

FUTURE OF FEELING

FASHION RE - IMAGINED
ESSAY / TREND REPORT

CNC2574
SAFFRON EARLS

TOPICS FOR DISCUSSION

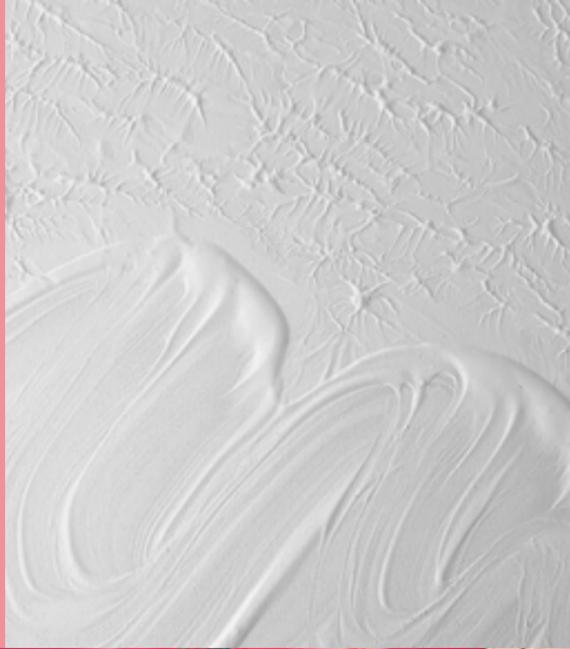
Welcome to this report. This report is based on the possible future of materials and how the fashion industry should unfold future fabrics to create a stronger connection between texture and soul. You should read this report to gain knowledge of where the future of fabrics is going to lead to in 2030. The report begins with establishing what trends we are seeing currently from consumers in 2020 and why it's important to take into account this information to learn from it and to predict a higher accuracy of future trends. It addresses the current changing macro factors and driving factors that's impacts will be the consequences for how the future may look. The research that is addressed in this report has been further used to conclude strategic recommendations for a luxury brand in the fashion industry. It will look at a possible brand experience that expresses the characteristics of future trends that have been touched on for the particular brand.

Report Outline

2020 CONTEXT

Firstly let's begin by addressing the context of future feelings in 2020. We need to do this to understand what knowledge is already known so we can progress and forecast even further. Currently there is a huge emphasis on circularity, regeneration and transparency, fibre developments using new technology and immersive experiences. Through research findings this report will be based on the four main macro trends that consumers are demanding.

- 1- Sustainability – growth of circular economy
- 2- The want of immersive brand experiences . Re-invention of their retail experience
- 3- Brand transparency – supply chains must be clear
- 4- Purpose is the new digital- brands have to have a cause and have more meaning in the eyes of the consumer.



1- SUSTAINABILITY - GROWTH OF CIRCULAR ECONOMY

The trend of the circular economy advanced in 2019. The current consumers in 2020 have become so aware of how the choice of a piece of clothing they purchase can have detrimental effects to the environment. A huge trend that we have been seeing is that of a much more conscious consumer. They are now wanting to contribute to creating an unceasing climate. Companies to stay successful must listen to their consumer wants and must live up to the new strategies that are breaking through that are available to reduce their waste such as chemical recycling of plastic materials .

