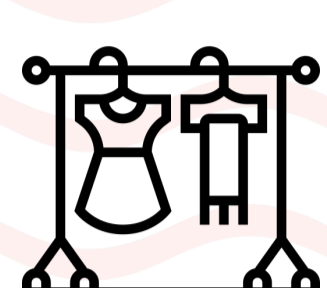


# THE RISE OF ETHICAL FASHION IN EUROPE

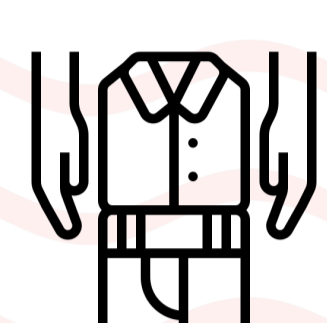
## Where do you usually prefer to buy clothes (on and offline)?

**52%**  
buy their clothes from "fast fashion" stores

68% Spain  
64% Italy  
56% Norway  
53% Sweden, France  
48% Denmark  
45% Germany  
38% Finland



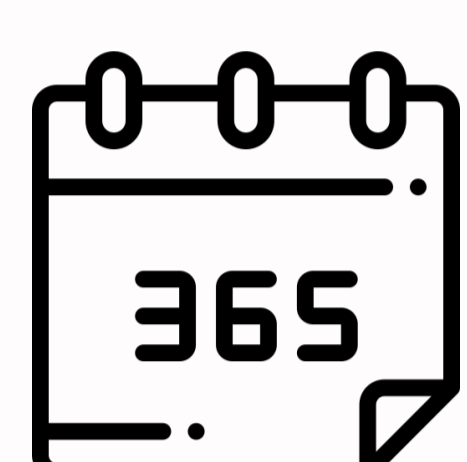
24% of Finnish people buy their clothes from second hand shops



20% of Germans buy their clothes from ethical brands



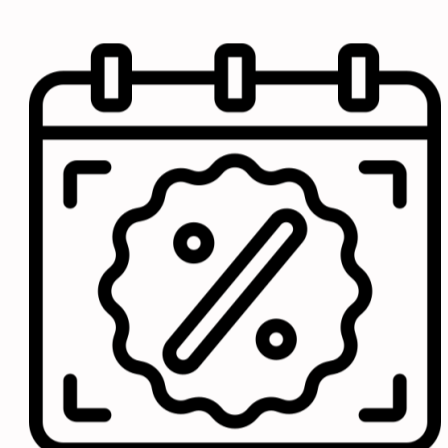
18% of French people buy their clothes on resale apps



56% Denmark  
45% Finland  
42% Sweden  
42% Norway

46% buy clothes regularly throughout the year

## What are your criteria when you buy clothes?



60% in Italy  
23% in Norway

34% buy clothes during peak sales season

## REGARDING SUSTAINABILITY...

**83%**

agree that a law should oblige clothing manufacturers to consider ethical aspects in the production process

## Have you reduced your clothing purchase for ethical reasons?

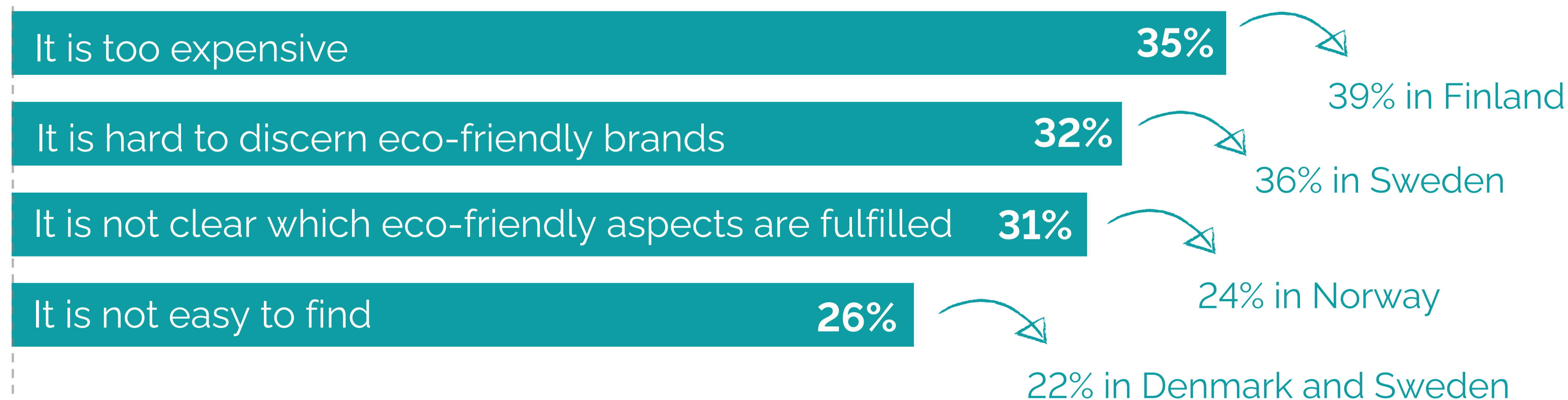
**23% YES**

27% in France  
26% in Sweden  
25% in Spain, Finland and Norway

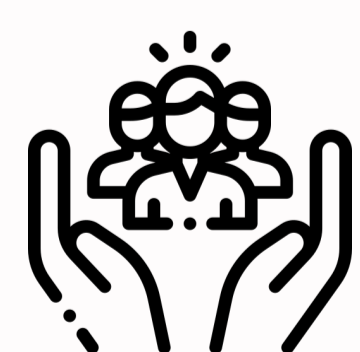
**61% NO**

70% in Denmark  
64% in Germany  
63% in Norway

## What restrain you from buying eco-friendly clothes?

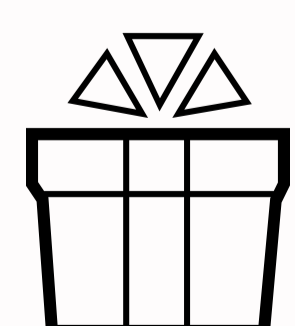


## What do you do with clothes you no longer wear?



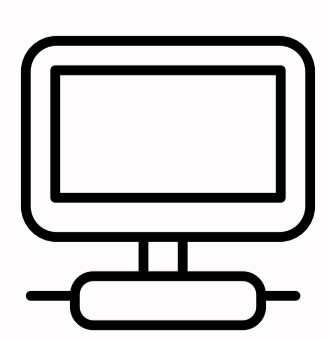
68% give their clothes to charity

77% in Denmark  
71% in Germany



34% give them to other people

46% in Spain  
43% in Italy



19% sell them on the Internet

27% in France