



Fashion Industry

Driving Forces

Economic / business models

Substitution and synthetisation

Replacing the use of one commodity with another that is cheaper, better and can be genetically or chemically synthesized

Digitalization

Use of technology to develop new, smart products improve production process and provide exquisite experience for customers

Functionality and personalization

Garments that perform multiple functions besides their aesthetic and weather ptection value

Socio-demographic

Geo political uncertainty

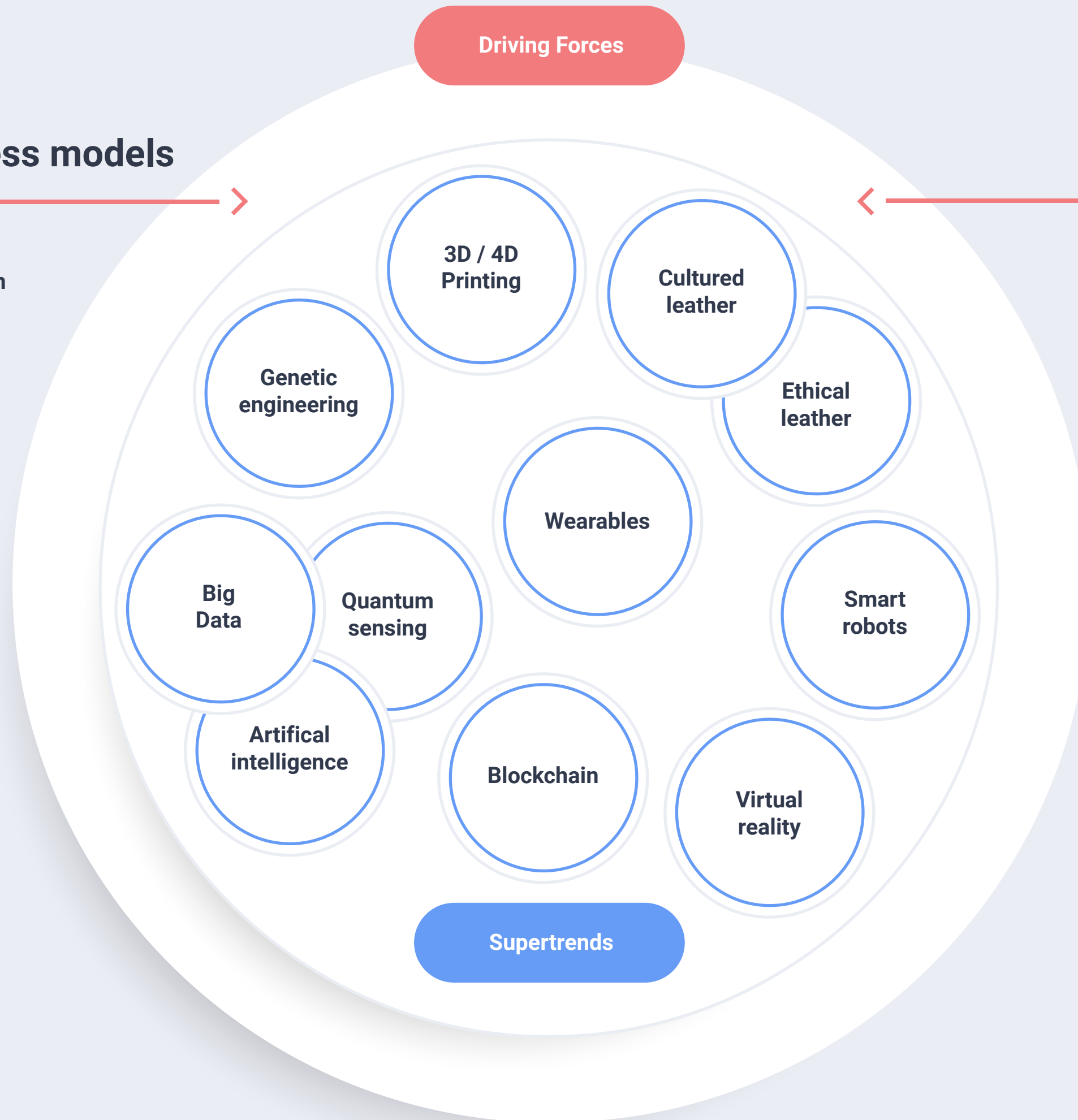
Potential trade wars, national protectionism, potential disruptions in supply chains

Rising prosperity

Increased spending power, increased affordability of luxury products especially in emerging economies

Geo socialization and experience economy

Matching user-submitted data with location-based services and engage individual customers to create memorable events



Sustainability

Meeting increasing customer demands without running into resource shortages, and negatively impacting the environment and communities