FUTURE OF FEELING

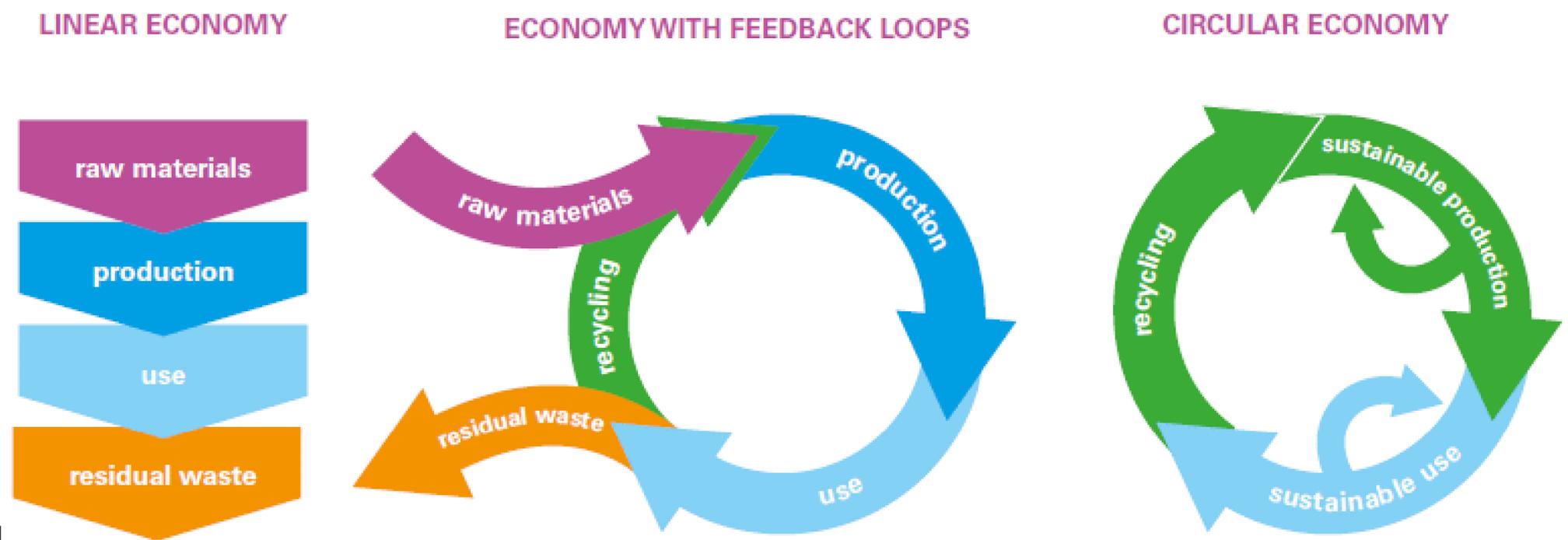


FIG 1





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SUSTAINABILITY CIRCULAR ECONOMY

At this year's "Future Fabric Expo" circularity was a prime focus that was discussed. Technology to recycle post-consumer garments without the need for further dyeing, as well as recycled, recyclable and safely biodegradable materials such as wool and linen were shown at the expo. Investment in circularity over linear business models is most definitely a common theme we have been seeing in the past five years. Brands must research into the materials they are using, where they are sourcing them from and what happens to them afterwards. Recycled fabric is becoming a must factor for consumers before completing their purchase.

SUSTAINABILITY CIRCULAR ECONOMY

An example of a fashion brand that's prime business model is centered around this circular trend is Vigga. Vigga is a maternity and kids wear brand in Copenhagen. It operates a circular subscription business to reduce clothing waste. Families pay a monthly subscription for the 20 sets of baby clothing they receive from the brand then when the baby outgrows the clothing, the family returns them to Vigga and selects 20 sets of a larger size. Clothing returned to Vigga then goes through a process of selection, if the clothing is re-usable, treatment and repackaging. The re-used clothing is then given to another family who requires the same size for their child. Vigga estimates that baby clothing can be used on average 5-7 times, substantially reducing its carbon footprint by reducing production and clothing waste and sustainable consumption. (The Growing Trend of Circular Economy - Climate Action, 2020)



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SUSTAINABILITY CIRCULAR ECONOMY

A similar subscription model called "For Days", has also hit headlines in 2020. It allows consumers to buy clothing and the company will take the clothing back for recycling when the consumer no longer wants the item. For the first time ever brands are now taking responsibility of where consumers clothes will end up (How it Works, 2020).

Another example of this circular trend is the exploration of refill models, whether it's food or beauty industries, brands are looking into refill options. The online platform of "Loop", a global shopping platform that uses a closed loop system for delivery is another example of a business that's main moral is set on circularity. Companies such as Colgate, Pantene and Tide have all opted to collaborate with Loop. This means the company products to consumers are now provided in durable containers that can be reused multiple times.

It is no shock that fast fashion has been deemed the equivalent of new ocean plastic. In 2019 consumer and media awareness of the effects that fast fashion is having on our environment reached new levels. This was made even more clear to us in September 2019 when bankruptcy of Forever 21.

