

THE NEW LUXURY

LUXURY WOMENSWEAR
FASHION IN 2025

Verity Buckley-Jones



THE NEW LUXURY



LUXURY WOMENSWEAR
FASHION IN 2025

No. 1

LUXURY

No. 2

LOOKING FORWARD

No. 3

OUR WORLD

No. 4

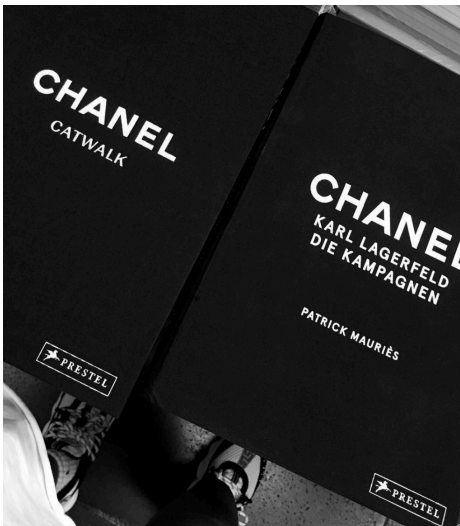
CURRENT
SUSTAINABLE
LUXURY

No. 5

SCENARIOS
FOR THE
FUTURE

No. 6

‘THE NEW LUXURY’



No. 1

LUXURY

The term 'luxury' has different meanings to people, it is about having your own perception on what luxury is to you. The common meaning of luxury is that it is 'something expensive which is pleasant to have but is not necessary' (meaning of luxury in english, 2019)



In a fashion orientated world, we need to think about what is going to be the next trend in luxury, what is going to be the next big statement and how it reflects on someone's personal values. We live in a world which is rapidly changing due to factors such as climate change, politics, the environment surrounding us and technology which is advancing at hyper-speed. These factors are so important in current day as political issues such as Brexit and climate change issues such as the ice caps melting are struggles that we are having to face and take account for. These components have become a huge part of the fashion industry. Luxury brands are having to adjust their strategies in order for them to compete in the future market where traditional ideas of luxury are changing. Consumers are becoming more aware on current world issues and are making rationalised based decisions on purchases.

‘Luxury is in each detail’

- Hubert De Givenchy





“Fashion is not something that exists in dresses only. Fashion is in the sky, in the street; fashion has to do with ideas, the way we live, what is happening.”

— **Coco Chanel**



No. 2

LOOKING FORWARD

The future of luxury fashion





“Dont buy
much but be
sure what
you buy is
good”

-Christian Dior

Looking forward into the future, the world is going to advance more. This is because we are in a world which is developing at a major speed and we are having to understand what our future could look like if we don't look after our planet. With shifting consumer attitudes, we have to question what experiences and values consumers will expect from luxury brands moving forward. Our future will be vastly different to the world we live in now and things are set to change due to the advance in technology, political, social and economic issues and our environment.

Predicting what our future will look like is hard, we can predict certain things, but we can't paint a perfect picture of how it will look. One thing we do know for sure is that climate change will be the top of the agenda in 2025 due to the political movements in today's society such as extinction rebellion. We have to ensure that sustainability and climate action is more than a passing trend as it is a necessity for humanity survival, and it is a trend which is here to stay.





LOO
FOR



OKING

WARD...



No. 3

OUR WORLD

Climate change & Sustainability

Climate change and global warming are two of the biggest issues in today's society. Scientists have given us only 12 years to save our planet before it is too late, and the effects are irreversible (McGrath, 2019). The reason for climate change and global warming is down to many contributing factors, the main ones being burning fossil fuels, transportation, agriculture, landfills and the fashion industry. The fashion industry solely produced almost 5% of CO2 emissions in 2015 which equalled to more than aviation and shipping combined. The emissions mainly came from raw materials which means if we were to improve the way we produce polyester and cotton for example then it would be a start in making a great impact (Can Fashion Stop Climate Change?, 2019).

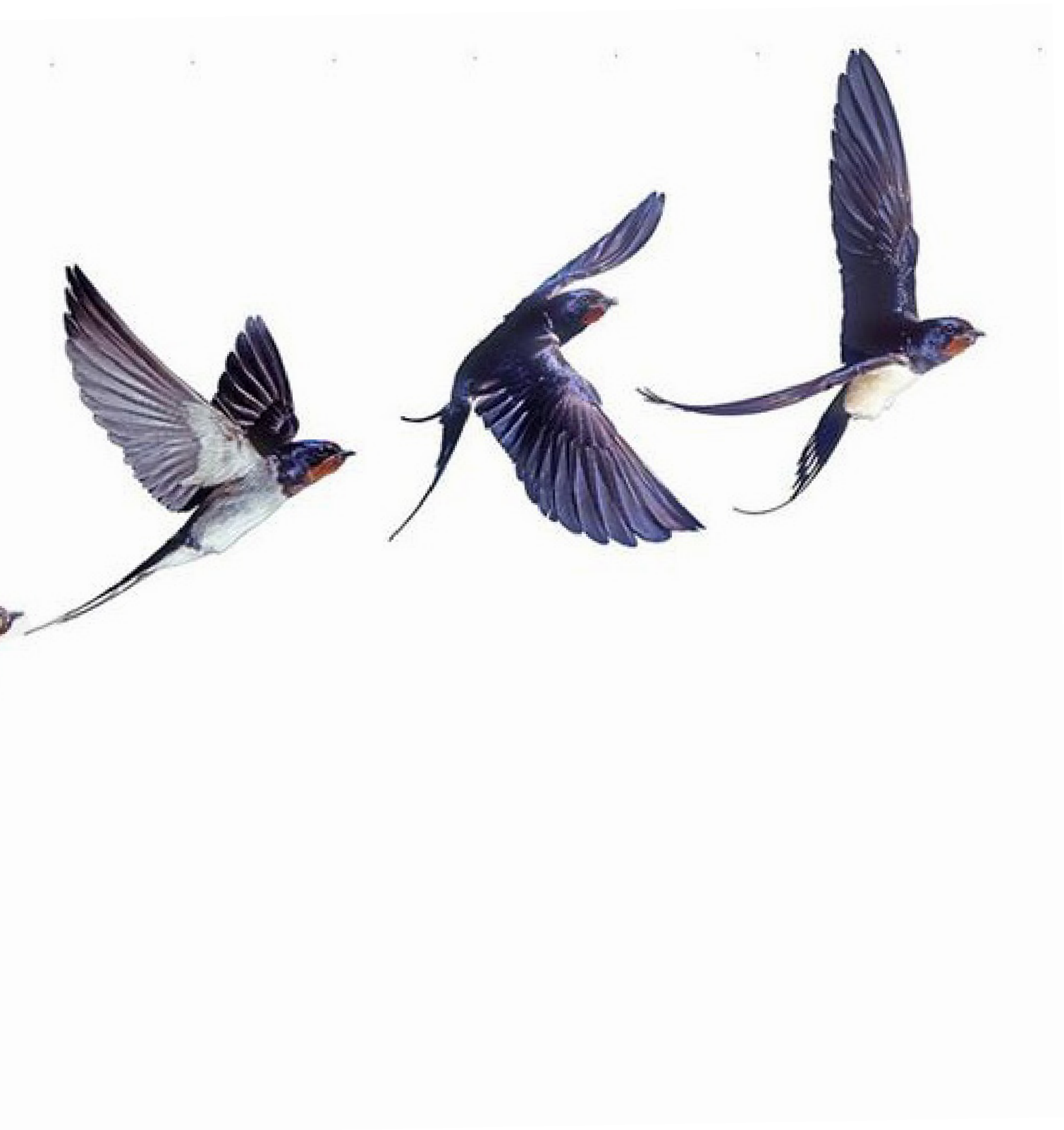
Due to the heightened awareness of climate issues, consumers are no longer being accepting of unsustainable practices, therefore meaning they would actively disassociate from brands which don't reflect on their personal values. As the consumers attitudes are changing luxury brands are having to communicate sustainable messages to their consumers in a subtle way in order to keep the brands narrative.





Currently millennials (1980—2000s, age 16–36 as of 2016) are representing around 32% of the luxury market and by 2025 they are set to make up 50%. Globally, China continues to be the majority force in the luxury market, currently making 33% and are expected to rise to 40% by 2025, representing 75% of the luxury market growth between 2018-2025 (team, The Luxury Report, 2019). Millennials will attribute to some 130% of the market growth over the next seven years as they are in search of luxury brands which are aligned with their personal values, meaning they are more likely to make a value-based decision down to insider knowledge on the industry and brand. Therefore making millennials the main target market for the trend of sustainable luxury in 2025 (Danziger, 2018).





Most millennials have grown up in a digital era and are seen as digital natives. This is due to their exposure to technology and a media saturated world. Technology can lead us to all sorts of information but the younger generations such as millennials and gen Z have a greater understanding of it as it is what they have always known since being young. It also gives access to the internet which gives inside information on high talked about topics, making millennials more socially and politically aware. With millennials being more conscious about issues surrounding us, luxury brands are facing a growing tension due to consumer activists, work and animal exploitation. Luxe Digital stated that younger generations are more conscious of the environment and social issues. High end brands want to retain their status in the luxury market need to evolve in order to keep up with this growing trend towards ethical and sustainable luxury (The Future Edition, 2018). A study which was posted on Luxe Digital from Nielson showed that '73% of millennial respondents were willing to spend more on a product if it comes from a sustainable or socially conscious brand'. With millennials currently making up 32% of all luxury shoppers, luxury brands need to push their work surrounding sustainability and more conscious living if they wish to stay relevant to millennials (The Future Edition, 2018).

One thing is for sure, sustainability will play a huge role in our future. For a long time, we have had to think about how the fashion industry can adapt to the issues appearing in our society. As consumers are choosing how to invest their money into more socially conscious luxury fashion, brands need to listen to consumers wants and respond to their needs. Brands must understand new concepts and approaches which enhances consumers experience and opinions towards the brand. Consumers have many choices of how they want to spend their money, so it is key for brands to gain customer relations by understanding what they really want and what is important to them.



