

Public understanding of sustainable clothing

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9 focus groups on clothing

Aspirations for 'good clothing'

Clothing acquisition

Laundry/ maintenance/ disposal

Knowledge of sustainability impacts

2 'informed' discussion groups

Confirmation of issues

Barriers to behaviour change

Responsibility for action

Clothing acquisition

Different standards applied to different clothing categories;

e.g. smart/formal outerwear treated very differently from underwear (at all stages of its life).

Clothing acquisition

Price/ quality/ convenience most influential on acquisition & subsequent behaviour

Cheap & effectively disposable clothes seen as 'fun' resource
Take 14 £2.50 tops on holiday and throw them away.

Cheap clothes seen as providing good value for money
Desire for fresh, fashionable items to complement rest of wardrobe

Clothing acquisition

Shopping as leisure – masculine and feminine shopping

F 'shopping around'

M 'purposeful and directed'

More F than M for both sexes when shopping for clothes?

Finding out about what to buy – information channels

By shopping

Peers

TV

Press, magazines

Clothing acquisition

Some 'non-standard' ways of acquiring clothing –

- Ebay
- Charity shops
- Swapping
- Gifts

Strong attachment to 'new' clothing (yuck factor vs thrift)

Clothing acquisition

Sustainability issues largely below the horizon

Some awareness of...

- fair trade inc. sweatshops
- organic

Some awareness of...

- M&S initiatives
- Supermarket fair trade clothing lines

Little awareness of niche suppliers

Barriers and Responsibility

Information information information

Variable levels of knowledge of clothing sustainability issues
but generally **low**

Variable levels of willingness to change purchase habits;
knowledge \neq action

Imperative for government/s to act;
Assurances for labels, consistency across EU, fiscal incentive

Levels of change

Variable levels of change

All clothing should be organic and fair trade

Change should be driven by retailers who shoppers can trust

We want to choose sustainable clothing products but need labels we can trust