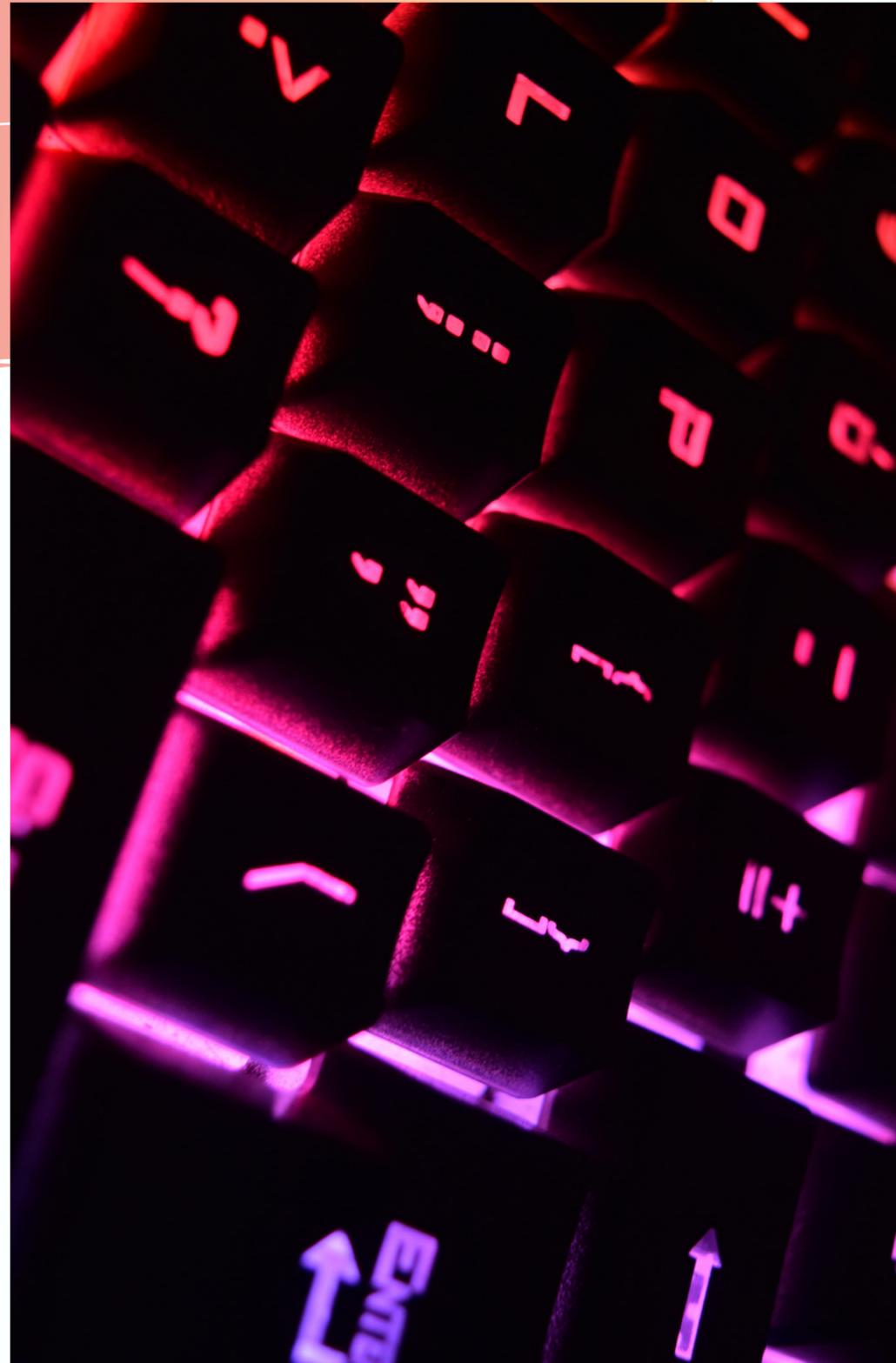
This highlighted to us all that we are in a period of time of a new eco-conscious consumer. The fashion industry and brands have never been under such pressure to become more sustainable and end their collections of cheap, throwaway pieces (NPR Choice page, 2020).

Brands that are opting into more sustainable futures include new brands such as Everlane who are creating sustainable pieces by working alongside ethical factories around the world. Everlane are sourcing only the finest materials as well as sharing its stories with the consumers, down to the true cost of every product they make. It's a new way of doing things. It is radical transparency (Everlane, 2020).

It is not just new brands however that are making changes, traditional brands such as Banana Republic, American Eagle and H&M are experimenting currently with the new idea that's come to head in 2020 of rental clothing. They are following the trend that is being seen by startup companies such as "Runway", "Borrow Botique" and "Le Tote" (6 circular economy trends that will shape 2020, 2020).

2- THE WANT OF IMMERSIVE BRAND EXPERIENCES

Re-invention of their retail experience. In other words “retailtainment”, millennials are more attracted to an in-store retail experience. Recent research by Macquarie found that they prioritise doing, seeing and feeling over having more possessions. "This includes 'doing something different and searching for unique, often personalised experiences". Brands are attempting to listen to their consumers' wants and demands. We know this from examples of brands such as Nike building sports facilities in-store and Xbox set up a pop-up hotel especially for gamers. Smart brands are ditching the traditional advertising models such as magazine features, tv and radio ads etc and investing into a greater experience for their customer (Kostarelis, 2020).



Three stand out retail immersive experience that have been showcased in the last few months include...