No. 4

CURRENT SUSTAINABLE LUXURY

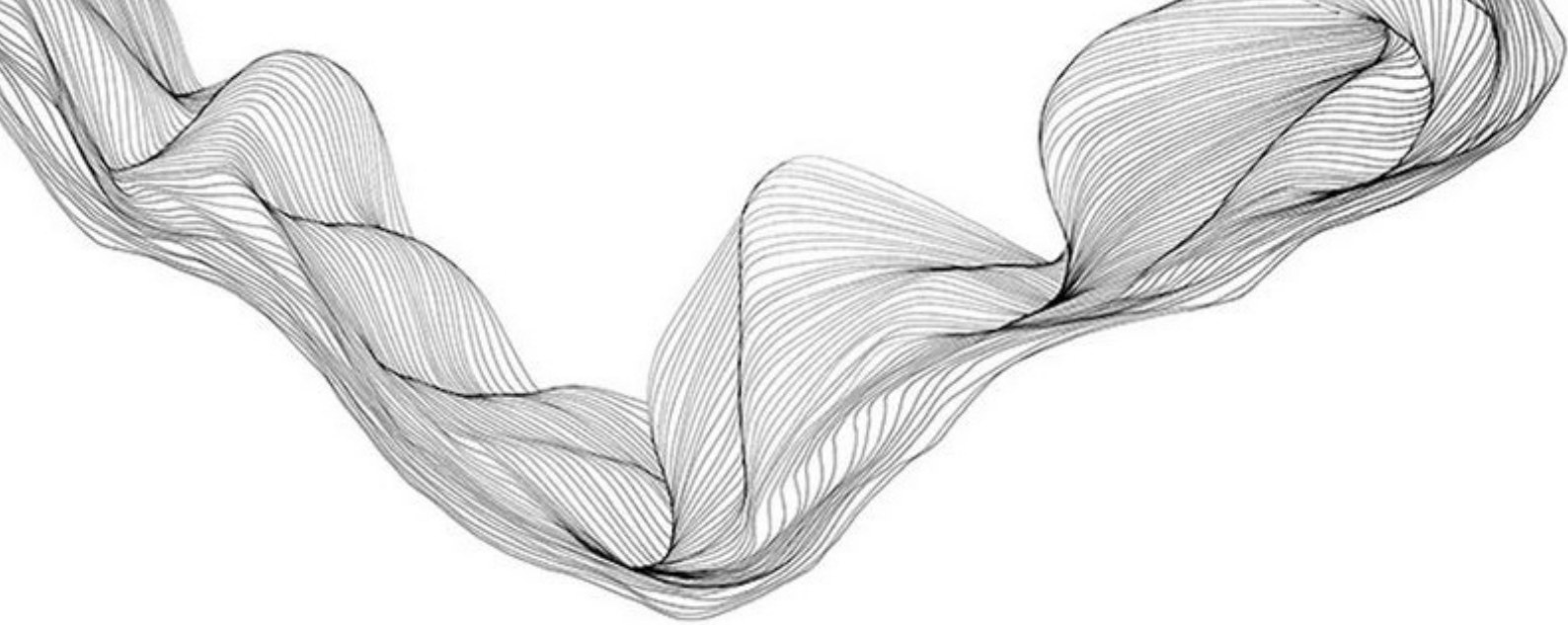
Stella, Eileen and The Kering Group

Luxury brands such as Stella McCartney, Eileen Fisher and Mara Hoffman are three examples of luxury designer brands who already play a role in sustainable luxury. All three are luxury fashion brands which are known for being sustainable and doing their best to make an impact.



STELLA
MCCARTNEY





Stella challenges and pushes boundaries to make luxury products in a specific way which is fit for the world we live in today and the future. She says her products are ‘beautiful and sustainable, no compromises’. She also believes in ‘utilising cutting edge technology, protecting ancient and endangered forests and measuring our impact with ground-breaking tools’ (sustainability - mission statement, 2019). She uses materials such as organic cotton, recycled nylon and polyester, vegetarian leather and fur free fur. She believes fashion can be luxurious without using leather or fur and that synthetic materials ‘can and should be recycled and come from recycled sources.’ The organic cotton enriches the environment, the cashmere is made from re-engineered cashmere and they source viscose in a way which helps protect ancient forests (materials and innovation, 2019). The brand has set targets so they can take their sustainability efforts to the next level. They have recently (2018) set an approved science-based target in order to reduce their greenhouse gas emissions, a deadline in 2020 for hazardous chemicals to be eliminated from the production line and also water targets to reduce water waste.





A photograph of a person climbing a dark, jagged rock face. The person's arm and hand are visible on the left side, resting on a rock ledge. The rock is dark and textured, with many cracks and crevices. The background is a clear blue sky.


“Sustainability is the
future of fashion, not
just a trend”

- Stella McCartney

“Everyone can do
simple things to
make a difference,
and every little bit
really does count”

- Stella McCartney





Stella's mother, Linda McCartney, was an animal activist who was an active member of PETA and a dedicated vegetarian. This reflected on Stella who has been a lifelong vegetarian which has influenced her opinions towards animal rights and her brand. Her brand believes in treating animals and their habitats with respect as well as promoting a cruelty free ethos and continuing to create innovative ways to produce sustainable materials (respect for animals, 2019).





Millennials are becoming more aware of the cruelty in the animal fur and leather trade and want to make sure their purchases reflect on their own views and ethics. Global fashion search engine LYST reported a ‘47% increase in searches for vegan leather and also organic cotton in 2018’ (team, The Luxury Report, 2019). Non fashion luxury brands such as Land Rover have announced their new leather free, full vegan car using materials such as eucalyptus melange which uses significantly less water than plastic and is more sustainable. The Hilton hotel is another non fashion luxury brand which is using vegan leather by designing their very first vegan suite in collaboration with Bompas and Parr, leading experts in multi-sensory experience design. ‘Underrated luxury meets practical sustainability’ (team, The Luxury Report 2019) .



EILEEN FISHER

Eileen Fisher is another luxury brand which is sustainable. She uses organic, recycled and sustainable garments as well as natural dyes. As she has always been a pioneer for sustainability, she has collaborated with environmental conservation initiatives which supports artisans and empowerment through the Eileen Fisher institute. The company is doing more in order to take responsibility for more of its fashion footprint, as well as carefully overseeing their supply chain to ensure fair working wages (35 Ethical & Sustainable Clothing Brands Betting Against Fast Fashion, 2019). Each collection is crafted under socially responsible conditions which uses ethically sourced fabrics which have also been recycled. It was only in 2015 when she started to make the changes to her brand in order to become more sustainable. Since then she has been recycling and regenerating materials and decided to use her brand to focus on more mindful consumption habits.







EILEEN FISHER



NO EXCUSES

OUR VISION IS FOR AN INDUSTRY WHERE HUMAN RIGHTS AND SUSTAINABILITY ARE NOT THE EFFECT OF A PARTICULAR INITIATIVE, BUT THE CAUSE OF A BUSINESS WELL RUN. WHERE SOCIAL AND ENVIRONMENTAL INJUSTICES ARE NOT UNFORTUNATE OUTCOMES, BUT REASONS TO DO THINGS DIFFERENTLY. WHERE EXCUSES ARE IGNORED AND ACTION IS TAKEN.

WE'RE WORKING TOWARD A WORLD IN WHICH THE CLOTHES YOU LOVE TO WEAR CREATE NOTHING BUT LOVE.

“Becoming more
mindful about clothing
means looking at every
fiber and every seed and
every dye and seeing how to
make it better. We dont want
sustainability to be our edge,
we want it to be univeral”

-Eileen Fisher





The Kering Group is a global luxury group which owns luxury brands such as Alexander McQueen and Gucci. They currently have a strategy in place for luxury sustainability in 2025 where the world reduces resource consumption as well as respecting people's necessities in life (sustainability - our strategy, 2019). Kering wants to 'cut the groups carbon emissions by 50%, reducing their overall environmental impact by at least 40%'. Their ambition is to 'redefine luxury to help influence and drive these positive changes' said Marie-Claire Daveu, Kering's chief sustainability officer, she also states that 'rethinking luxury is a necessity to adapt to the changing world we live in while responding to the concerns of new generations and luxury clients' (Hendriksz, Kering's new sustainability plan, 2017).

Kering's rival LVMH, who carry brands such as Dior and Fendi, are also making strategic plans for a sustainable future as they 'established its own internal carbon fund in 2015, reducing greenhouse gas emissions generated by all the company's brands' (Hendriksz, Kering's sustainability plan, 2017). In August 2019, some luxury and fast fashion brands including Chanel, Prada and Zara announced they were 'signing a fashion pact, a non-legally binding agreement which combats greenhouse gasses and emphasize sustainability in the industry' (TASHJIAN, 2010). This clearly indicates that luxury brands and powerhouses are already trying to make a difference which can mean it could be more popular in the future.











No. 5

SCENARIOS FOR THE FUTURE

‘Slow is beautiful’



Research has already suggested that there will be a ‘slow is beautiful’ scenario surrounding sustainability and the fashion industry (Coulson, 2011). The scenario is based on the fact that in 2025 climate change will have influenced our decisions on fashion which would lead us to more sustainable brands and wearing second-hand clothes more, giving them a longer life. Due to the issues we are currently facing in society, we are going to become more conscious on fashion, potentially resulting in the importance of keeping or donate them rather than throwing them away as it will just be sent to landfill. In fact, according to the state of Reuse Report from 2017 ‘North Americans throw away roughly 81 pounds of textiles per person a year’. In other words, that’s over 26 billion pounds which is heading to landfills across the U.S (Hirschlag, 2017).



Going back to the ‘slow is beautiful’ scenario, it challenges the current way of how clothing is made and suggests alternative fabrics for the future such as organic natural fibres, man-made materials from renewable resources and durable materials (Co, 2011). Forum for the future organisation states that the scenario is based on a ‘world of political collaboration and global trade where slow and sustainable is fashionable’. The slow is beautiful scenario is designed to wake companies up and educate them on how to take action on making fashion sustainable, it can safeguard their future as well as improving the lives of consumers, suppliers, workers and also protect our environment.

FUTT

URE

By 2025 its estimated there will be another billion people living on the planet meaning that communities will be changing which will affect the fashion industry. Shortage of key resources and climate change are already two major components which affect our world and they are 'going to bring profound changed over the next 15 years'. This will increase 'demand for energy, water and food will grow, prices are likely to rise, and control of resources will be a key political issue' (co L. S., 2011). Hannah Jones, Vice president of sustainable business and innovation at Nike Inc state that 'companies need to be seeding innovation and new ideas now in order to thrive in a resource-constrained world. We need thought provoking research to help us collaborate and advocate for the right future solutions around the most important issues on sustainability' (Strauss, 2011).





Sustainable luxury will actually become more meaningful to us in 2025 and the fashion world will embrace the new ethic. Consumers will become more conscientious which means that businesses will have to become more transparent and adapt in order to gain our trust. Clued up consumers will start to buy fewer goods and are more likely to invest in something which has meaning behind it and is something they can cherish. Therefore, investing into something more luxurious and sustainable with a higher price tag, we will receive something which we will be able to keep for a long time rather than throw it away after a couple of months.





Silk fabric



Sustainability in luxury has been a niche concern and has only become more noticed in recent years due to the drastic effects we are facing on our planet, but as the topic of sustainability in luxury fashion is rising, figuring out alternatives to what is already out there is one of the next steps for luxury to become more sustainable. As luxury consumption is usually associated with extravagance, the rise of sustainability is starting to reshape consumers expectations which is redefining the luxury market as a whole. A report from ‘positive luxury’ found that ‘younger people (millennials) want to understand the production process of an item, and its social, economic and environmental impact, before committing to purchase before supporting a brand’ (Paraíso, 2019). Therefore, new generations are influencing change in the luxury market as the rise of sustainable fashion continues to grow. Millennials influence ‘behaviours and values which will continue to redefine luxury at every touchpoint in their complex purchasing journey – from brand positioning to sustainable product development, business operations, and market strategy’ (Beauloye, 2018).

“The first step to
slow fashion is
asking WHY
before you buy.”

