

APPAREL AND ACCESSORIES

## Conscious fashion interest spikes 93pc: Farfetch

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*Circularity is a key trend in the fashion sustainability agenda. Image credit: Farfetch*

By NORA HOWE

Sustainability was undoubtedly the buzzword of 2021 a year that saw demand in pre-owned apparel skyrocket and an increased interest in luxury items.

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According to Farfetch's annual "Conscious Luxury Trends Report," global consumers are choosing to shop more consciously, as the number of Farfetch customers who purchased conscious products increased by 60 percent in 2021. Additionally, brands are pushing circular initiatives and looking to measure and improve sustainability performance.

"As the platform for luxury, we have a unique view derived from more than 3 million active consumers and more than 1,400 luxury sellers on the marketplace," said Thomas Berry, senior director of sustainable business at Farfetch, in a statement.

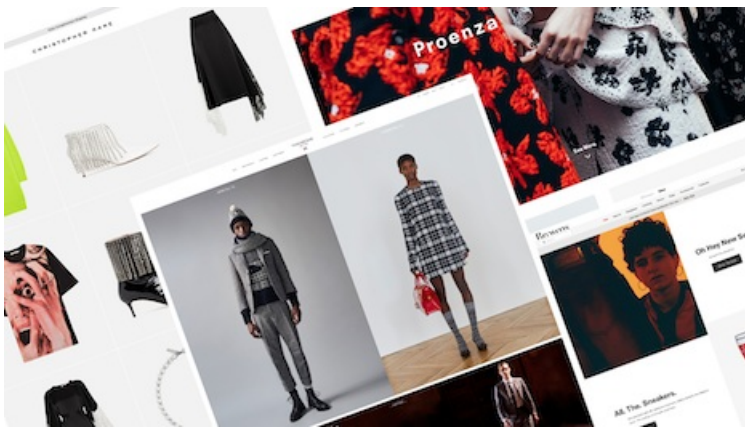
"It's clear from the data that consumer appetite for more conscious and circular ways of engaging with fashion continues to grow, and that brands are responding to the opportunities that this trend presents," he said. "In line with our Positively Farfetch strategy, we hope the insights in this year's report help our partners, and the wider industry to continue to think, act and choose positively."

The report was created based on data from various internal sources that relate to the Farfetch marketplace exclusively and is focused on the period Jan. 1-Dec. 31, 2021. It includes sales data and user analytics data that takes in global browsing and search behavior on the Farfetch website and app.

In April 2022, Farfetch sent a survey to a panel of platform customers in 13 countries around the world to gain a better understanding of their current attitudes toward sustainability, pre-owned apparel and circularity within luxury fashion.

### Conscious trends

Geographically, 29 percent of customers in China made a conscious purchase in 2021, while France saw the strongest increase of 149 percent in conscious shopping.



*While conscious Farfetch customers in North America seem to be falling behind Europe and Asia, sustainability trends are picking up globally. Image credit: Farfetch*

South Korea demonstrated the biggest increase in pre-owned spending per item at 116 percent compared to 2020.

According to Farfetch, the average conscious customer is 32, and 63 percent of conscious customers are female while 37 percent are male.

Buying quality pieces with longevity is a critical focus area for Farfetch consumers, as 79 percent have adopted one or more sustainable behaviors since the start of the COVID-19 pandemic the most popular behavior being that they are buying a higher proportion of luxury fashion.

Consumers believe luxury is more sustainable than fast fashion, being of higher quality and longer-lasting.

The platform also found that the demand for pre-owned luxury is growing.

One in five Farfetch customers purchased a pre-owned fashion item in the past year, and their sentiments toward pre-owned items went up 150 percent. Nearly two in three, 65 percent, of pre-owned gross merchandise value comes from Farfetch's highest-spending private client and platinum customers.

In a similar vein, circular fashion initiatives are becoming widely popular among consumers, and brands and retailers who advocate for circularity are attracting new luxury buyers.

Customers around the world are increasingly using services that help extend the life of their items with 22 percent saying they have sold unused items, 20 percent having donated used items and 13 percent saying they have repaired damaged items.

Farfetch's **Second Life** resale program has grown customer numbers by 195 percent y-o-y, and its **Farfetch Donate** program customers spend 99 percent more per year than the average Farfetch consumer.



*Programs like Second Life, Donate and Fix encourage Farfetch customers to reuse and refurbish their items. Image credit: Farfetch*

Consumers may be more vocal about their demands for conscious fashion, but brands and retailers are increasingly taking action to meet these needs. For instance, Farfetch now sells 220 brands that are rated highly by Good On You, up 13 percent compared to 2020.

In recognizing the importance of sustainability across all touchpoints, Farfetch equipped the website for its Conscious Luxury 2022 report to offer readers a low-energy version to reduce the number of carbon emissions created in producing and powering it.

## Faux materials

In addition to environmental and social consciousness, there is a growing demand for products made with a lower impact on animals.

When shopping for luxury fashion, 13 percent of Farfetch consumers make it a priority that no animals were involved in the material sourcing and processing of an item. In material categories, animal welfare grew 213 percent year-over-year in value.

While consumers' demands have been loud and clear for some time, brands and retailers only recently began banning fur and exotic skins from their product categories.

In September 2021, French luxury conglomerate Kering became the first major luxury group to announce its brands would stop using animal fur entirely, beginning with their fall 2022 collections.

While several Kering labels, starting with Gucci in 2017, have moved away from using fur, this now applies to all of the group's houses ([see story](#)).

British fashion house Burberry followed suit in May 2022, announcing it would no longer use the skin of pythons, alligators or any other exotic animals in future collections.

While a ban on fur seemingly swept the fashion industry last year, Burberry is one of only a few major fashion houses to commit to completely eradicating exotic skin from its product offerings ([see story](#)).

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