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# Sustainability Trend Guide for Fashion Business Fall–Winter 23

Inspirational sustainability guides



# Embrace accountability through the leading Sustainability Platform in fashion

An elegant solution for fashion to build responsible supply chains, guarantee transparency and bring it to the final customer.

# Empower sustainability transformation with data, knowledge and technology

This document belongs to the [library of resources](#) that BCome makes available to you. Find the answers your brand needs to boost its transformation in the fashion industry.

“In the face of fashion's toughest test, it's no longer just about *being sustainable*, but about *sustaining*, taking action, and seizing these challenges as our greatest opportunities to strengthen the industry and bring a remarkable transformation”

Alba Garcia & Anna Cañadell, Co-Founders of BCome





INTRO

## Explore the 10 sustainability trends of Fall-Winter 2023.

Get ready for the next wave of challenges that'll lead the fashion world in Fall-Winter 2023. From the mind-blowing AI revolution to regulations closing in, it's time to be prepared for the 10 biggest

trends that will shape the fashion industry in the coming months. Find out everything your fashion business needs to know to stay ahead of the game this season.



INTRO

## Explore the 10 sustainability trends of Fall–Winter 2023.

1. Elevate your business with AI's power
2. Follow the lead of the quiet luxury movement
3. Unlock the full potential of resale
4. Take control of your legislative compliance
5. Secure your supply chain against disruptions
6. Learn how to build your green claims
7. Master the science-based targets
8. Take action against microplastic shedding
9. Explore alternatives to fossil fuel-derived fibers
10. Discover the art of investing in innovation

## 1. ELEVATE YOUR BUSINESS WITH AI'S POWER

### AI's transformative impact on the fashion industry.

In the next three to five years, generative AI is expected to have a significant impact on the fashion industry, potentially adding up to \$275 billion to their operating profits, according to [McKinsey analysis](#).

This revolutionary technology not only fosters creativity but also has transformative effects on supply chain management. Moreover, it introduces a whole new level of customization possibilities, promising a remarkable shift in the way the industry operates.

## 1. ELEVATE YOUR BUSINESS WITH AI'S POWER

### Highlights

#### Online fashion retail revolution.

- ▶ AI can completely change how customers experience e-commerce, making it more enjoyable, relevant, and personalized.

#### Full customization in a single click.

- ▶ Designers or customers, can use AI to fully customize products within the brand's limitations.

#### Improved prediction of popular styles.

- ▶ Fashion companies can predict popular styles more accurately thanks to AI, leading to reduced overproduction and less waste.

### Key actions to take

#### Embrace AI into your e-commerce.

- ▶ Provide tailored product recommendations, styling suggestions, and an overall more engaging shopping journey for your customers.

#### Implement effortless customization.

- ▶ Offer the option of full product customization to enhance customer satisfaction, leading to higher loyalty and brand awareness.

#### AI-optimize production predictions.

- ▶ Using data-driven insights will enable you to produce the right quantities of the right products.



1. ELEVATE YOUR BUSINESS WITH AI'S POWER

Expand your knowledge through curated content.



[Case Study | The Complete Playbook for  
Generative AI in Fashion,The Business of Fashion](#)



[The Future of AI In Fashion with Nick  
Knight and Leading AI Artists,SHOWstudio](#)



[The BoF Podcast | How Generative AI  
Could Reshape Fashion,The Business of Fashion](#)

## 2. FOLLOW THE LEAD OF THE QUIET LUXURY MOVEMENT

### Embracing sustainability through quiet luxury.

"Quiet luxury" became a trendy minimalist style in fashion at the beginning of 2023. It's all about thoughtful shopping and investing in high-quality pieces that work well with an existing wardrobe.

This approach links with sustainability values, by choosing long-lasting items instead of fast fashion, quiet luxury promotes a more conscious way of dressing.



## 2. FOLLOW THE LEAD OF THE QUIET LUXURY MOVEMENT

### Highlights

#### Quality at the center stage.

- ▶ This kind of clothing puts top-quality materials first and typically features simple silhouettes in its design.

#### Forever clothes against fast trends.

- ▶ The movement promotes timeless garments that are not influenced by short-lived social media trends.

#### Transparency is the new luxury.

- ▶ High-end fashion brands are prioritizing transparency, providing customers with a more authentic brand experience.