- Francine Joy









There are certain principles that luxury brands have to understand before jumping on the sustainability bandwagon. A principle which can be discussed surrounding sustainable luxury is how they package their product. Since 1950, the world has produced 9.1 billion tons of plastic, 6.9 billion tons of that became waste and ended up in landfills and oceans meaning that only 9% of that has been recycled. Around 40% of this waste was discarded packaging (MARIA TRIMARCHI, 2017). In surveys by Kantar Worldpanel, they discovered that ‘25% of consumers are extremely concerned about plastic packaging, 42% of consumers think that manufacturers should prioritize recyclable clothing and 21% of consumers think the fashion industry should set up a system for packaging that is completely free of plastic’ (Gilbert, 2018).

In our developing world, there are some alternatives which can be used instead of using plastic packaging. One of which is a plant-based plastic. It is simply made from the waste products of corn, which is easy to grow and incredibly sustainable to produce (Shippr, 2018). As spoken about earlier, Stella McCartney is a sustainable luxury fashion brand which takes sustainability seriously. Staying true to the commitment of sustainable luxury, she uses TIPA plastic which has been designed to break down into compost. It offers ‘the same properties as conventional plastic packaging but with an end of life solution that enables the packaging to safely biodegrade in compost’. (stellamccartney.com, 2017). This was a big step for luxury fashion as it showed that you can have beautiful packaging which is sustainable and non-toxic.

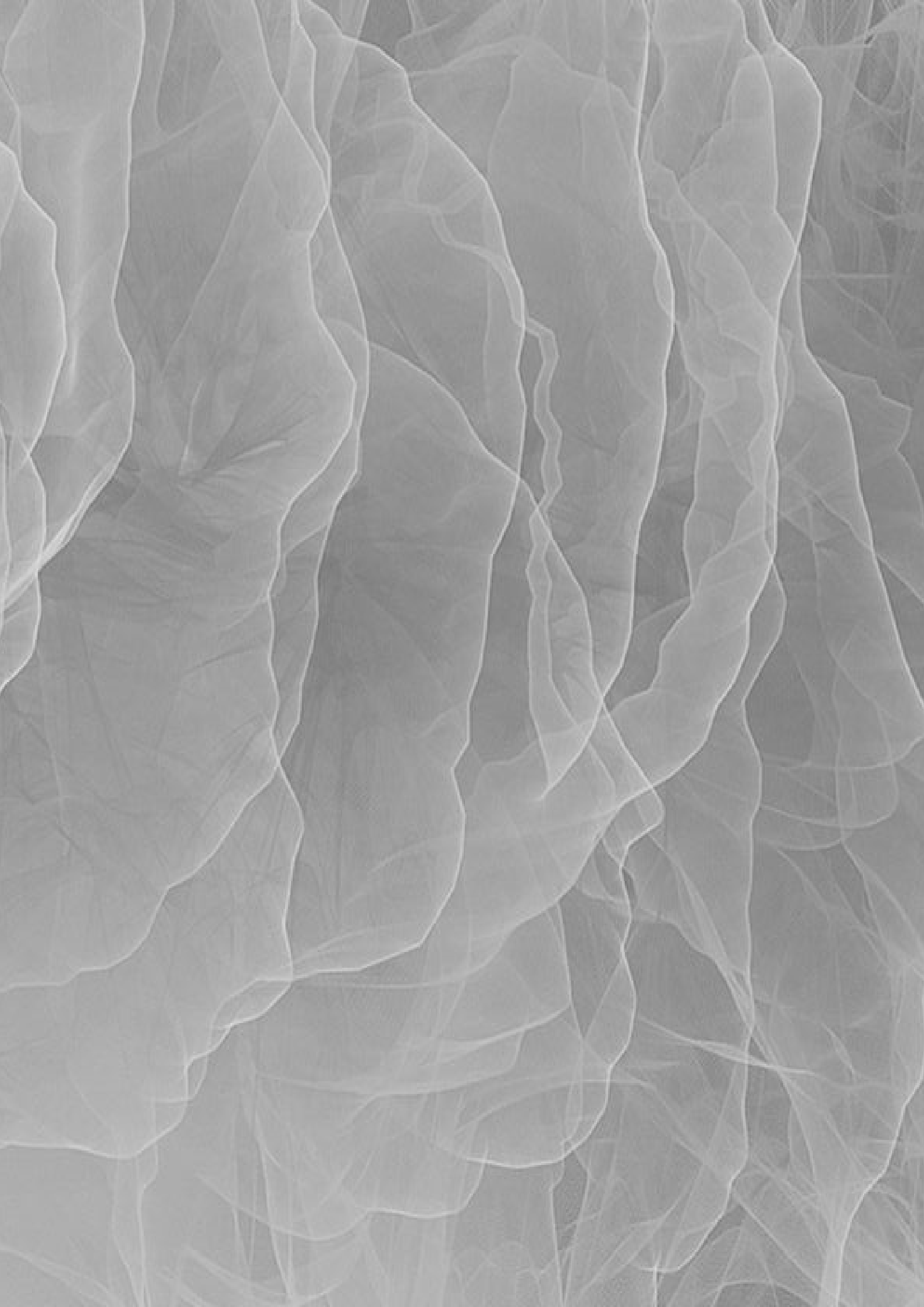
“As a designer I like to
work with
fabrics that don’t bleed.
That’s why I avoid all
animal skins.”

—Stella McCartney

I AM 100%
COMPOSTABLE
(& SO ARE YOU!)
STELLA/McCARTNEY

I AM 100%
COMPOSTABLE
(& SO ARE YOU!)
STELLA/McCARTNEY

I AM 100%
COMPOSTABLE





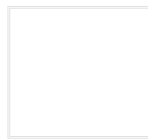
As luxury is considered to make you feel like you're first class and exclusive, luxury brands use high quality materials in order to give you this experience. The luxury industry is known to use animals in their clothing such as leather, feathers and real fur, but consumers have mixed opinions on whether this is right or wrong down to the rise of the vegan trend. Even though a lot of people are against the sale of real fur, places such as Siberia see it as a necessity as temperatures average out to around -25 degrees. Brands are responding to the demands of consumers who want ethical products which also respect animals. Luxury fashion brands such as Gucci, Versace and Burberry are fur and angora free which takes a small step towards becoming more consumer conscious and sustainable.

As well as sustainable faux fur options, sustainable faux leather options are making a statement due to there being so many different alternatives. Real leather is often tanned to make it darker and these chemicals used are very often dumped into rivers which is toxic for the environment and the people surrounding it. There are currently leather alternatives which are being used in luxury fashion in order to cut greenhouse gas emissions, become more sustainable and care for animals' wellbeing. Some alternative leather materials include MuSkin, Pinatex and apple leather. MuSkin, more commonly known as mushroom leather, is a sustainable alternative which is grown to the size and shape you need. You can also use a non-chemical way of making it waterproof which makes MuSkin biodegradable and completely eco-friendly. Pinatex is a material which is made from the wasted parts of the pineapple bush. It is '100% eco-friendly, vegan friendly and is also ethical in the sense that it gives pineapple farmers yet another source of income from their crops'. Working out well for both consumers and farmers (Boscio, 2014).

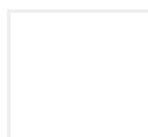
MuSkin (Mushroom leather)



Natural washed sustainable Linen



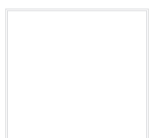
100% Cotton twill fabric denim



Cotton



Faux Leather (grey)



Faux Leather (mocha)



Hessian Fabric



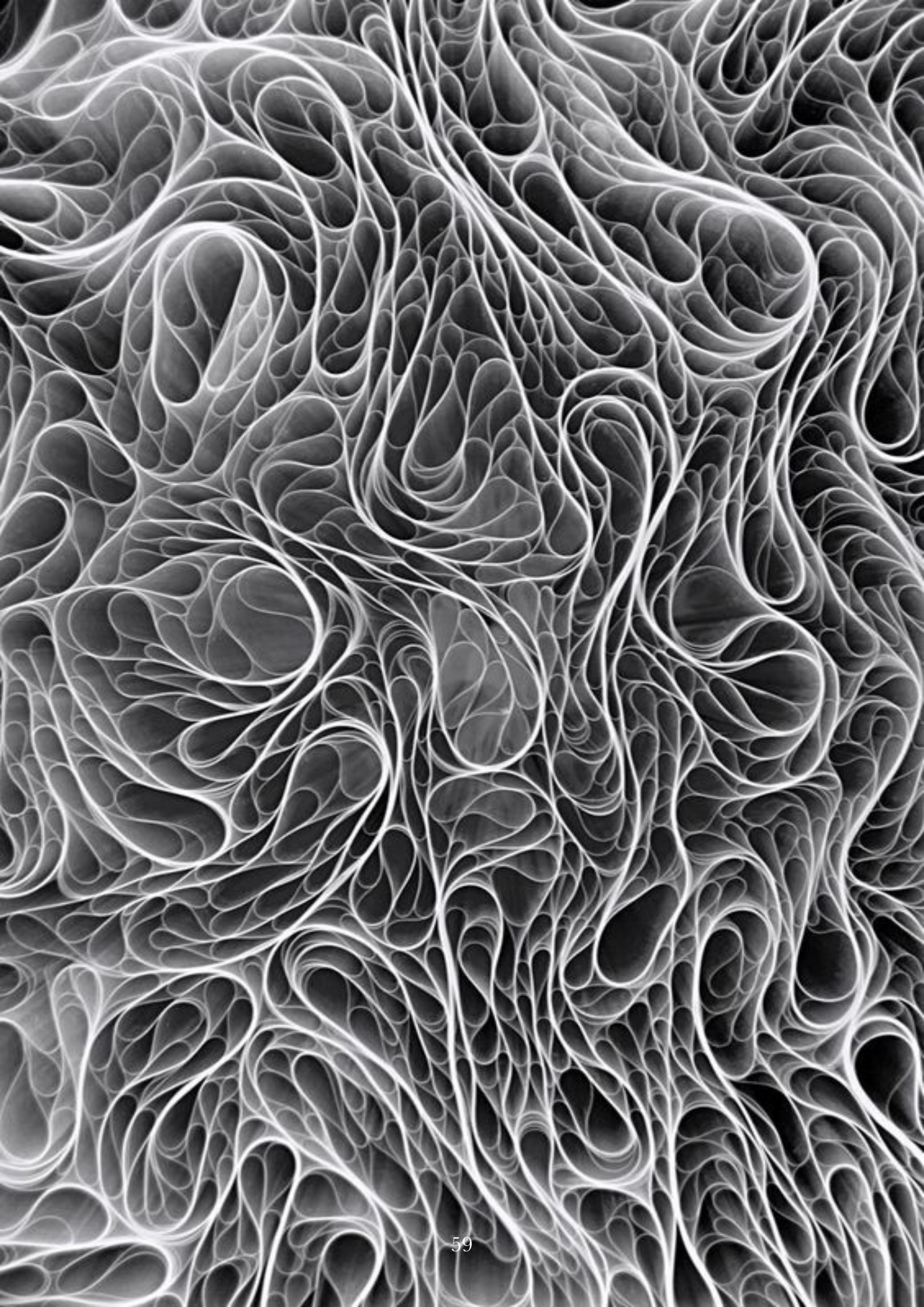




Not only are there alternative materials to animal skins, fur and feathers, we have also been looking at new ways to make normal non animal related materials to become more sustainable for the future of luxury. Cotton for example is a material which is used all the time in fast fashion and luxury fashion but is it sustainable? Well, the answer is no. It takes around 2,700 litres of water just to make one t-shirt. To put that into perspective it's enough water for just one person to drink for around two and a half years (staff, 2016). Because of this extortionate amount, materials such as recycled cotton is being used in order to cut down. Silk can be seen as a luxury material due to its beautiful sheen and soft touch to the human skin. There is a new futuristic material being developed called Qmonos which is a sustainable alternative for silk. It has been found that the fibre is 'five times stronger than steel, the toughest fibre in nature, while being very lightweight, more flexible than nylon and entirely biodegradable'. Also, there are 'no spiders harmed or farmed in the manufacturing process which makes Qmonos a more sustainable and ethical alternative to silk and nylon' (Rauturier, 2019).