FIG 2



FIG 3

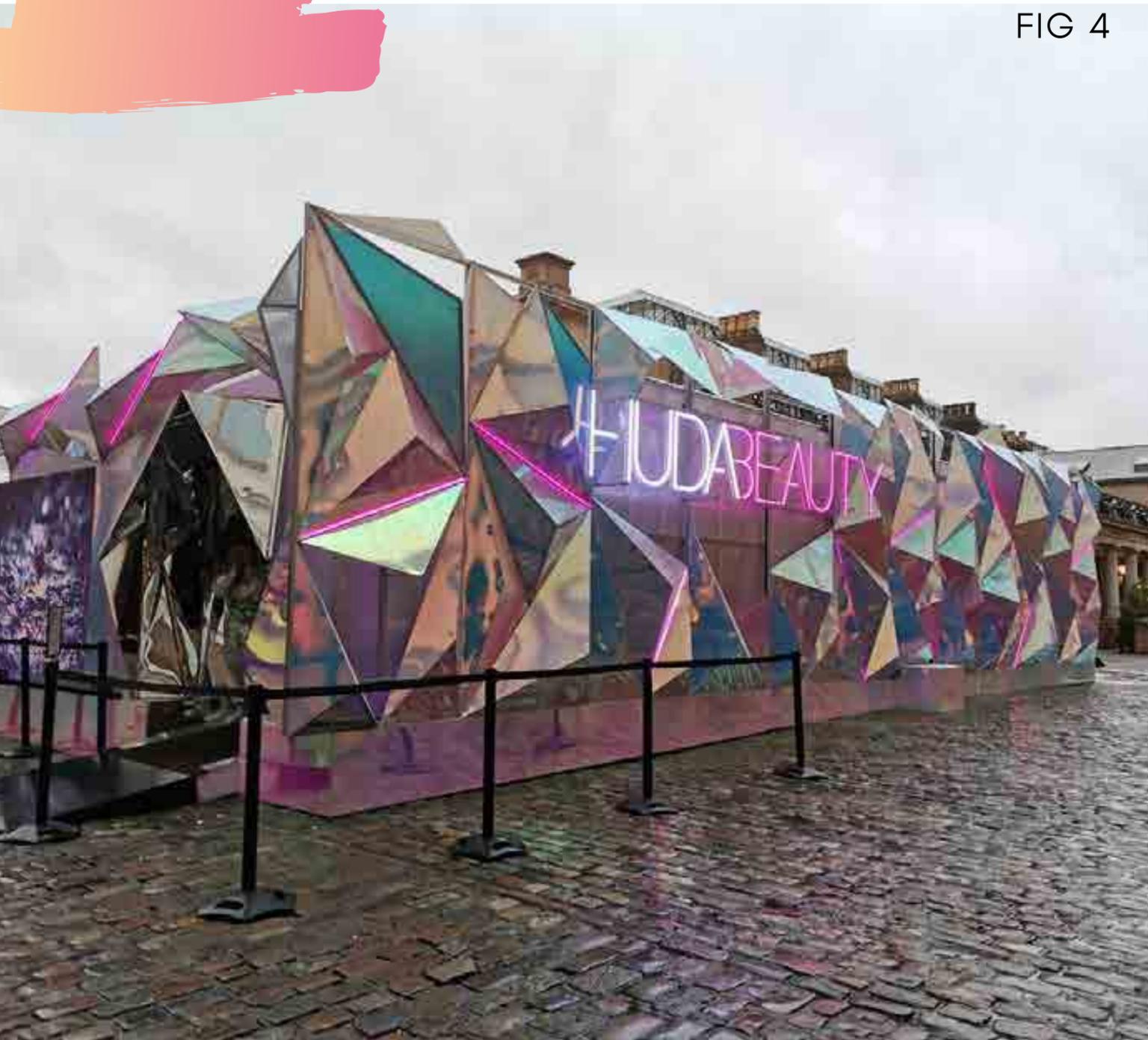
FARFETCH - AUGMENTIVE RETAIL EXPERIENCE

Farfetch the e-commerce platform for high luxury brands CEO Jose Neves recently decided he wanted to fuse advanced technology with the retail journey to create a more human experience. He did this by creating an augmented reality retail store that "links the online and offline worlds, using data to enhance the retail experience". The retail store was located in London. Visitors of the store experienced high technological advances such as sign in screen to search past purchases and also customers wish lists as well as smart mirrors to request different size options or alternative products. Farfetch was labelled as "The Retailer of the Future" post the store opening. It was the perfect combination of boutique shopping with the speed of online shopping (Bloomberg - Are you a robot?, 2020) (9 Case Studies That Prove Experiential Retail Is The Future | Storefront, 2020).

