

Europe is an interesting market for sustainable and circular apparel

Europe is one of the most interesting markets for sustainable apparel. Awareness of the importance of sustainability is high and new initiatives are constantly emerging, pushed by all types of actors, including consumers, retailers, brands, governments and non-governmental organisations (NGOs). Brands that put sustainability at the centre of their brand and products are emerging. At the same time, larger established brands are increasingly being held to account for their actions across the supply



chain. As a result, we are witnessing the increasing use of sustainable materials and/or sustainable business models, which include subscriptions, renting, recycling and upcycling. Examples include MUD jeans, C&A, Arc'teryx, H&M, A.P.C and Houdini. The Swedish brand Asket offers a permanent collection of seasonless designs. It sources the finest natural materials and only works with skilled, responsible mills and manufacturers.

A growing number of younger, premium consumers across lifestyle segments are willing to pay more for products that are more sustainably produced (according to Forbes, 54% of Generation Z state that they are willing to pay an additional 10% or more on sustainable products compared with just 23% of Baby Boomers). More price-conscious consumers expect brands to improve the sustainability of their products without any impact on price, performance or ease of care.

Sustainable materials - According to a 2020 survey of British and German consumers carried out by consulting company McKinsey, 67% of respondents consider the use of sustainable materials to be an important factor when making a purchase. More sustainable alternatives are moving from niche to mainstream, creating opportunities for suppliers with the right network for sourcing raw materials. According to the Fashion Transparency Index, 51% of the 250 leading brands globally

disclose a sustainable materials strategy. Often, these include materials use pledges or targets – for example Inditex has committed to using only textile raw materials that have a lower impact on the environment (preferred fibres) by 2030.

China's increasingly strict environmental regulations have led to the temporary or permanent closure of tens of thousands of factories in recent years. Factories that operate within the textile and garment sector are most likely to be dyeing factories, which may create a bottleneck in terms of fabric lead times.

Organic cotton - The demand for organic cotton is growing and is outstripping supply. A 2021 survey of brands already engaged in organic cotton sourcing forecast an 84% increase in the demand for organic cotton by 2030 compared to 2020. By supporting in-conversion cotton (produced by farmers in the process of moving towards organic practices and whose cotton has not yet been certified), an increasing number of European brands are helping to foster a new generation of organic farmers and resolve current supply issues.

Opportunities exist for developing-country suppliers to increase their market share through the development of organic cotton products: 19 of the 21 organic cotton-producing countries are developing countries from the OECD-DAC list. These include Benin, Burkina Faso, Ethiopia, Mali, Tanzania, Uganda, Argentina,

Brazil, Peru, China, India, Pakistan, Egypt, Kazakhstan, Kyrgyzstan, Tajikistan, Turkey and Uzbekistan.

Recycled fibres - The EU Strategy for Sustainable and Circular Textiles aims to ensure that by 2030, textile products on the EU market are 'long-lived and recyclable and to a great extent made of recycled fibres'. In response, individual countries are starting to publish targets for the use of recycled fibre in apparel. The Netherlands, for example, has set the target that by 2030 all textile products should contain 50% sustainable materials, of which at least 30% is recycled content.

Transparency - In March 2023 the European Commission adopted a proposal for a Green Claims Directive (GCD) aimed at preventing brands and retailers from presenting consumers with false sustainability claims. It will require companies to back up their environmental claims with data. Soon, textile products placed on the EU market will also need to have an individual Digital Product Passport (DPP) – a digital record of a unique product's

complete life cycle. Brands are starting to assess their supply chains and capture impact-related data, but there is still room for improvement.

Fashion Revolution's Fashion Transparency Index tracks the performance of 250 leading brands with respect to the information they are able (and/or willing) to disclose. By 2023, 52% of major fashion brands in the index were disclosing their first-tier supplier lists, up from 32% in 2017. However, only 12% are publishing their raw material supplier lists. Some 64% of brands are able to disclose the annual carbon footprint in their own operations (e.g. head office and retail stores), but only 6% disclose the proportion of production that is powered by coal. There remains much to be done to improve transparency further up the supply chain. The ability to provide brands and retailers with credible, reliable data across the supply chain can be a valuable competitive advantage.

■ Source: [CBI.eu](https://www.cbi.eu)

Peach Fuzz : Pantone chooses colour of the year 2024



Pantone has announced that their pick for colour of the year 2024 is Peach Fuzz. Described by the Pantone Colour Institute

as a comforting hue 'softly nestled between pink and orange' that was chosen to express a yearning for community and cosiness during uncertain times. "In seeking a hue that echoes our innate yearning for closeness and connection, we chose a colour radiant with warmth and modern elegance. A shade that resonates with compassion, offers a tactile embrace and effortlessly bridges the youthful with the timeless. At a time of turmoil in many aspects of our lives, our need for nurturing, empathy and compassion grows ever stronger as does our imaginings of a more peaceful future, explains Leatrice Eiseman, executive director, Pantone Colour Institute.

"The colour we selected to be our Pantone Colour of the Year 2024 needed to express our desire to want to be close to those we love and the joy we get when allowing ourselves to

tune into who we are and just savour a moment of quiet time alone," she says.