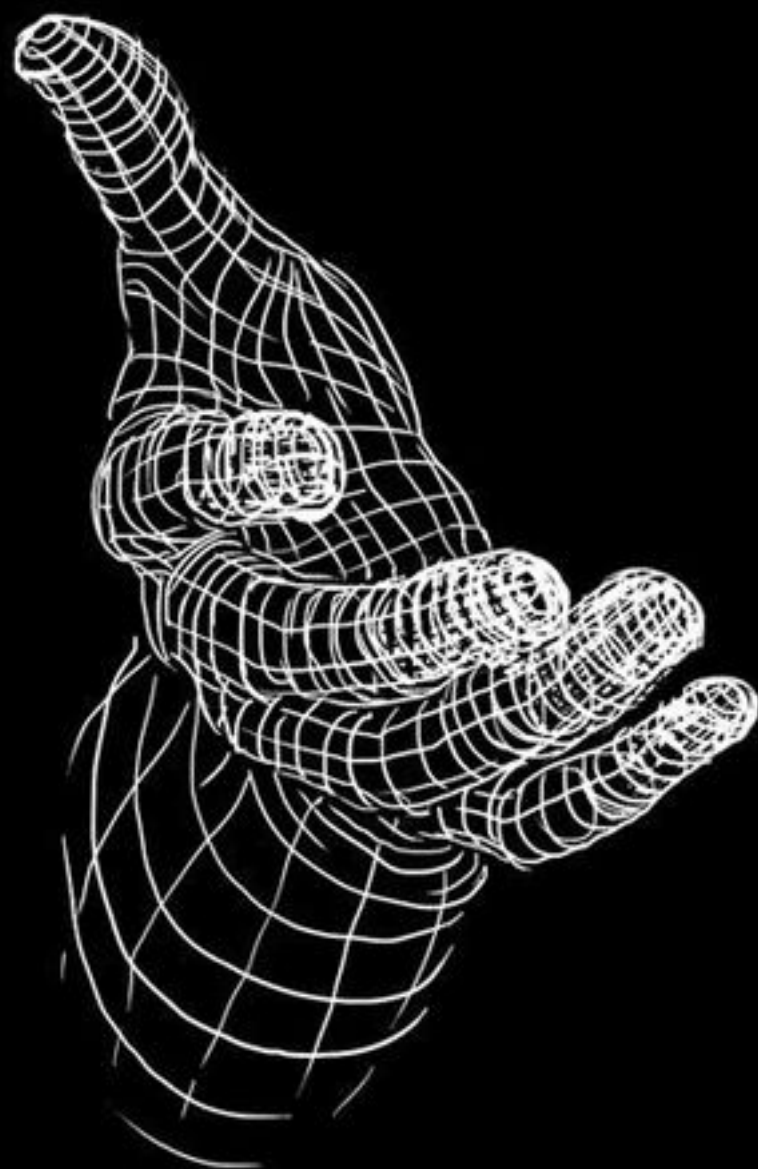




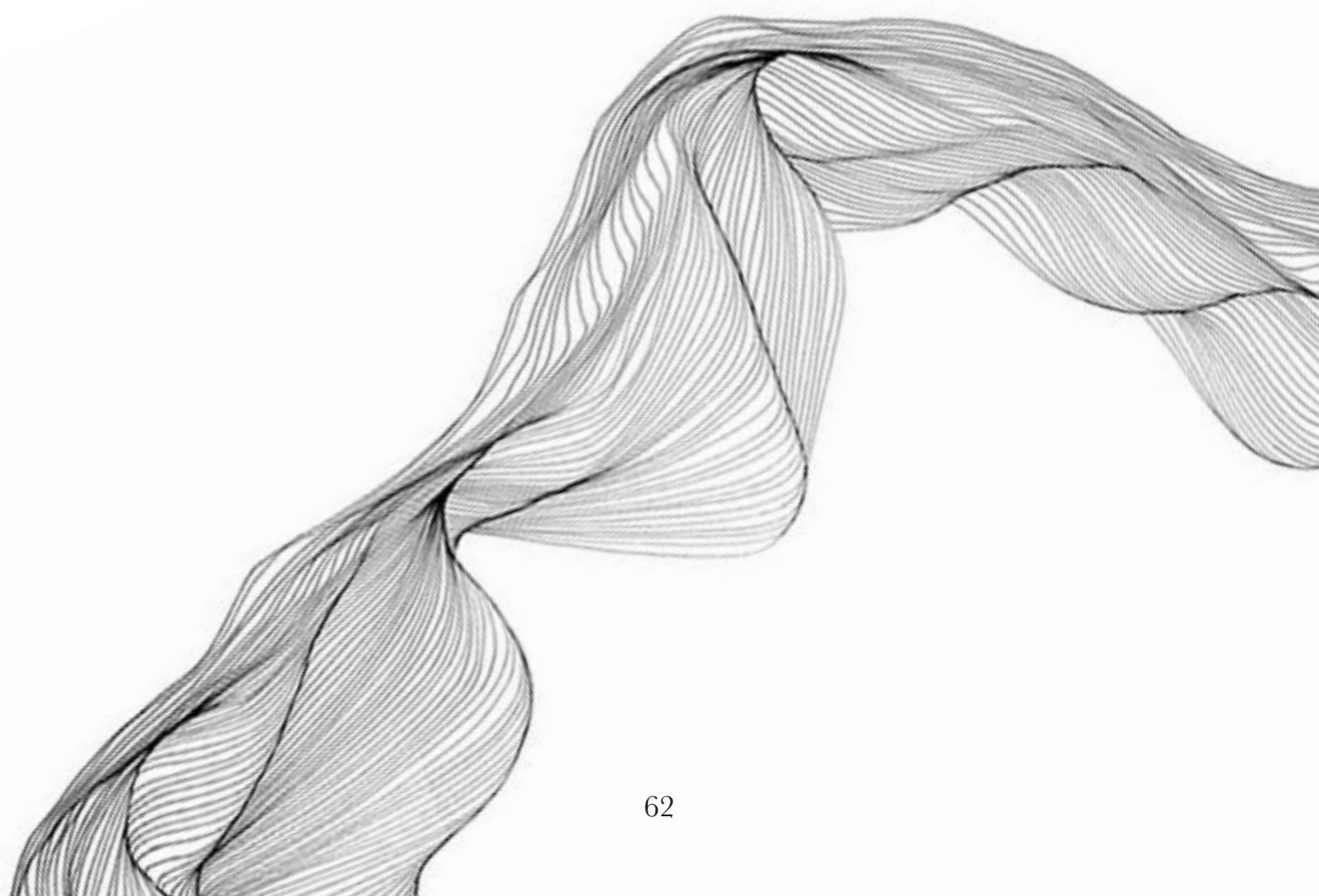


No. 6

‘THE NEW LUXURY’



We can anticipate various scenarios for 2025 which will potentially change our future. We have to think about the effect Brexit might have on our future, how the extinction rebellion movement has influenced our decisions, and we also have to think about how climate change and weather conditions will be at the top of our agenda. You can create many scenarios in your head about how 2025 will look down to issues which we face now and how they shape our future. Our planet will simply be a different place in 2025, it won't be anything like the world we live in now. It will be more advanced, more conscious and hopefully in a better state. By introducing a luxury trend to help shape 2025, it will give us hope and positivity towards our future.



SUSTAIN

LUX

UNABLE

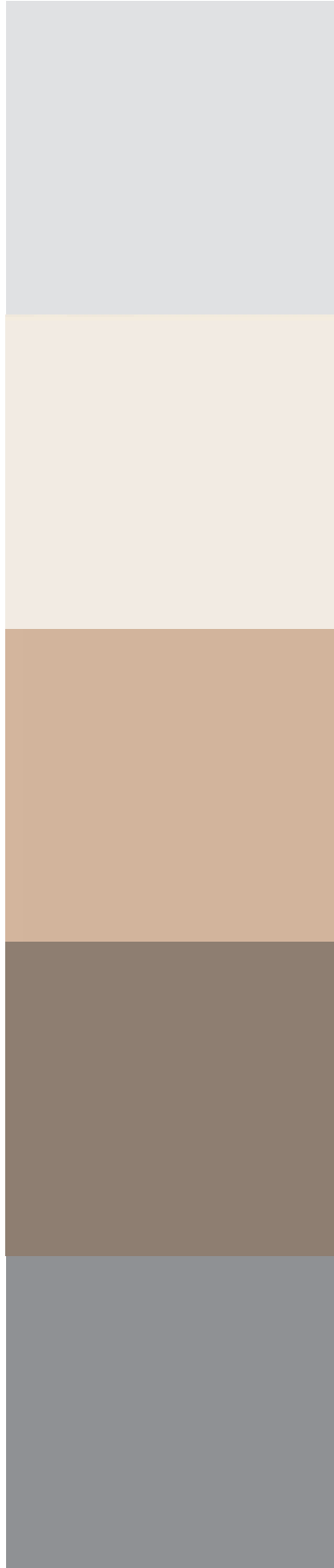
JURY

The trend I've created for 2025 is simply based on sustainable luxury which will make an impact on the fashion industry due to the ongoing issues in today's society, effecting the fashion industry. The trend is named '**the new luxury**' as it focuses on how sustainability will be a normalized topic in 2025. Therefore, meaning it will be more common and people will be more educated on the meaning behind it. The trend looks at how the current state of the world is affecting the industry and how to make a positive change. As people grow up, they are becoming more educated on topics such as sustainability where people will see it is something with meaning. The '**new luxury**' trend mainly looks at the effects we have on the fashion industry and how the effects can be helped. Some effects include chemical waste, more sustainable materials and ethical practices. As the world is developing rapidly it is important to keep on top of what is going on and what we can do to make a difference in a positive way. By making people more aware of sustainability by highlighting it more in luxury fashion, consumers will be able to see the meaning behind it and the positive message it gives out. As we have already seen sustainability in luxury fashion then it supports that this trend will be a key area in 2025. The '**new luxury**' trend will give out a positive message to consumers that sustainability is the way forward to a better and happier future.