HUDA BEAUTY

Huda Beauty created an immersive retail cosmetic experience. It was a sci-fi themed pop-up located in Covent Garden. The pop-up was to promote the cosmetic lines new eyeshadow palette “Mercury Retrograde”. Huda Beauty attracted visitors to the pop-up with its eye catching exterior, decorated with a metallic mass of geometrical shapes. The inside of the pop-up visitors could sit on the “Throne of Huda” used originally in her launch material. This aspect of the pop-up was a very instagramable feature and encouraged social media sharing of the brand experience. This event no doubt enticed lots of new customers to the Huda beauty cosmetics line (9 Case Studies That Prove Experiential Retail Is The Future | Storefront, 2020) (Everything You Need To Know About Our First Ever Pop-Up... In London!!, 2020).

FIG 4



VANS

The House Of Vans is probably the most well known retail immersive experience that the shoe brand has created. Located in London there is not much that this experience does not include for example a cinema, café, live music venue and art gallery, the bottom floor holds the most unique feature of the building: the concrete ramp, mini ramp and street course. It is the ultimate street art, music, BMX and fashion experience all infused into the one. The House of Vans fits the brand motto of being “off the wall”. It encourages socializing and shopping in one event.

Customers are wanting Interactivness, originality and to feel a connection with brands. By creating a sense of connected memories that are original brands are creating a new loyal customer base. These case studies just show you how brands can achieve this and make the customer feel their demands are being listened to (9 Case Studies That Prove Experiential Retail Is The Future | Storefront, 2020).

