

APPAREL AND ACCESSORIES

## Streetwear begins embracing sustainability mindset: Lyst

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*Streetwear brands are becoming more cognizant of sustainability. Image credit: Lyst*

By SARAH RAMIREZ

"Conscious" fashion consumers are increasingly gravitating towards upcycled pieces and alternative materials, according to data from global fashion shopping platform Lyst.

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Brands across the fashion spectrum from streetwear to luxury and emerging labels are embracing sustainability in various ways, such as tackling overproduction and experimenting with plant-based materials. Cultural movements including spirituality and upcycling are also influencing fashion trends.

The [2021 Conscious Fashion Report](#) is based on Lyst data. The global fashion shopping platform is used by more than 150 million shoppers annually to discover and buy 8 million products from 17,000 brands and stores.

### Conscious trends

Interest in sustainability has started to impact streetwear brands, as several have slowed drops and introduced eco-friendly materials and on-demand aftercare services.

Sneakers with more limited environmental footprints such as those that are made with recycled materials like plastic bottles and post-industrial scraps have grown in popularity.



*The Rhyton sneakers are among the first Gucci products made with Demetra, a plant-based leather alternative. Image courtesy of Gucci*

Lyst searches for recycled sneakers have jumped 55 percent year-over-year, while Lyst views of biodegradable sneakers have grown 348 percent y-o-y. Sneakers are also the most-searched category for vegan pieces in 2021.

Another trend emerging is "new vintage," popularized by designers such as Marine Serre, Emily Bode and Kevin Germanier who repurpose secondhand pieces, deadstock, antique fabrics and/or recycled materials. On the video platform TikTok alone, the hashtag [#deadstock](#) has more than 9.5 million views.

Demand for upcycled, recycled, repurposed and reworked items has grown 117 percent y-o-y. Upcycled jeans are especially popular, with searches jumping 321 percent y-o-y.

New vegan and non-plastic materials, which are often plant-based, are gaining momentum among both consumers and brands, including Stella McCartney, Herms and Salvatore Ferragamo. Fruit-based materials including pineapple in Pinatex, grape in Vegea and orange fiber are growing in popularity the fastest.

Searches for mushroom-based materials used by both Herms and Stella McCartney are up 38 percent from 2020. Demand for plant dyed pieces is up 131 percent y-o-y, while pageviews for vegan leather have climbed 178 percent in 2021.

Some conscious brands are also leveraging interest in intentional living, including demand for materials believed to be "energetic" or "healing."

Searches for jewelry with the terms "lucky charm," "talisman" and "amulet" has increased 62 percent y-o-y, while searches for jewelry made with crystals such as amethyst, opalite and rose quartz have spiked 44 percent.

In apparel, pageviews for "Ying Yang" fashion have grown 82 percent year-over-year.



*Tod's Mosaic collection consists of a limited number of shopping totes and pouches made using the same upcycling process. Image courtesy of Tod's*

Small and emerging brands including Telfar, Khaite and House of Sunny are among those moving to pre-order and made-to-order collections. These models help reduce overproduction and cut waste while establishing closer relationships with consumers who are drawn to the exclusivity of limited collections.

Demand for pre-order items is up 64 percent y-o-y on Lyst, with Telfar and House of Sunny seeing boosts of 363 and 144 percent, respectively. There has also been a 13 percent y-o-y bump in pageviews for handmade, artisanal and craft pieces.

## Extending product lifecycles

Repair services are also drawing attention, including from brands such as Hermès and Brunello Cucinelli, as sustainability becomes top of mind among shoppers.

Lyst searches for brands that actively offer repairs 146 percent more than last year, while searches for "repaired" styles are up 103 percent y-o-y. Denim is the top category for repaired pieces.

More high-end brands and retailers are also emphasizing or expanding aftercare services, including repairs.

Online retailer Farfetch is partnering with aftercare platform The Restory in its latest effort to sustainably extend the lifecycle of luxury goods.

"Farfetch Fix" will provide services from The Restory which has cultivated a wide range of techniques offering aftercare and repair services to shoes, bags and leather goods. The partnership plays a part in the retailer's "Positively Farfetch" sustainability strategy ([see story](#)).

According to research from secondhand marketplace Fashionphile, there is a direct relationship between the price paid and the likelihood of investing in mending and repairs, with luxury bag owners three times more likely than fast fashion bag owners to seek professional services to extend the life of handbags ([see story](#)).

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