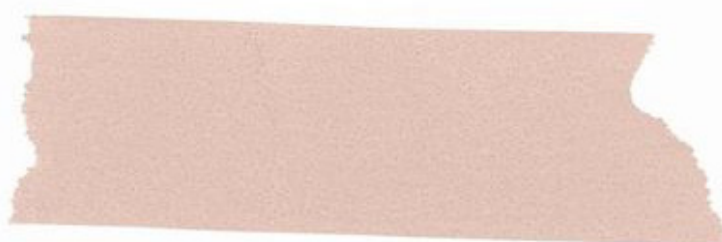


‘THE
NEW
LUXURY’

Neutrals



KEY COLOURS FOR SUSTAINABLE LUXURY IN 2025



10/10/12



“What you do makes
a difference and you
have to decide what
kind of difference
you want to make”

- Jane Goodall





The trend of sustainable luxury will boom in 2025. As millennials will account for around 50% of the luxury market, they are the target for '**the new luxury**' trend, and they will only invest into brands which reflect on their personal values. This will create a big impact on the luxury industry as brands will be changing and developing in order to meet consumers requirements. Down to the rising growth in luxury sales by millennials, they are the main focus for the trend. They have been seen to be more understanding on current issues and are more knowledgeable on topics which effect current day. Millennials are more likely to invest into luxury fashion than any other generation which is down to some reasons such as, having a different set of values to their parents due to the 'living in the moment ethos', increased use of finance enabling consumers to fulfil their consumption and millennials often still living at home with family due to housing prices being unaffordable (Staines, 2018). Millennials are seeking luxury brands which show human emotion and strong ethics associated with the brand, which is seen as attractive to millennial consumers, this is why they are the target consumer for this trend. The '**new luxury**' will shine a light on the positive side of the luxury fashion industry by highlighting the importance of sustainable fashion, giving consumers the opportunity to be a part of the trend and movement.

2025

THE

LUX

NEW

URY

As our world slowly goes by,
the importance of speaking up
about topics in our
society is critical in order for us
to have a future. 2025 is our
future and it is the only future
we have so let's make a change
for the positive.



20

25





PHOTO REFERENCES

Chains <https://i.pinimg.com/474x/c3/73/8b/c3738b5adcb758e93d03a6fcba7fa9f0.jpg>
Coco Chanel https://inside.chanel.com/videos/timeline/1883_birth-of-gabrielle-chanel/fall-back-768x1024.jpg
Dress <https://i.pinimg.com/474x/4f/58/67/4f586734d411404eee2dfb789c445a90.jpg>
Silver dress <https://i.pinimg.com/474x/78/c0/80/78c0803bf2f562969be59759a7631e73.jpg>
Flowing <https://i.pinimg.com/474x/0b/2c/57/0b2c5774a46225189c3583781ba2fe76.jpg>
Clouds <https://i.pinimg.com/474x/05/0c/0d/050c0d815729c749a404eb148a33e7e9.jpg>
Birds <https://i.pinimg.com/474x/33/b1/d9/33b1d98aeb2fbed65220e3feac78d19b.jpg>
World map <https://i.pinimg.com/474x/df/c0/05/dfc005379d04c68ff676b7953fe464aa.jpg>
Bird 2 <https://i.pinimg.com/474x/bc/81/30/bc81309142945721ee988243bfaa4ac5.jpg>
Silk <https://i.pinimg.com/474x/85/29/47/852947b535b0193fa4ac22d5d3ecdd1.jpg>
Stella <https://image-cdn.hypb.st/https%3A%2F%2Fhypebeast.com%2Fimage%2F2019%2F07%2Fstella-mccartney-lvmh-partnership-minority-stake-1.jp-g?q=75&w=800&cbr=1&fit=max>
Stella advert <https://i.ytimg.com/vi/NqyOlGyvtpA/maxresdefault.jpg>
Stella Vogue <https://assets.vogue.com/photos/59de8878ca30b60ba68926e5/master/pass/00-promo-stella-mccartney.jpg>
Leather <https://i.pinimg.com/474x/f5/93/fa/f593fa572cbb17dd557ef34d74e40e90.jpg>
Eileen fisher https://static01.nyt.com/images/2018/10/07/business/07CORNEROFFICE/merlin_143938158_4103cd11-f988-4a06-9c61-4d9ef619e81a-articleLarge.jpg?quality=75&auto=webp&disable=upscale
Eileen advert <https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcR54zM-FgG9-MKpw-jAQ7jtJoUhu7hCqIzz7gnAVvKfu1hNxt5QC&s>
Fabric <https://i.pinimg.com/474x/0d/ac/f0/0dacf027d66d761e10d3087c760867e1.jpg>
McQueen <https://i.pinimg.com/originals/f5/93/8a/f5938a63346ef7f405fac6bffcd98f.jpg>
Silk <https://i.pinimg.com/474x/43/dd/3e/43dd3e4f6d8e3d00ad9e7580eb7ab34c.jpg>
Washing line <https://i.pinimg.com/474x/55/4b/cc/554bcc5623cbd31eb8d3ab8602ef2a18.jpg>
LV <https://i.pinimg.com/474x/84/78/a8/8478a80a37ed3aafa319c4f2fcd44035.jpg>
Wilderness <https://i.pinimg.com/474x/73/a6/c9/73a6c9123e36065955c73aee6e07476e.jpg>
Ink <https://i.pinimg.com/474x/9e/00/c4/9e00c4e50effec1726f44c73f0dff4d0.jpg>
Plastic <https://i.pinimg.com/474x/f2/f4/07/f2f4073c4fcc1bf9f4efbf8a7e4641d8.jpg>
Tipa https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcQrH3dO5KGW0ZkEV2U-W44vmNWsCBFoSN0NJ9u_opIe-LZA2p380&s
Fur <https://i.pinimg.com/474x/05/bb/d8/05bbd8ee8df40dd98227e9a563e24948.jpg>
Spider silk <http://www.autoinsider.org/wp-content/uploads/2014/12/web1.jpg>
Abstract <https://i.pinimg.com/474x/93/58/7e/93587e09036bc3a3ff5c39e8ed54f7b3.jpg>
Hand <https://i.pinimg.com/474x/b4/91/2a/b4912a079ee464af4f5a6cc3474124ff.jpg>
Face <https://i.pinimg.com/564x/95/8d/85/958d858d92ed1d5ba8c65c7a9dc7146e.jpg>
Future <https://i.pinimg.com/474x/28/d1/b3/28d1b354cca19a13dc45c7ad669b9bc4.jpg>
https://66.media.tumblr.com/tumblr_m5raf4c8Ba1qmcb29o1_1280.jpg
<https://i.pinimg.com/474x/b7/30/8e/b7308e6214efcf9a98c2ee840b249595.jpg>
<https://i.pinimg.com/474x/ea/42/b8/ea42b8fac4c1fc2461d0d58576e274d0.jpg>
<https://i.pinimg.com/474x/92/75/47/927547d01cc6df970d265677f1942df8.jpg>
<https://i.pinimg.com/474x/2a/1d/11/2a1d1114cc08caeb27e8256ed8133b4f.jpg>
https://66.media.tumblr.com/tumblr_m5raf4c8Ba1qmcb29o1_1280.jpg



FULL ESSAY

In a fashion orientated world, we need to think about what is going to be the next trend in luxury, what is going to be the next big statement and how it reflects on someone's personal values. We live in a world which is rapidly changing due to factors such as climate change, politics, the environment surrounding us and technology which is advancing at hyper-speed. These factors are so important in current day as political issues such as Brexit and climate change issues such as the ice caps melting are struggles that we are having to face and take account for. These components have become a huge part of the fashion industry, therefore meaning luxury brands are having to adjust their strategies in order for them to compete in the future market where traditional ideas of luxury are changing. This is because consumers are becoming more aware on current world issues and are making rationalised based decisions on purchases which is a step forward in taking action for the future.

The term 'luxury' has different meanings to people, it is about having your own perception on what luxury is to you. The common meaning of luxury is that it is 'something expensive which is pleasant to have but is not necessary' (meaning of luxury in english, 2019)

Looking forward into the future, the world is going to advance more. This is because we are in a world which is developing at a major speed and we are having to understand what our future could look like if we don't look after our planet. With shifting consumer attitudes, we have to question what experiences and values consumers will expect from luxury brands moving forward. Our future will be vastly different to the world we live in now and things are set to change due to the advance in technology, political, social and economic issues and our environment. Predicting what our future will look like is hard, we can predict certain things, but we can't paint a perfect picture of how it will look. One thing we do know for sure is that climate change will be the top of the agenda in 2025 due to the political movements in today's society such as extinction rebellion. We have to ensure that sustainability and climate action is more than a passing trend as it is a necessity for humanity survival, and it is a trend which is here to stay.

Climate change and global warming are two of the biggest issues in today's society. Scientists have given us only 12 years to save our planet before it is too late, and the effects are irreversible (McGrath, 2019). The reason for climate change and global warming is down to many contributing factors, the main ones being burning fossil fuels, transportation, agriculture, landfills and the fashion industry. The fashion industry solely produced almost 5% of CO₂ emissions in 2015 which equalled to more than aviation and shipping combined. The emissions mainly came from raw materials which means if we were to improve the way we produce polyester and cotton for example then it would be a start in making a great impact (Can Fashion Stop Climate Change?, 2019). Due to the heightened awareness of climate issues, consumers are no longer being accepting of unsustainable practices, therefore meaning they would actively disassociate from brands which don't reflect on their personal values. As the consumers attitudes are changing luxury brands are having to communicate sustainable messages to their consumers in a subtle way in order to keep the brands narrative. Currently millennials (1980—2000s, age 16–36 as of 2016) are representing around 32% of the luxury market and by 2025 they are set to make up 50%. Globally, China continues to be the majority force in the luxury market, currently making 33% and are expected to rise to 40% by 2025, representing 75% of the luxury market growth between 2018-2025 (team, The Luxury Report: The State of the Industry in 2020 and Beyond, 2019).

Millennials will attribute to some 130% of the market growth over the next seven years, therefore millennials being the main target for luxury sustainability in 2025 (Danziger, 2018). They are in search of luxury brands which are aligned with their personal values and are more likely to make a value-based decision down to insider knowledge on the industry and brand.

Most millennials have grown up in a digital era and are seen as digital natives. This is due to their exposure to technology and a media saturated world. Technology can lead us to all sorts of information but the younger generations such as millennials and gen Z have a greater understanding of it as it is what they have always known since being young. It also gives access to the internet which gives inside information on high talked about topics, making millennials more socially and politically aware. With millennials being more conscious about issues surrounding us, luxury brands are facing a growing tension due to consumer activists, work and animal exploitation. Luxe Digital stated that younger generations are more conscious of the environment and social issues. High end brands want to retain their status in the luxury market need to evolve in order to keep up with this growing trend towards ethical and sustainable luxury (The Future Edition: 6 Critical Luxury Trends To Stay Ahead In 2019 , 2018). Once a luxury brand has showcased what they want to achieve by change, they will have a platform they can invite their consumer to do the same which would work well with millennials as they are openminded and feel repelled to help create a more positive environment and social impact. A study which was posted on Luxe Digital from Nielson showed that '73% of millennial respondents were willing to spend more on a product if it comes from a sustainable or socially conscious brand' (The Future Edition: 6 Critical Luxury Trends To Stay Ahead In 2019 , 2018). With millennials currently making up 32% of all luxury shoppers, luxury brands need to push their work surrounding sustainability and more conscious living if they wish to stay relevant to millennials (The Future Edition: 6 Critical Luxury Trends To Stay Ahead In 2019, 2018).