### Key actions to take

#### Go for quality and minimalism.

- ▶ Focus on creating clothing that embraces durability and timelessness. Prioritize sourcing sustainable produced fabrics.

#### Promote timeless fashion.

- ▶ Educate your audience about the benefits of investing in clothing that transcends social media influences, offering greater value.

#### Embrace authentic transparency.

- ▶ Communicate openly with your customers about your supply chain. Foster a stronger connection with your audience and earn their trust.

## 2. FOLLOW THE LEAD OF THE QUIET LUXURY MOVEMENT

Expand your knowledge through curated content.



[Quiet luxury explained: What it is and which brands will benefit,](#)

Business Insider



[Rethinking luxury: Setting a trend for sustainability,](#)

Web Summit



[The shift from loud to quiet luxury & its impact on second-hand shopping,](#)

Sustain This!



### 3. UNLOCK THE FULL POTENTIAL OF RESALE

## The booming of the resale market in fashion.

Over the last 30 years, resale platforms have become increasingly popular, offering both economic and environmental benefits. The second-hand market is expected to double and reach \$350 billion in the next four years.

People are motivated by value and quality when choosing pre-loved items, with Gen Z considering resale value before buying apparel and seeking second-hand options before buying new ones.

### 3. UNLOCK THE FULL POTENTIAL OF RESALE

#### Highlights

#### Radical shift on consumption.

- ▶ The global second-hand market is expected to nearly double by 2027, reaching \$350 billion.

#### Fashion giants adopt pre-loved items.

- ▶ Big fashion companies don't want to be left behind in this game and have already launched their resale portals.

#### Remarkable impact reduction.

- ▶ According to BCome's methodology, by choosing a 2<sup>nd</sup> hand item, 45% of the environmental impact of a new garment is being avoided.

#### Key actions to take

#### Address 2<sup>nd</sup> hand market demand.

- ▶ Consider adding a curated selection of pre-loved items to your offerings to meet the rising demand for sustainable fashion choices.

#### Develop a resale strategy.

- ▶ Create your own platform or partner with existing ones to tap into the resale business model.

#### Stand up for sustainable practices.

- ▶ Promote the relevance of impact reduction in fashion and showcase your commitment through transparent communication.



### 3. UNLOCK THE FULL POTENTIAL OF RESALE

Expand your knowledge through curated content.



[2023 Resale Market and Consumer Trend Report,](#)  
thredUP



[Vestiaire Collective CEO on the luxury resale market opportunity,](#)  
CNBC



[Drapers Sustainable Fashion Conference 2023 - Rewriting the rules of growth,](#)  
Drapers

#### 4. TAKE CONTROL OF YOUR LEGISLATIVE COMPLIANCE

## Fashion transparency shaped by regulations.

Starting from January 2023, the EU passed the Corporate Sustainability Reporting Directive.

Nearly 50K large organizations and SMEs will need to report on their environmental, social and governance practices using standardized metrics and external audits.

Already, the new proposals are starting to affect what companies can communicate to consumers about sustainability.

## 4. TAKE CONTROL OF YOUR LEGISLATIVE COMPLIANCE

### Highlights

#### Time is running out.

- ▶ Regulations such as the CSRD will begin to apply from January 2024, fashion companies must take action as soon as possible.

#### Sustainability is no longer a choice.

- ▶ Sustainability declarations will shift from optional claims to mandatory requirements with the Green Claims Directive.

#### We all must comply.

- ▶ Except for micro-businesses, all sustainable regulations will end up being mandatory for fashion businesses in the coming years.

### Key actions to take

#### Act now.

- ▶ Start assessing your current sustainability practices, identify areas for improvement and implement changes to meet the requirements.

#### Put sustainability first.

- ▶ Ensure your sustainability claims are transparent, accurate and aligned with the new regulations to build trust.

#### Prepare for compliance.

- ▶ Proactively work towards aligning your operations with these regulations. Invest in smart tools to ensure compliance.

#### 4. TAKE CONTROL OF YOUR LEGISLATIVE COMPLIANCE

Expand your knowledge through curated content.