"It needed to be a colour whose warm and welcoming embrace conveyed a message of compassion and empathy. One that was nurturing and whose cozy sensibility brought people together and elicited a feeling of tactility. One that reflected our feeling for days that seemed simpler but at the



same time has been rephrased to display a more contemporary ambiance. One whose gentle lightness and airy presence lifts us into the future. When it comes to interior design and home décor, Peach Fuzz creates a welcoming ambiance. Promoting feelings of gentle warmth whether appearing on a painted wall, in home décor or acting as an accent within a pattern, Fuzz infuses our most personalised worlds with a comforting presence." ■ Source : [Australian Gift Guide](https://www.australiangiftguide.com)

Year of 'bold and transformative' design ahead

Is 2024 the year of 'bold and transformative' design? Online home furnishings retailer's design service aimed at interior designers, contractors and other business professionals, Wayfair Pro thinks so. Wild, colourful, sustainable—these are some of the characteristics of the design trends that Wayfair Professional is touting for 2024. "From Creative Play to Futuristic Forms, this year's trends are more bold and transformative than ever," said Rebecca Breslin, senior design manager for Wayfair Professional. "We're excited to put forth these unique and exciting curations to provide pros with an incredible source of inspiration and highlight the breadth of selection we have to offer," she said. "As a go-to for businesses big and small, our emphasis is on creating memorable, sustainable and energizing spaces that cater to their evolving business needs," she added. The five major themes identified:

Extravagant Escape



This trend pulls its inspiration from nature, offering eccentric motifs and vintage-inspired silhouettes combined with a

lush palette that's evocative of Key West. Wayfair's experts see this transportive trend as appropriate for commercial spaces as well as short-term rentals.

Monochromatic Layers

Tonal palettes such as deep blue and peachy pink get a modern



makeover by incorporating sculptural pieces and some artful pattern mixing. A single anchor color can set the mood with an ultra-layered look, according to Wayfair's design team.

Creative Play



This artfully unbalanced style incorporates tactile finishes, asymmetric details and technicolor touches for a quirky, yet vibrant look.

Efficient by Design

Color takes a back seat in this design trend, which emphasizes the breakthroughs in home technology.

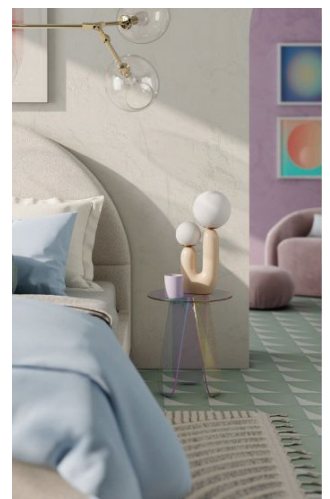


This sleek, functional look puts the spotlight on water- and energy-efficient appliances, wood foundations and multi-functional pieces.

Futurist Forms

Taking an otherworldly approach, this look blurs the lines between the real and the virtual, using amorphous shapes, iridescent accents and a touch of chrome. ■

Source : HFN Digital



Paper still no. 1 choice for consumers looking to stay organized

For 2024, consumers will be looking to wall calendars and to-go notepads to keep track of work and play. Here's what's trending. In 2020, the pandemic forced consumers all over the world to slow down their lives, let go of their busy schedules and focus on home and family. Three years later, life seems to have resumed, going back to juggling work, family and extracurricular activities, and consumers are needing a way to keep it all straight. For 2024, consumers will still be looking to wall calendars and notepads to keep themselves organized. Here's what's trending.

Less Digital, More Paper - Keeping a digital calendar is convenient, but over the last several years, many generations are retreating from technology when they can and are going back to paper.



Hard copies of calendars, whether on the wall, on notepads or in a date book, offer a tactile experience and a break from a glowing screen. It's also beneficial to physically write things down in order to commit them to memory. In fact, several research studies show that paper is more useful than its digital counterparts because it results in stronger memory recall.

"Paper is more advanced and useful compared to electronic documents because paper contains more one-of-a-kind information for stronger memory recall," said Professor Kuniyoshi L. Sakai, a neuroscientist at the University of Tokyo and corresponding author of research published in *Frontiers in Behavioral Neuroscience*.

Paper calendars aren't just tools to keep yourself organized - they help to share information with family or roommates, as well. A calendar hung by the refrigerator, for example, is a way to share important dates in a central location of the home that can't be missed.



Family calendar stock image - Wall calendars or weekly notepad sheets posted in a central location keep families or even roommates organized and in communication.

According to the 2024 Gift Book Consumer Survey, 48% of stationery consumers plan to buy a wall calendar for personal use in the next 12 months, and 28% plan to buy one as a gift. Calendar notepads are reported at 25% for personal use and 17% as a gift, and date books are reported at 24% for personal use and 17% as a gift. With a newfound appreciation for paper calendars, these are some trends that consumers are sure to enjoy.

Wall calendars can highlight any number of interests, from location-specific photography to pets to painted scenes and even prints by a specific artist or inspirational quotes. Available in full size or mini, calendars fit in almost any space, too. Stocking a few styles, particularly towards the end of the year, is a wise choice.

Tracking work and play - With the pandemic having changed the day-to-day schedules for many consumers, calendar notepads have become more popular with hybrid and remote workers. Their smaller size means they easily fit on most home office desks and each week or day's to-dos can be easily carried on the go.

Floral collection - Floral patterns are popular on stationery, journals and more. Date books, agendas and planners are sought after around the start of a new year or right before back-to-school. College students keeping track of assignments and due dates will be on the hunt for simple weekly pocket planners. Minimalist designs or delicate floral patterns are most popular for these items. Parents looking to keep sports practices and extra curriculars organized will also benefit from these on-the-go options. ■

Source: *HFN Mag online*