One thing is for sure, sustainability will play a huge role in our future. For a long time, we have had to think about how the fashion industry can adapt to the issues appearing in our society. As consumers are choosing how to invest their money into more socially conscious luxury fashion, brands need to listen to consumers wants and respond to their needs. People are wanting a luxury item which has meaning behind it so by creating a story of where the product came from and the thought process behind it, luxury brands can drive consumers towards sustainable products. Brands must understand new concepts and approaches which enhances consumers experience and opinions towards the brand. Consumers have many choices of how they want to spend their money, so it is key for brands to gain customer relations by understanding what they really want and what is important to them. To get a clearer idea on whether sustainable luxury fashion will be a future trend, we have to question what is already out there and what we have to do in order to make a difference.

Luxury brands such as Stella McCartney, Eileen Fisher and Mara Hoffman are three examples of luxury designer brands who already play a role in sustainable luxury. All three are luxury fashion brands which are known for being sustainable and doing their best to make an impact. Stella McCartney, being more famously known due to her celebrity status and family relations, father, singer Paul McCartney and mother, animal activist and photographer Linda McCartney. Stella challenges and pushes boundaries to make luxury products in a specific way which is fit for the world we live in today and the future. She says her products are 'beautiful and sustainable, no compromises'. She also believes in 'utilising cutting edge technology, protecting ancient and endangered forests and measuring our impact with ground-breaking tools' (sustainability - mission statement, 2019). She uses materials such as organic cotton, recycled nylon and polyester, vegetarian leather and fur free fur. She believes fashion can be luxurious without using leather or fur and that synthetic materials 'can and should be recycled and come from recycled sources.' The organic cotton enriches the environment, the cashmere is made from re-engineered cashmere and they source viscose in a way which helps protect ancient forests (materials and innovation, 2019). The brand has set targets so they can take their sustainability efforts to the next level. They have recently (2018) set an approved science-based target in order to reduce their greenhouse gas emissions, a deadline in 2020 for hazardous chemicals to be eliminated from the production line and also water targets to reduce water waste. Stella's mother, Linda McCartney, was an animal activist who was an active member of PETA and a dedicated vegetarian. This reflected on Stella who has been a lifelong vegetarian which has influenced her opinions towards animal rights and her brand. Her brand believes in treating animals and their habitats with respect as well as promoting a cruelty free ethos and continuing to create innovate ways to produce sustainable materials (respect for animals, 2019). Millennials are becoming more aware of the cruelty in the animal fur and leather trade and want to make sure their purchases reflect on their own views and ethics. Global fashion search engine LYST reported a '47% increase in searches for vegan leather and also organic cotton in 2018' (team, The Luxury Report: The State of the Industry in 2020 and Beyond, 2019). Non fashion luxury brands such as Land Rover have announced their new leather free, full vegan car using materials such as eucalyptus melange which uses significantly less water than plastic and is more sustainable. The Hilton hotel is another non fashion luxury brand which is using vegan leather by designing their very first vegan suite in collaboration with Bompas and Parr, leading experts in multi-sensory experience design. 'Underrated luxury meets practical sustainability' (team, The Luxury Report: The State of the Industry in 2020 and Beyond, 2019) .

Eileen Fisher is another luxury brand which is sustainable. She uses organic, recycled and sustainable garments as well as natural dyes. As she has always been a pioneer for sustainability, she has collaborated with environmental conservation initiatives which supports artisans and empowerment through the Eileen Fisher institute. Eileen has become an industry leader in ethical and sustainable luxury. The company is doing more in order to take responsibility for more of its fashion footprint, as well as carefully overseeing their supply chain to ensure fair working wages (35 Ethical & Sustainable Clothing Brands Betting Against Fast Fashion, 2019). Mara Hoffman is a sustainable luxury fashion brand which transitioned her brand to be as sustainable as possible. Each collection is crafted under socially responsible conditions which uses ethically sourced fabrics which have also been recycled. All of her casual luxury fashion collections are also now fully vegan. She is also known to prioritize natural, organic fibres and does not use any fur, leather or feathers (Materials, 2019). It was only in 2015 when she started to make the changes to her brand in order to become more sustainable. Since then she has been recycling and regenerating materials and decided to use her brand to focus on more mindful consumption habits.

Although these brands are known to be sustainable, we now have to look deeper into other brands ethics to see if they really are sustainable as you cannot just use some recycled materials and label your brand as sustainable. As a result of this consumers can struggle to 'make legitimately sustainable choices as the term remains so vague' (the problem with sustainable fashion, 2019). Saskia Hendrich, senior expert in the global Apparel, Fashion & Luxury Group at McKinsey & Company states that 'since sustainability spans a broad array of issues in the very fragmented fashion supply chain, other consumers often don't fully get what 'sustainability' really means. Consumers say they have difficulty when it comes to rating which offerings and which brands are truly sustainable' (the problem with sustainable fashion, 2019). In other words, for a brand to be genuinely considered sustainable, they need to transform every single aspect of their business which includes reusing textiles, becoming more energy efficient and looking after workers' rights. To overcome this issue brands are having to understand that sustainability is all or nothing. Stella McCartney for example, can be labelled as a luxury brand due to her dedication to eco-friendly luxury and to showcase her efforts in using natural and renewable resources to create sustainable and ethical fashion.

The Kering Group is a global luxury group which owns luxury brands such as Alexander McQueen and Gucci. They currently have a strategy in place for luxury sustainability in 2025 where the world reduces resource consumption as well as respecting people's necessities in life (sustainability - our strategy, 2019). Only a small handful of powerhouses, such as Kering, widely promote sustainable development and 'sustainability-oriented innovations as a key strategic priority' (Hendriksz, Kering lays out new sustainability plan for 2025, 2017). Kering wants to 'cut the groups carbon emissions by 50%, reducing their overall environmental impact by at least 40%'. They also aim to create new sustainable solutions for sourcing raw materials as well as promoting a new system of using recycled textiles to create new clothing. 'Our ambition is to redefine luxury to help influence and drive these positive changes' says Marie-Claire Daveu, Kering's chief sustainability officer, she also states that 'rethinking luxury is a necessity to adapt to the changing world we live in while responding to the concerns of new generations and luxury clients' (Hendriksz, Kering lays out new sustainability plan for 2025, 2017). Kering's rival LVMH, who carry brands such as Dior and Fendi, are also making strategic plans for a sustainable future as they 'established its own internal carbon fund in 2015, reducing greenhouse gas emissions generated by all the company's brands' (Hendriksz, Kering lays out new sustainability plan for 2025, 2017). It's not just these two powerhouses which have been trying to make a difference, in August 2019, some luxury and fast fashion brands including Chanel, Prada and Zara announced they were 'signing a fashion pact, a non-legally binding agreement which combats greenhouse gasses and emphasize sustainability in the industry' (TASHJIAN, 2010). This clearly indicates that luxury brands and powerhouses are already trying to make a difference which can mean it could be more popular in the future.

In reaction to this, research already suggests that there will be a 'slow is beautiful' scenario surrounding sustainability and the fashion industry (co l. s., 2011). The scenario is based on the fact that in 2025 climate change will have influenced our decisions on fashion which would lead us to more sustainable brands and wearing second-hand clothes more, giving them a longer life. Wearing second-hand clothes has been around for years with apps such as eBay and Depop allowing users to buy and sell second-hand clothes which can be both fast fashion and luxury fashion. Second-hand clothing apps and websites is no surprise as technology has been advancing more and more each year. Due to the issues we are currently facing in society, we are going to become more conscious on fashion which could result in the rise of more second-hand clothing apps and also the awareness of keeping your clothes for longer. Critics have been putting the message out for people to re-use old clothes or donate them rather than throwing them away as it will just be sent to landfill. In fact, according to the state of Reuse Report from 2017 'North Americans throw away roughly 81 pounds of textiles per person a year'. In other words, that's over 26 billion pounds which is heading to landfills across the U.S (Hirschlag, 9 reasons you shouldn't throw away clothes, and 4 things you can do instead., 2017). This statistic for America is shocking and it really puts it into perspective how toxic the fashion industry is unless change is made. Facts like this are the reason why brands are trying their best to be more sustainable as they don't want to be associated with non-ethical negative facts like the one stated. If brands were to step up and make changes on how to be more sustainable and create recyclable clothing, then there would be a drop-in figure for landfill waste and consumers would likely be impressed by how brands take action. Going back to the 'slow is beautiful' scenario, it challenges the current way of how clothing is made and suggests alternative fabrics for the future such as organic natural fibres, man-made materials from renewable resources and durable materials (Co, 2011). Forum for the future organisation states that the scenario is based on a 'world of political collaboration and global trade where slow and sustainable is fashionable'. The slow is beautiful scenario is designed to wake companies up and educate them on how to take action on making fashion sustainable, it can safeguard their future as well as improving the lives of consumers, suppliers, workers and also protect our environment. By 2025 its estimated there will be another billion people living on the planet meaning that communities will be changing which will affect the fashion industry. This will be down to availability of labour and also the needs of the industry's customers. Shortage of key resources and climate change are already two major components which affect our world and they are 'going to bring profound changed over the next 15 years'. This will increase 'demand for energy, water and food will grow, prices are likely to rise, and control of resources will be a key political issue' (co L. S., 2011). Hannah Jones, Vice president of sustainable business and innovation at Nike Inc state that 'companies need to be seeding innovation and new ideas now in order to thrive in a resource-constrained world. We need thought provoking research to help us collaborate and advocate for the right future solutions around the most important issues on sustainability' (Strauss, 2011). Sustainable luxury will actually become more meaningful to us in 2025 and the fashion world will embrace the new ethic. Consumers will become more conscientious which means that businesses will have to become more transparent and adapt in order to gain our trust. Clued up consumers will start to buy fewer goods and are more likely to invest in something which has meaning behind it and is something they can cherish. Therefore, investing into something more luxurious and sustainable with a higher price tag, we will receive something which we will be able to keep for a long time rather than throw it away after a couple of months.

Sustainability in luxury has been a niche concern and has only become more noticed in recent years due to the drastic effects we are facing on our planet, but as the topic of sustainability in luxury fashion is rising, figuring out alternatives to what is already out there is one of the next steps for luxury to become more sustainable. Even though more people are positive about sustainable luxury, it can often be overshadowed by negative attributes.

These including, the perception that being sustainable can be ‘unnecessary, disruptive to everyday lives and costly’ (Corporation, 2017). Even though there are these negative perceptions, sustainable luxury can offer consumers a new type of fulfilment by introducing better choices which doesn’t make them feel guilty. As luxury consumption is usually associated with extravagance, the rise of sustainability is starting to reshape consumers expectations which is redefining the luxury market as a whole. A report from ‘positive luxury’ found that ‘younger people (millennials) want to understand the production process of an item, and its social, economic and environmental impact, before committing to purchase before supporting a brand’ (Paraiso, 2019). Therefore, new generations are influencing change in the luxury market as the rise of sustainable fashion continues to grow. Millennials influence ‘behaviours and values which will continue to redefine luxury at every touchpoint in their complex purchasing journey – from brand positioning to sustainable product development, business operations, and market strategy’ (Beauloye, 2018).