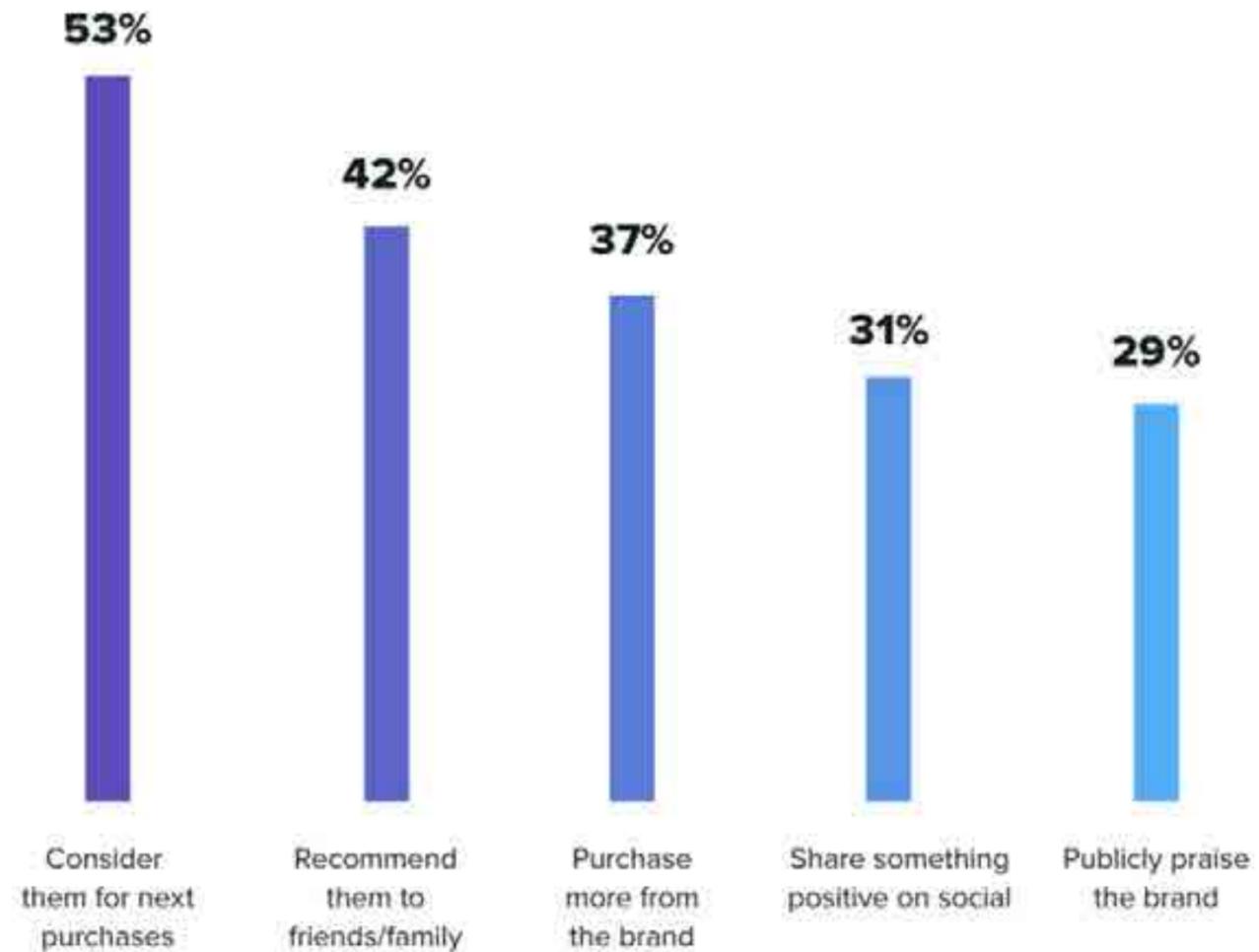
FIG 5



3 - BRAND TRANSPARENCY -SUPPLY CHAINS MUST BE CLEAR

Fashion brands are finally lifting the barrier on allowing customers to know which factories make their products and where their product materials are originally sourced from. Customers can now see clearly what brands are being mindful of social and environmental issues and causes from how and where their products are being produced. In 2016 the Human Rights Watch created a campaign that set out to make transparency the norm and their campaign resulted in the creation of a standard called the "Transparency Pledge." All consumers in particular millennials are now demanding accountability. A report by the Human Rights Watch states that "In 2017, 17 companies committed to align with the Transparency Pledge. In 2019, the number more than doubled. Numerous other companies have published their supplier factory information after hearing from our coalition"(Transparency is in Fashion: Reward Brands that are Telling Consumers Where, How and by Whom Their Products are Made, 2020).

Consumer Reactions to Brand Transparency on Social



sproutsocial

sproutsocial.com/brandsgetreal

FIG 6

By brands becoming more transparent it is undoubtedly creating a stronger and more trusting relationship with their consumer. Research conducted by Contagious and J Walter Thompson in the UK and US reveals that 74% of those surveyed believe there is less trust in society than ever before, while 54% think trust is more important than ever. (Stein, 2020)

Transparency is a tool that brands can use to gain consumers trust. Denise Morrison, CEO of Campbell Soup, said, "Trust is the single most important ingredient in brand success." Label Insight, found that 39% of people surveyed said they would switch to a new brand if it were completely transparent, 56% would be loyal for life, and 76% would pay more for such brands. (Label Insight, 2020)



If brands don't let down barriers and become transparent it is going to be done for them, we are now seeing businesses such as Silicon Valley fintech startup Aspiration. Aspiration assigns a score for every company it does business with. You can view a "people score" and a "planet score" - how that company treats its people and its impact on the earth (6 circular economy trends that will shape 2020, 2020).

The next wave of transparency is already among us with the addition of AI. AI will be able to bring us to companies factories, the fields the cotton has been sourced from even the farms the sheep are kept to produce wool. We will very soon be able to look into companies and scrutinize every aspect of their production cycle. This will cause companies and brands to continue to improve their practices. It is a time of a transparency paradigm and to survive and thrive in the future all industries from mass to bespoke must become transparent and open (Stein, 2020).

