



**FOR IMMEDIATE RELEASE**

## **2021 overview of sustainability in *fast fashion***

Paris, July 12, 2021 **Although affected by the economic impact of the health crisis, big fashion brands**

## Seasonless collections

Sustainability does not only mean that consumers renew their wardrobes less often. It also requires that industry actors adopt production principles that are more ethical and environmentally friendly. One of the main challenges for the industry is to reduce the number of unsold items and very expensive stock, especially in

## **Affordable retail prices**

Regarding retail prices, it is easy to assume that environmentally friendly collections are more expensive than so-

**About Retviews:**

In a more intense competitive context than ever, fashion industry decision-makers need to rely on a benchmarking automation solution designed specifically for their sector, to enable them to make the best decisions faster. Founded in 2017 and acquired by Lectra in 2019, Retviews has developed an innovative technology offer based on a model combining artificial intelligence and big data. The Retviews offer enables