There are certain principles that luxury brands have to understand before jumping on the sustainability bandwagon. It isn’t just about using materials which can be recycled, it is about what your brand is doing to really make a change, including alternative materials, reducing greenhouse gas emissions, less toxic packaging and more. For example, a brand could label themselves as ‘organic’ but that doesn’t necessarily mean that they can be trusted. Organic cotton ‘is typically certified by two independent companies, OCS or GOTS, but their definitions of organic vary, with GOTS certification addressing the environmental issues during processing as well as social issues’ (wrapology, 2019). Therefore, meaning that a brand can easily label themselves as something but not mean it which is why it is so important for luxury brands to document what they are doing to try and make a difference to the world. A principle which can be discussed surrounding sustainable luxury is how they package their product. With plastic being the more popular material to package items, alternatives will have to replace plastic in order for brands to be more sustainable. Plastic packaging has been getting bad press for a while now. Since 1950, the world has produced 9.1 billion tons of plastic, 6.9 billion tons of that became waste and ended up in landfills and oceans meaning that only 9% of that has been recycled. Around 40% of this waste was discarded packaging (MARIA TRIMARCHI, 2017). This clearly showing that plastic packaging is awful and not sustainable at all. In recent surveys by Kantar Worldpanel, they discovered that ‘25% of consumers are extremely concerned about plastic packaging, 42% of consumers think that manufacturers should prioritize recyclable clothing and 21% of consumers think the fashion industry should set up a system for packaging that is completely free of plastic’ (Gilbert, 2018). Statistics like these show that consumers really are aware of unsustainable practices and want to create an industry which is more thoughtful about the care towards our planet and what’s surrounding us. Luckily, in our developing world, there are some alternatives which can be used instead of using plastic packaging. One of which is a plant-based plastic. It is simply made from the waste products of corn, which is easy to grow and incredibly sustainable to produce (Shippr, 2018). As spoken about earlier, Stella McCartney is a sustainable luxury fashion brand which takes sustainability seriously. Staying true to the commitment of sustainable luxury, she uses TIPA plastic which has been designed to break down into compost. It offers ‘the same properties as conventional plastic packaging but with an end of life solution that enables the packaging to safely biodegrade in compost’. It also ‘envision packaging which can be returned to nature after it is used, just like an orange peel becomes part of the food waste stream’ (stellamccartney.com, 2017). This was a big step for luxury fashion as it showed that you can have beautiful packaging which is sustainable and non-toxic.

Another principle is alternative materials for luxury clothing. As luxury is considered to make you feel like you’re first class and exclusive, luxury brands use high quality materials in order to give you this experience. The luxury industry is known to use animals in their clothing such as leather, feathers and real fur, but consumers have mixed opinions on whether this is right or wrong down to the rise of the vegan trend. For example, despite the luxurious reputation of real fur in luxury, in today’s society some people see it as simply inhumane whereas other will still see it as being a luxury. Even though a lot of people are against the sale of real fur, places such as Siberia see it as a necessity as temperatures average out to around -25 °C. But in order for luxury brands to keep consumers they are adapting to what they are wanting whilst keeping their brand narrative. Luckily, as innovations in the sustainable fashion sector is advancing, so are alternative materials. Brands are responding to the demands of consumers who want ethical products which also respect animals. Luxury fashion brand, Shrimps, is a London based sustainable faux fur fashion brand founded by Hannah Weiland. Her faux fur clothing is vegan and cruelty-free which is aimed towards millennials due to their commitment to ethics and being kind to our planet. Bigger luxury fashion brands such as Gucci, Versace and Burberry are fur and angora free which takes a small step towards becoming more consumer conscious and sustainable.

As well as sustainable faux fur options, sustainable faux leather options are making a statement due to there being so many different alternatives. Leather alternatives can create a positive impact as greenhouse gas emissions can be associated with raising livestock for animal products. As livestock requires a huge amount of natural resources, it is responsible for around 15% in total of greenhouse gas emissions (Grossi, 2018). Leather is often tanned to make it darker and these chemicals used are very often dumped into rivers which is toxic for the environment and the people surrounding it. There are currently leather alternatives which are being used in luxury fashion in order to cut greenhouse gas emissions, become more sustainable and care for animals’ wellbeing.

Some alternative leather materials include MuSkin, Pinatex and apple leather. MuSkin, more commonly known as mushroom leather, is a sustainable alternative which is grown to the size and shape you need. You can also use a non-chemical way of making it waterproof which makes MuSkin biodegradable and completely eco-friendly. Pinatex is a material which is made from the wasted parts of the pineapple bush. It is '100% eco-friendly, vegan friendly and is also ethical in the sense that it gives pineapple farmers yet another source of income from their crops'. Working out well for both consumers and farmers (Boscio, 2014). There are so many other alternatives to real leather and we are continuing to innovate new materials and ideas in order to make luxury fashion more sustainable in years to come.

Not only are there alternative materials to animal skins, fur and feathers, we have also been looking at new ways to make normal non animal related materials to become more sustainable for the future of luxury. Cotton for example is a material which is used all the time in fast fashion and luxury fashion but is it sustainable? Well, the answer is no. It takes around 2,700 litres of water just to make one t-shirt. To put that into perspective it's enough water for just one person to drink for around two and a half years (staff, 2016). Because of this extortionate amount, materials such as recycled cotton is being used in order to cut down. Silk can be seen as a luxury material due to its beautiful sheen and soft touch to the human skin. There is a new futuristic material being developed called Qmonos which is a sustainable alternative for silk. It has been found that the fibre is 'five times stronger than steel, the toughest fibre in nature, while being very lightweight, more flexible than nylon and entirely biodegradable'. Also, there are 'no spiders harmed or farmed in the manufacturing process which makes Qmonos a more sustainable and ethical alternative to silk and nylon' (Rauturier, 2019).

We can anticipate various scenarios for 2025 which will potentially change our future. We have to think about the effect Brexit might have on our future, how the extinction rebellion movement has influenced our decisions, and we also have to think about how climate change and weather conditions will be at the top of our agenda. You can create many scenarios in your head about how 2025 will look down to issues which we face now and how they shape our future. We can imagine that in 2025 we will all be digital natives as technology will take over. Brexit may affect luxury clothing which is imported to the UK from other countries. Prices of clothing may rise due to Brexit meaning we will have to become more conscious of what we buy. People will become more educated on the effects the fashion industry is having on our planet. People will also become more knowledgeable and careful with what they do and how they spend their money, therefore meaning they may want to invest the money they have into a brand which is socially, economically and politically aware. Our planet will simply be a different place in 2025, it won't be anything like the world we live in now. It will be more advanced, more conscious and hopefully in a better state. By introducing a luxury trend to help shape 2025, it will give us hope and positivity towards our future.

The trend I've created for 2025 is simply based on sustainable luxury which will make an impact on the fashion industry due to the ongoing issues in today's society, effecting the fashion industry. The trend is named 'the new luxury' as it focuses on how sustainability will be a normalized topic in 2025. Therefore, meaning it will be more common and people will be more educated on the meaning behind it. The trend looks at how the current state of the world is affecting the industry and how to make a positive change. As people grow up, they are becoming more educated on topics such as sustainability where people will see it is something with meaning. The 'new luxury' trend mainly looks at the effects we have on the fashion industry and how the effects can be helped. Some effects include chemical waste, more sustainable materials and ethical practices. As the world is developing rapidly it is important to keep on top of what is going on and what we can do to make a difference in a positive way. By making people more aware of sustainability by highlighting it more in luxury fashion, consumers will be able to see the meaning behind it and the positive message it gives out. As we have already seen sustainability in luxury fashion then it supports that this trend will be a key area in 2025. The meaning behind the trend comes down to factors already mentioned in this essay such as the Brexit effect, extinction rebellion, sustainable materials and climate change. These factors have helped to shape this trend as it focuses on the importance of saving our planet and making an impact for the better. The 'new luxury' trend will give out a positive message to consumers that sustainability is the way forward to a better and happier future. The trend of sustainable luxury will boom in 2025. As millennials will account for around 50% of the luxury market, they are the target for 'the new luxury' trend, and they will only invest into brands which reflect on their personal values. This will create a big impact on the luxury industry as brands will be changing and developing in order to meet consumers requirements. Down to the rising growth in luxury sales by millennials, they are the main focus for the trend.

They have been seen to be more understanding on current issues and are more knowledgeable on topics which effect current day. Millennials are more likely to invest into luxury fashion than any other generation which is down to some reasons such as, having a different set of values to their parents due to the 'living in the moment ethos', increased use of finance enabling consumers to fulfil their consumption and millennials often still living at home with family due to housing prices being unaffordable (Staines, 2018). Millennials are seeking luxury brands which show human emotion and strong ethics associated with the brand, which is seen as attractive to millennial consumers, this is why they are the target consumer for this trend. The 'new luxury' will shine a light on the positive side of the luxury fashion industry by highlighting the importance of sustainable fashion, giving consumers the opportunity to be a part of the trend and movement.

As our world slowly goes by, the importance of speaking up about topics in our society is critical in order for us to have a future.

2025 is our future and it is the only future we have so let's make a change for the positive.