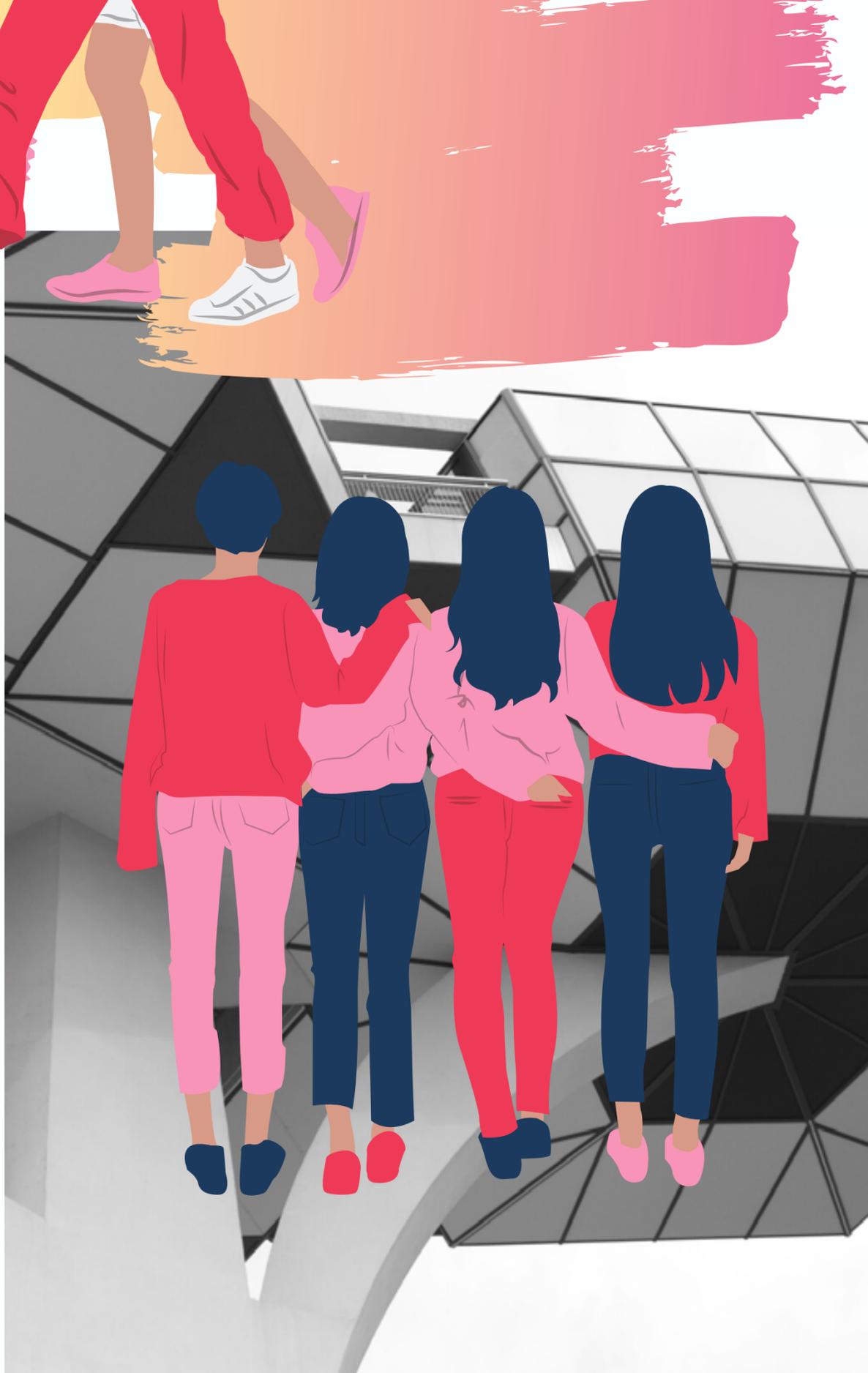
4 - PURPOSE IS THE NEW DIGITAL

brands have to have a
cause and have more
meaning in the eyes
of the consumer.

In Elite Daily's 2015 Millennial Consumer Study three-quarters of the respondents said that "it's either fairly or very important that a company gives back to society instead of just making a profit." For example Coca-Cola launched it's #MakeItHappy campaign to fight against cyber bullying and spread "happiness" with one another whilst enjoying a Coke. Doritos crisps collaborated with it gets better project and released a rainbow coloured packet in support of LBGT communities and just recently MAC collaborated with Caitlyn Jenner to produce a lipstick where proceeds went to HIV , AIDS Fund's and Transgender Initiative. However consumers are also more aware and skeptical when these forms of marketing are souley for a PR buzz. Obviously there are many companies that have a cause as one of their principal morals and mission, for example Patagonia. Patagonias core values on their website state " We know that our business activity—from lighting stores to dyeing shirts—is part of the problem. We work steadily to change our business practices and share what we've learned. But we recognize that this is not enough. We seek not only to do less harm, but more good."

PURPOSE !!!

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canva



Every brand has a corporate social responsibility now but it is important that they don't use this as a marketing opportunity as millennials can tell when a brand is being good-willed or merely cashing in.

So by looking into these 4 macro trends that the fashion industry are currently focused on, it drove the conclusion that consumers are craving the ability of tech and to feel something, a digital feeling. So going back to what this report is exploring "Future Of Feeling" who are the innovators that are making incredible new fabrics in the Fashion Industry?



WHAT THE FUTURE HOLDS ?

So by looking into these 4 macro trends that the fashion industry are currently focused on, it drove the conclusion that consumers are craving the ability of tech and to feel something, a digital feeling. So going back to what this report is exploring "Future Of Feeling" who are the innovators that are making incredible new fabrics in the Fashion Industry?.



Vollebak

If we take for example experimental brands like Vollebak. The company has a number of experimental and unique pieces of clothing for example, the first jacket made of graphene, which acts as a radiator. As well as a T-shirt made from wood pulp and algae, a jacket that reflects light from two billion glass spheres and now their latest creation being a Deep Sleep Cocoon jacket. Designed so that people wearing it can sleep in the most difficult conditions. Created specifically for space where sleeping can be difficult due to noise and light. Owners of the brand, Steve and Nick Tidball stated "Creating clothing for the first journeys to Mars and clothing for early man's colonisation of Earth are equally fascinating engineering challenges," "Over the past 50,000 years clothes have helped us maintain stasis – keeping us warm, dry, cool, or conferring status. Over the next 50,000 years clothes will help enhance everything from strength, to health, to sensory perception. It's simply a question of what timescale that happens on." (Ravenscroft, 2020)