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Key action topics for EU sustainability  
regulations,  
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An update on fashion's regulation  
reckoning,  
Scandinavian MIND



## 5. SECURE YOUR SUPPLY CHAIN AGAINST DISRUPTIONS

### Global fashion supply chains under pressure.

The effects of the pandemic, the ongoing war in Ukraine and high inflation are still impacting the global fashion supply chains. A [recent study by software firm Board International](#) revealed that almost a third of retail planning

executives worldwide feel unprepared for another major supply chain disruption. To build resilience, experts suggest investing in multi-shoring strategies, as well as adopting new technologies.

## 5. SECURE YOUR SUPPLY CHAIN AGAINST DISRUPTIONS

### Highlights

#### Unexpected events.

- ▶ Supply issues, worsened by recent natural disasters like Pakistan's flooding, have become a pressing challenge for fashion.

#### Rethinking sourcing methods.

- ▶ Experts say more investment in nearshoring and multi-shoring, plus new technology is needed to build resilience.

#### Lack of visibility.

- ▶ The struggle to improve supply chain visibility is ongoing due to the complexity of the industry and the involvement of multiple suppliers.

### Key actions to take

#### Diversify sourcing strategies.

- ▶ Embrace new technologies that enhance supply chain visibility, enabling you to proactively respond to disruptions.

#### Enhance supply chain transparency.

- ▶ Use data analytics to track and monitor your supply chain, and make informed decisions accordingly.

#### Implement risk mitigation strategies.

- ▶ Conduct risk assessments, identify potential weak points in the supply chain, and create contingency plans to handle disruptions.

5. SECURE YOUR SUPPLY CHAIN AGAINST DISRUPTIONS

Expand your knowledge through curated content.



[Global Outlook Report 2023,](#)  
Sourcing Journal



[Why Sustainable Sourcing Starts with](#)  
[Strong Benchmarking,](#)  
Sourcing Journal



[Who's Got the Power? Addressing the](#)  
[Imbalance Between Suppliers and](#)  
[Fashion Brands,](#)  
Wardrobe Crisis

## 6. LEARN HOW TO BUILD YOUR GREEN CLAIMS

### EU ensuring honesty in fashion communication.

In March 2022, the EU approved the proposal to Empower Consumers for the Green Transition. On 2023, the new Green Claims Directive has been approved. This directive will require fashion companies to substantiate the

environmental claims they make about their products and services. The main goal is to ensure honesty in product labels and communication across the EU, minimizing the risk of greenwashing.



## 6. LEARN HOW TO BUILD YOUR GREEN CLAIMS

### Highlights

#### Sustainability communication flaws.

- ▶ Over half of environmental claims and labels are vague, misleading, or unfounded, with 40% lacking substantiation.

#### Alarming lack of trust.

- ▶ Around 50% of European consumers don't trust environmental statements on products.

#### A guide to follow.

- ▶ The EU is creating a standard to ensure that every fashion brand follows clear guidelines when communicating green claims.

### Key actions to take

#### Improve your transparency.

- ▶ Confirm that all claims are accurate, substantiated, and free from ambiguity. Implement thorough verification processes.

#### Show true commitment.

- ▶ Provide clear and detailed information about your sustainability performance. Seek customer feedback to build trust and credibility.

#### Meet the upcoming requirements.

- ▶ Familiarize your company with the EU's standard for green claims. Guarantee communication strategies aligned with these guidelines.

## 6. LEARN HOW TO BUILD YOUR GREEN CLAIMS

Expand your knowledge through curated content.



[The Sustainable Fashion Communication Playbook,](#)  
UN Environment Program



[Communicating in Compliance with Green Claims Directive,](#)  
BCome



[Greenwashing in fashion and the need for mandatory measures & regulation,](#)  
Conscious Chatter

## 7. MASTER THE SCIENCE-BASED TARGETS

# Challenges in meeting Fashion's impact targets.

Currently, the fashion industry isn't on track to achieve net-zero emissions by 2050. [Recent data from Textile Exchange](#) shows that the fashion industry is missing important climate targets set by the Paris Agreement.

Adopting science-based targets (SBTs) is crucial for the textile sector to cut emissions globally and avoid costly consequences in the near future.

## 7. MASTER THE SCIENCE-BASED TARGETS

### Highlights

#### Nature must be protected.

- ▶ Half of the world's economy depends on biodiversity, companies risk their businesses if they don't improve their relation with nature.

#### An holistic overview.

- ▶ To set SBTs, textile companies must assess their impact across the value chain, from the extraction of raw materials to finished items.