Word count – 5,437

REFERENCES

- 35 Ethical & Sustainable Clothing Brands Betting Against Fast Fashion. (2019). Retrieved from the good trade: <https://www.thegoodtrade.com/features/fair-trade-clothing>
- Beauloye, F. E. (2018). The Future Edition: 6 Critical Luxury Trends To Stay Ahead In 2019. Retrieved from luxe digital : <https://luxe.digital/business/digital-luxury-trends/luxury-future-trends/>
- Boscio, C. D. (2014, november 28). 15 TRULY ECO FRIENDLY VEGAN LEATHERS. Retrieved from eluxe magazine: <https://eluxemagazine.com/fashion/5-truly-eco-friendly-vegan-leathers/>
- Can Fashion Stop Climate Change? (2019). Retrieved from commonobjective: <https://www.commonobjective.co/article/can-fashion-stop-climate-change>
- co, l. s. (2011). global scenarios for a sustainable fashion industry. Retrieved from forum for the future: <https://www.forumforthefuture.org/Handlers/Download.ashx?IDMF=57bdd748-72cc-4183-bf33-7125fef3a664>
- co, L. S. (2011). global scenarios for a sustainable fashion industry. Retrieved from forum for the future: <https://www.forumforthefuture.org/Handlers/Download.ashx?IDMF=57bdd748-72cc-4183-bf33-7125fef3a664>
- Co, L. S. (2011). global scenarios for a sustainable fashion industry. Retrieved from forum for the future: <https://www.forumforthefuture.org/Handlers/Download.ashx?IDMF=57bdd748-72cc-4183-bf33-7125fef3a664>
- Corporation, V. (2017, november 14). what is sustainable luxury? Retrieved from Medium: <https://medium.com/@viviancorp/what-is-sustainable-luxury-b4df301e66d3>
- Danziger, P. N. (2018). 3 Ways Millennials And Gen-Z Consumers Are Radically Transforming The Luxury Market. Retrieved from forbes: <https://www.forbes.com/sites/pamdanziger/2019/05/29/3-ways-millennials-and-gen-z-consumers-are-radically-transforming-the-luxury-market/#77942133479f>
- Gilbert, H. (2018, february 16). New poll reveals ‘extreme’ shopper concern over plastic. Retrieved from the grocer: <https://www.thegrocer.co.uk/home/topics/environment/new-poll-reveals-extreme-shopper-concern-over-plastic/563474.article>
- Grossi, G. (2018, november 12). Livestock and climate change: impact of livestock on climate and mitigation strategies. Retrieved from academic: <https://academic.oup.com/af/article/9/1/69/5173494>
- Hendriksz, V. (2017, january 27). Kering lays out new sustainability plan for 2025. Retrieved from fashion united: <https://fashionunited.uk/news/business/kering-lays-out-new-sustainability-plan-for-2025/2017012623310>
- Hendriksz, V. (2017, january 26). Kering lays out new sustainability plan for 2025. Retrieved from fashion united: <https://fashionunited.uk/news/business/kering-lays-out-new-sustainability-plan-for-2025/2017012623310>
- Hendriksz, V. (2017, january 26). Kering lays out new sustainability plan for 2025. Retrieved from fashion united: <https://fashionunited.uk/news/business/kering-lays-out-new-sustainability-plan-for-2025/2017012623310>
- Hirschlag, A. (2017, april 21). 9 reasons you shouldn't throw away clothes, and 4 things you can do instead. Retrieved from upworthy: <https://www.upworthy.com/9-reasons-you-shouldnt-throw-away-clothes-and-4-things-you-can-do-instead>
- Hirschlag, A. (2017, april 21). 9 reasons you shouldn't throw away clothes, and 4 things you can do instead. Retrieved from upworthy: <https://www.upworthy.com/9-reasons-you-shouldnt-throw-away-clothes-and-4-things-you-can-do-instead>
- Hirschlag, A. (2017, april 21). 9 reasons you shouldn't throw away clothes, and 4 things you can do instead. Retrieved from UpWorthy: <https://www.upworthy.com/9-reasons-you-shouldnt-throw-away-clothes-and-4-things-you-can-do-instead>
- MARIA TRIMARCHI, P.J. (2017). Top 10 Eco-friendly Substitutes for Plastic. Retrieved from how stuff works: <https://science.howstuffworks.com/environmental/green-tech/sustainable/5-plastic-substitutes.htm>
- Materials. (2019). Retrieved from Mara Hoffman: <https://www.marahoffman.com/world-of/our-approach/materials/>
- materials and innovation. (2019). Retrieved from Stella McCartney: <https://www.stellamccartney.com/experience/en/sustainability/themes/materials-and-innovation/>
- McGrath, M. (2019, july 24). Climate change: 12 years to save the planet? Make that 18 months . Retrieved from BBC: <https://www.bbc.co.uk/news/science-environment-48964736>
- meaning of luxury in english. (2019). Retrieved from cambridge dictionary: <https://dictionary.cambridge.org/dictionary/english/luxury>

Paraíso, A. (2019, may 13). STYLE AND SUBSTANCE: GOING THE DISTANCE WITH SUSTAINABLE LUXURY. Retrieved from positive luxury: <https://www.positiveluxury.com/blog/2019/05/13/style-and-substance-going-the-distance-with-sustainable-luxury/>

Rauturier, S. (2019, may 31). What Are the Most Sustainable Fabrics? Retrieved from good on you: <https://goodonyou.eco/most-sustainable-fabrics/>

respect for animals. (2019). Retrieved from Stella McCartney: <https://www.stellamccartney.com/experience/en/sustainability/respect-for-animals/>

Shippr. (2018, february 20). TOP 5 alternatives to plastic packaging # 5. Retrieved from medium: <https://medium.com/@shippr/top-5-alternatives-to-plastic-packaging-5-f946c9bbe57d>

staff, c. (2016, july 12). It Takes 2,700 Liters Of Water To Make One T-Shirt. Retrieved from curiosity: <https://curiosity.com/topics/it-takes-2700-liters-of-water-to-make-one-t-shirt-curiosity/>

Staines, C. (2018, november 8). The Importance of Millennials to Luxury Brands. Retrieved from twenty one twelve: <https://twenty-one-twelve.com/millennials-luxury-brands/>

stellamccartney.com. (2017, september 28). Stella McCartney Converts to TIPA Sustainable Packaging Solutions. Retrieved from Stella McCartney: <https://www.stellamccartney.com/experience/en/press-room/stella-mccartney-converts-to-tipa-sustainable-packaging-solutions/>

Strauss, L. &. (2011). global scenarios for a sustainable fashion industry. Retrieved from forum for the future: <https://www.forumforthefuture.org/Handlers/Download.ashx?IDMF=57bdd748-72cc-4183-bf33-7125fef3a664>

sustainability - mission statement. (2019). Retrieved from Stella McCartney: <https://www.stellamccartney.com/experience/en/sustainability/themes/mission-statement/>

sustainability - our strategy. (2019). Retrieved from kering: <https://www.kering.com/en/sustainability/our-strategy/>

TASHJIAN, R. (2010, August 26). How Sustainability Became a Luxury Value. Retrieved from GQ: <https://www.gq.com/story/luxury-sustainability-g7#>

team, M. (2019, september). The Luxury Report: The State of the Industry in 2020 and Beyond. Retrieved from matter of form : <https://matterofform.com/the-luxury-report/>

team, M. (2019, september). The Luxury Report: The State of the Industry in 2020 and Beyond. Retrieved from matter of form: <https://matterofform.com/the-luxury-report/>

team, M. (2019, september). The Luxury Report: The State of the Industry in 2020 and Beyond. Retrieved from matter of form : <https://matterofform.com/the-luxury-report/>

team, M. (2019, september). The Luxury Report: The State of the Industry in 2020 and Beyond. Retrieved from matter of form : <https://matterofform.com/the-luxury-report/>

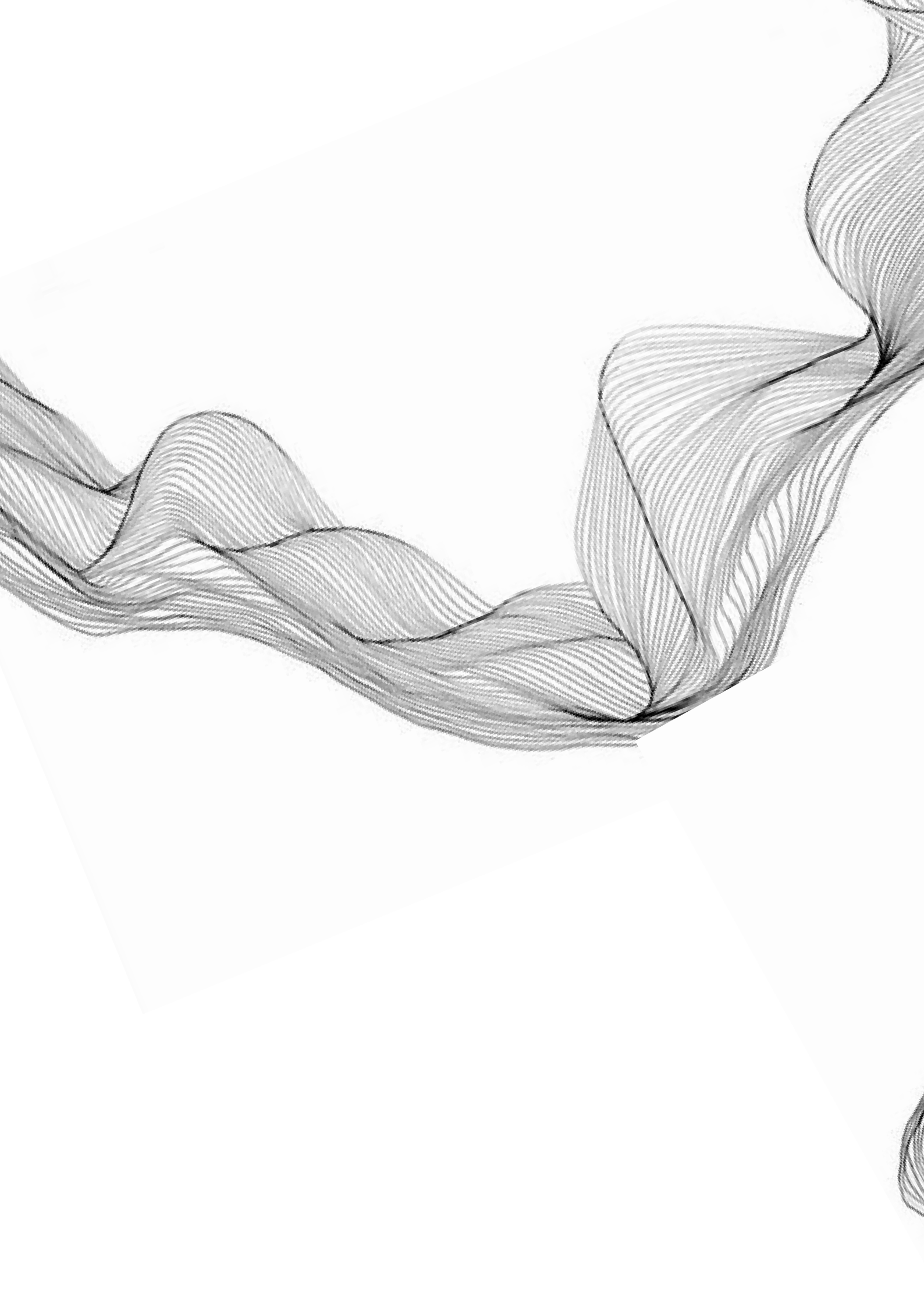
The Future Edition: 6 Critical Luxury Trends To Stay Ahead In 2019 . (2018). Retrieved from luxe digital: <https://luxe.digital/business/digital-luxury-trends/luxury-future-trends/>

The Future Edition: 6 Critical Luxury Trends To Stay Ahead In 2019 . (2018). Retrieved from luxe digital: <https://luxe.digital/business/digital-luxury-trends/luxury-future-trends/>

The Future Edition: 6 Critical Luxury Trends To Stay Ahead In 2019. (2018). Retrieved from luxe digital: <https://luxe.digital/business/digital-luxury-trends/luxury-future-trends/>

the problem with sustainable fashion. (2019, october 11). Retrieved from edition: <https://edition.cnn.com/style/article/the-problem-with-sustainable-fashion/index.html>

wrapology. (2019). ACHIEVING SUSTAINABILITY IN LUXURY PACKAGING REQUIRES A MULTI-ANGLED APPROACH. FOLLOW OUR SIX PRINCIPLES TO ENSURE YOUR PACKAGING IS CERTIFIABLY SUSTAINABLE. Retrieved from wrapology: <https://www.wrapology.co.uk/sustainable-packaging>





2025

Contact:
verity_buckleyjones@yahoo.co.uk
07538240713