FIG 7

DYNE

American technical sportswear brand DYNE collaboration with Sabrina, a state-of-the-art Taiwanese manufacturer that is leading in sustainability. This led to DYNE being able to create fabrics with water-resistant membranes over combed yak fur. The collection featured water-resistant wool jackets for snowboarding. The jackets were embedded with Near-Field Communication (NFC) chips to track users in case of avalanches. The use of NFC chips in its garments has become the brand's primary features, you could even say its DNA. Consumers can also use this NFC chip to find out where the garment was bought, and the materials it is made of, all the owner must do is place their android device over the NFC chip. (Ermenegildo Zegna and Stella McCartney set the scene for eco-friendly technology, 2020)

FIG 8

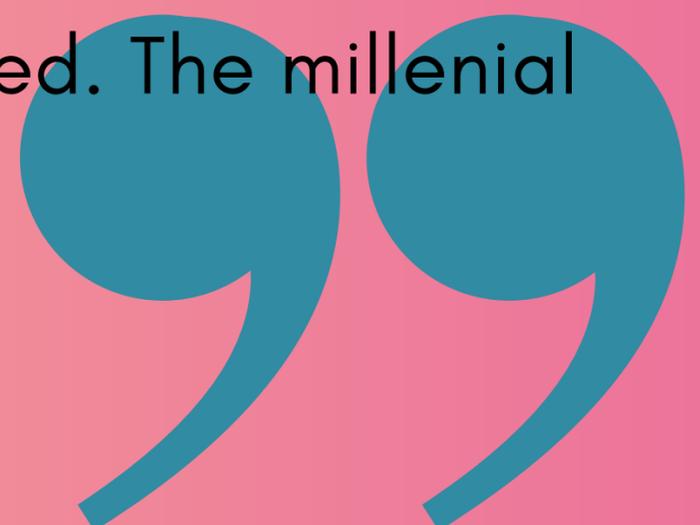
DYNE



Livia Firth, founder of Eco Age, a brand consultancy on sustainability with clients including Gucci and Chopard, says...

"The real luxury is [where] your products come from and which stories you are telling. It is not so much about design and style any more."

Therefore agreeing with Livia Firth the probable futures will be for brands to be completely transparent, whilst incorporating a unique experience favourably through technology advances that are being released. The millennial consumers are innovative and explicit fashion.



N.PEAL - STRATEGIC RECOMENDATIONS

Taking the report findings the brand chosen for strategic reccomendations is N.Peal. N.Peal was chosen as the brand to create an immersive experience as it is famous for its cashmere garments. They produce clothing of the highest quality, as they use 100% Mongolian cashmere to construct beautiful soft and stylish pieces. However, this brand opened its doors in 1963, it is slightly outdated and needs to be more innovative. N.Peal has to focus more on the use of technology, blending in-store and online experiences, curating retail environments, designing community experiences and becoming experimental (Our Story | N.Peal, London, 2020)



FIG 10

IMMERSIVE BRAND CONCEPT

The concept of the brand immersive experience is "The Human Touch". a Cashmere art installation. Showcased at Salone Del Mobile between the 9th to the 14th Of April 2021 in the Palazzo Isimbordi. It is a Collaboration between N.Peal and Daisy Collingridge. With the space being lined with a multiplicity of left over cashmere materials from the Luxury brand. This art Installation is sustainable and focuses on tactile sensation. People will go through this space and connect emotionally to how important the sensation of touch is. The nude sculptures collection highlights the theme of "The Human Touch ". It is a launch of a new annual exploration of touch through an immersive experience for N.peal. This links with the brand as N.Peal plan to be the global destination for sustainable luxury cashmere, committed to social and environmental impacts.



N.PEALS FUTURE

Currently N.Peal's customer profile has always been a Hollywood mafia including Audrey Hepburn, Marilyn Monroe, Cary Grant and Dustin Hoffman. Recently Daniel Craig who played Bond in Spectre, which featured three jumpers from their Autumn / Winter 2015 range so the brand is most definitely attempting to give a new face to their brand. Continuing on in the future post the event at Salone del Mobile in 2021 the brand hopes it will attract a more youthful customer due to N.Peals showing their characteristics of transparency and dedication to social and environmental causes, which as shown in this report is a huge factor of what the Gen Z consumer is now looking for.

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FIG 7 Images.app.goo.gl. 2020. Image: Vollebak's 'Indestructible' Puffer Jacket Is Designed To Outlive [online] Available at: <<https://images.app.goo.gl/qEBfwhELqBrKSfEu8>>

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