikinis and swimsuits mostly coming from Australia, followed by the U.K. and the U.S.
- Since November, searches for "organic cotton" have risen by 23 percent, while "recycled plastic" has seen a 35

percent rise in interest since January. Also, fashion searches including the keyword "biodegradable" have also increased 10 percent since the beginning of the year.



*Lyst's 2020 Conscious Fashion Report tracked the period before the COVID-19 coronavirus flared up globally, but the results may actually reflect the future of fashion as the business navigates a new terrain. Image credit: Lyst*

[Please click here to read the Lyst 2020 Conscious Fashion Report](#)

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