#### Towards impact reduction.

- ▶ The relevance of SBTs lies in their ability to provide a framework for companies to measure and reduce their environmental impact.

### Key actions to take

#### Define your scope.

- ▶ Begin by defining your goals' scope, covering environmental impact in operations, suppliers, transportation, and product usage.

#### Conduct a LCA as a benchmark.

- ▶ You need to assess your current impact levels to establish a baseline. This will help you understand the magnitude you need to reduce.

#### Monitor and communicate progress.

- ▶ Develop an action plan that specifies how your goals will be achieved, then monitor and report on your progress regularly.



## 7. MASTER THE SCIENCE-BASED TARGETS

Expand your knowledge through curated content.



[Apparel And Footwear Sector Science-Based Targets Guidance,](#)  
WRI & SBTi



[Science Based Targets for Climate Action,](#)  
Change NOW 2023



[Understanding the Science Based Targets](#)  
[for Nature,](#)  
ESG Voices

## 8. TAKE ACTION AGAINST MICROPLASTIC SHEDDING

### UN tackles Fashion's microplastic pollution.

Every year, over half a million metric tons of tiny plastic fibers from our clothes end up in the environment, especially during washing.

These plastic fibers are even found in the food we eat and our bodies.

To tackle this issue, UN Member States are negotiating the Global Plastic Pollution Treaty, a binding agreement aiming to address the entire life cycle of plastics, from production to disposal. It's expected to be finalized by 2024.

## 8. TAKE ACTION AGAINST MICROPLASTIC SHEDDING

### Highlights

#### There is plastic in our clothes.

- ▶ Approximately 60% of clothing materials consist of plastic fibers like polyester or nylon, which release tiny plastic particles with each washing.

#### Regulation against microplastics.

- ▶ To reduce leakage into the environment, the regulations provide eco-design requirements for fashion products.

#### New solutions for plastic pollution.

- ▶ Innovations such as detergents or washing machine filters are being developed to tackle the issue of fashion's contribution to plastic pollution.

### Key actions to take

#### Demand sustainable materials.

- ▶ Embrace sustainable alternatives to minimize plastic pollution and promote less impactful choices.

#### Shift towards circular design.

- ▶ Collaborate with suppliers to implement production processes that align with the eco-design principles.

#### Increase investment in innovation.

- ▶ Back innovative solutions to fight fashion's plastic pollution. Consider investing in companies developing these solutions.

## 8. TAKE ACTION AGAINST MICROPLASTIC SHEDDING

Expand your knowledge through curated content.



[Here's How Fashion Brands Can Go Plastic Free Beyond July,](#)  
Sourcing Journal



[Why enzymes are the latest fashion in the fight against plastic waste in our clothes,](#)  
University of Portsmouth



[From Laundry to the Ocean: Fixing the Microplastics Problem in Clothes,](#)  
The Wall Street Journal



## 9. EXPLORE ALTERNATIVES TO FOSSIL FUEL-DERIVED FIBERS

### Fashion industry's urgency to phase out coal.

Coal, known for its high pollution levels, is a major energy source in fashion manufacturing hubs such as China, India and Vietnam. Recently, fashion industry leaders have been discreetly urging their suppliers to eliminate coal from factories.

This effort is in line with their commitments under the UN Fashion Charter for Climate Action, where they pledge to stop partnering with new suppliers that rely on coal for fabric dyeing and treatment by 2030.

## 9. EXPLORE ALTERNATIVES TO FOSSIL FUEL-DERIVED FIBERS

### Highlights

#### Prevalence of fossil fuel fashion.

- ▶ Synthetic fibers dominate the fashion industry, accounting for a significant portion of clothing materials due to their cost-effectiveness.

#### Huge environmental Impact.

- ▶ The extraction and processing of fossil fuels for fiber production intensify the fashion industry's environmental footprint.

#### Expansion of sustainable options.

- ▶ Fashion suppliers are offering a wide range of sustainable options, with bio-based materials and recycled fibers becoming more prevalent.

### Key actions to take

#### Foster sustainability in material choices.

- ▶ Prioritize sustainable materials in your designs and explore alternative fabrics to reduce reliance on synthetic fibers.

#### Educate and advocate.

- ▶ Promote transparency in your supply chain and the use of sustainable materials, empowering consumers to make conscious choices.

