



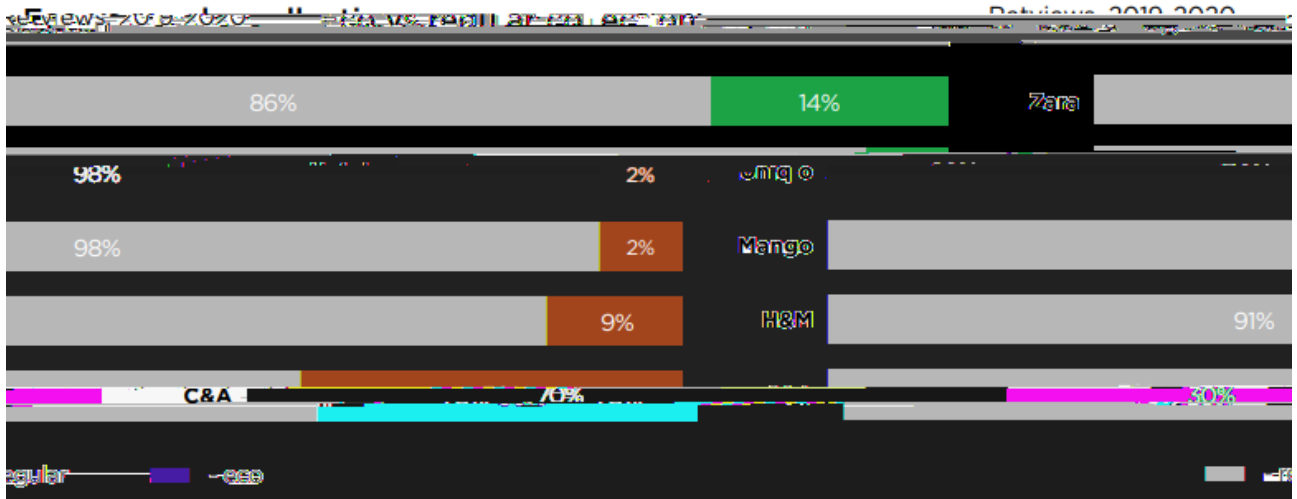
FOR IMMEDIATE RELEASE

Lectra / Retviews survey

**Sustainable fashion: How are the leaders
in fast fashion doing?
Post-COVID-19 survey**

10% of their offer is eco-responsible.

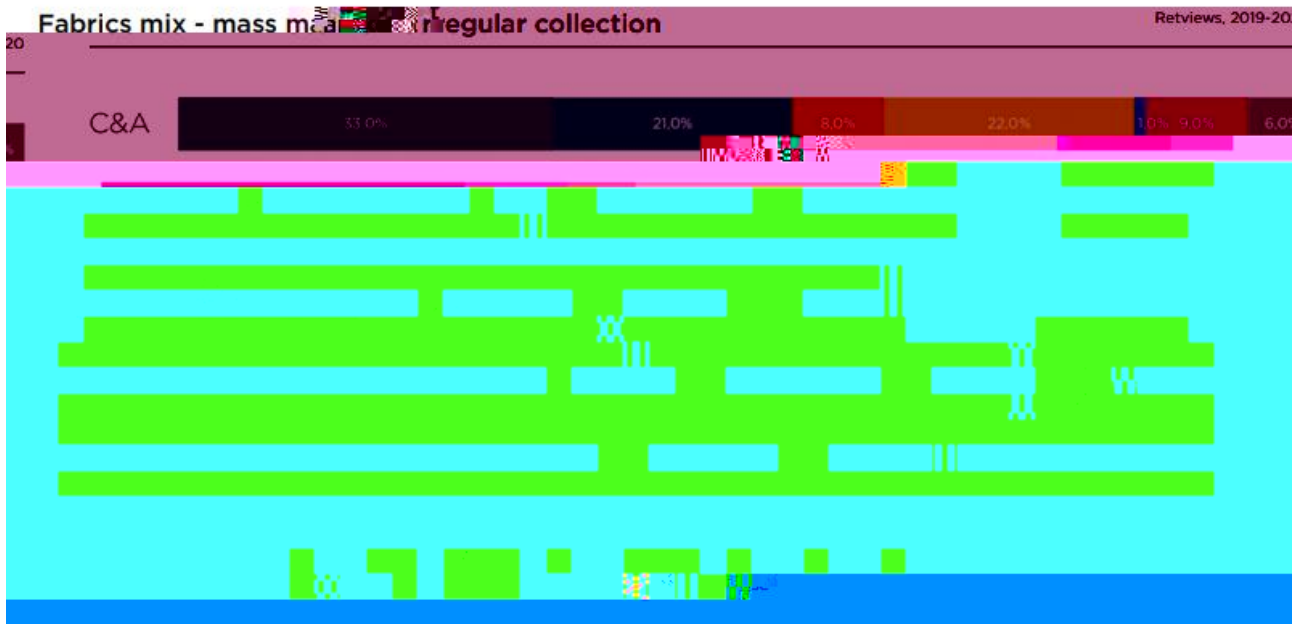
Sustainable cotton is a priority for r.BTfQqy(ers)JTETQq0.000008871 0 595.32 841.92 reW*nBT/F4 9.96 Tf1 0 0 1



Composition of products in eco-friendly collections

C&A, H&M and Inditex (Zara) are among the top four users of organic cotton. All the brands analyzed in the Retviews survey present their cotton as sustainable and consider it a priority for 2020 and beyond.

There is little difference between the fabrics most commonly used in the mass and premium markets. The same is true for eco-friendly compared to standard collections. Cotton, synthetic fabrics such as polyester, elastane and also viscose are the most widely offered and used fabrics.



Are sustainable fabrics more expensive?

The assumption that sustainable and/or organic garments are more expensive is a misconception, according to the survey. The average price of sustainable garments is 1.1% higher than the average price of standard garments.

“The opportunities offered by sustainability are significant. It’s an issue attracting much greater interest from Generation Z, and retailers have listened to and taken on board these concerns. 90% of consumers say they are aware of the situation and are prepared to change their behavior to combat climate change. This shows their real inclination to invest in eco-responsible products. In view of this change, brands have a social responsibility to inform their customers, to be transparent about their progress in this area, and to share some of the challenges they face, in order to educate their communities. There are currently no international regu*