

Ethical Fashion: Why and How can the Fashion Industry Close its Elusive Loop?

<https://marketpublishers.com/r/EBFB0145023EN.html>

Date: June 2018

Pages: 31

Price: US\$ 1,325.00 (Single User License)

ID: EBFB0145023EN

Abstracts

Long seen as niche, ethical fashion is now at a turning point. While consumers increasingly claim to try to have a positive impact through their purchases, a growing number of companies embrace the concept and are also becoming aware of the need to preserve their reputation in the age of social media communication. This report analyses the opportunities and challenges ethical fashion presents for the industry, and how companies can leverage innovation, and technology to meet new market demands.

Euromonitor International's Ethical Fashion: Why and How can the Fashion Industry Close its Elusive Loop? global briefing offers an insight into to the size and shape of the apparel market, highlights buzz topics, emerging trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the clothing and footwear market - be they changes on the supply side, in channel dynamics, economic/ lifestyle /demographic influences or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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