#### Collaborate for positive change.

- ▶ Partner with fashion suppliers who are expanding their sustainable offerings. Support and invest in research and development.

9. EXPLORE ALTERNATIVES TO FOSSIL FUEL-DERIVED FIBERS

Expand your knowledge through curated content.



[Can Fashion Quit the World's Dirtiest Fossil Fuel?](#)  
The Business of Fashion



[Synthetic Anonymous 2.0: Unpicking fashion's reliance on fossil fuels](#),  
EcoAge



[How do we get the world off fossil fuels quickly and fairly?](#)  
TED Talks Daily

## The relevance of supportive investments in Fashion.

Recent events, like the news about Bolt Threads' sustainable leather alternative Mylo lacking funding for scaling, emphasize the importance of creating supportive environments for innovative companies.

To ensure their success, it's crucial to attract investments that prioritize long-term benefits over quick profits. This way, the fashion industry can foster sustainable and impactful innovations.

## Highlights

### Technological advances blocked.

- ▶ The lack of investment in fashion innovation makes more difficult the development of new solutions that could revolutionize the industry.

### Slow sustainability progress.

- ▶ Without investment, the fashion industry struggles to implement transformative initiatives and reduce its impact.

### Inhibited growth.

- ▶ Insufficient investment prevents the fashion industry from discovering new opportunities and staying competitive in a fast evolving global landscape.

## Key actions to take

### Invest in smart solutions.

- ▶ Highlight the potential benefits of embracing new technologies, which can revolutionize the industry and lead to sustainable growth.

### Support sustainability initiatives.

- ▶ Embrace innovative materials, responsible sourcing and ethical production practices to contribute to a more sustainable ecosystem.

### Foster business resilience.

- ▶ Encourage your fashion company to invest in research, analysis and evaluation. Be open to collaboration to ensure long-term success.



10. DISCOVER THE ART OF INVESTING IN INNOVATION

Expand your knowledge through curated content.



[Innovative Fashion: How New Technology Is Changing The Fashion Industry,](#)  
Fashion Innovation



[Where to Focus Retail Technology Investment in 2023,](#)  
The Business of Fashion



[Finance & Innovation – Show Me The Money!,](#)  
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[Case Study | The Complete Playbook for Generative AI in Fashion,](#)  
The Business of Fashion

[Quiet luxury explained: What it is and which brands will benefit,](#)  
Business Insider

[2023 Resale Market and Consumer Trend Report,](#)  
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[Vestiaire Collective CEO on the luxury resale market opportunity,](#)  
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[The BoF Podcast | How Generative AI Could Reshape Fashion,](#)  
The Business of Fashion

[The shift from loud to quiet luxury & its impact on second-hand shopping,](#)  
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[Drapers Sustainable Fashion Conference 2023 - Rewriting the rules of growth,](#)  
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[An update on fashion's regulation reckoning,](#)  
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[Global Outlook Report 2023,](#)  
Sourcing Journal

[The Sustainable Fashion Communication](#)  
[Playbook,](#)  
UN Environment Program

[Apparel And Footwear Sector Science-](#)  
[Based Targets Guidance,](#)  
WRI & SBTi

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[Communicating in Compliance with](#)  
[Green Claims Directive,](#)  
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[Why enzymes are the latest fashion in the](#)  
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[Addressing the Imbalance Between](#)  
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[Greenwashing in fashion and the need for](#)  
[mandatory measures & regulation,](#)  
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[for Nature,](#)  
ESG Voices

[From Laundry to the Ocean: Fixing the](#)  
[Microplastics Problem in Clothes,](#)  
The Wall Street Journal

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[Can Fashion Quit the World's Dirtiest Fossil Fuel?](#)

The Business of Fashion

[Innovative Fashion: How New Technology Is Changing The Fashion Industry,](#)

Fashion Innovation



[Synthetic Anonymous 2.0: Unpicking fashion's reliance on fossil fuels,](#)

EcoAge

[Where to Focus Retail Technology Investment in 2023,](#)

The Business of Fashion



[How do we get the world off fossil fuels quickly and fairly?](#)

TED Talks Daily

[Finance & Innovation – Show Me The Money!,](#)

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Interested in learning more about taking control of your supply chain, discovering impacts behind and building your future through sustainability? Find out more about BCome and discover what we can do for your business.

**Start your sustainability journey today, [request a demo!](#)**



