

WEAR OUR VALUES REPORT

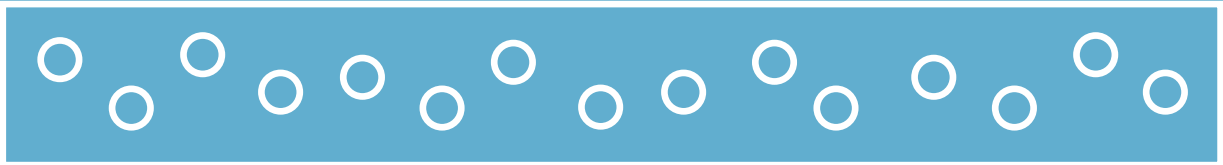
2019

Working Towards Brand To Customer
Value Alignment In The Fashion Industry

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Powered By

Dhana 



CONTENT



Which corners were cut in order to make clothes cheap?"

-Someone Who Values Trust

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INTRODUCTION



Today, there are two major trends in the fashion and apparel industry that are significant and cannot be overlooked by both brands and consumers:

1. Consumers are becoming increasingly aware of brands driven by purpose and having social and environmental impact when making clothing. To this extent, consumers are making decisions after doing their own research behind brands and steering their purchases in accordance with their values.
2. Fashion and apparel are considered one of the top industry polluters to the environment and in the process of making clothing, brands are a key contributor to the exploitation of workers as it relates to respect, pay, health and safety and giving them a voice to speak up for their own rights and viewpoints. For the longest time, the need to make and increase profits have been the driving force behind brands.

With increasing information, intelligence and insight made available to the consumer on what occurs before the point of sale of a piece of clothing, consumers are becoming savvy and advocating for more supply chain transparency from brands. The same is true when the clothing is disposed of and its impact on the environment. This phenomenon is the real deal and brands are starting to understand the magnitude of the problem to reevaluate their overarching goals in serving the greater good of both people and planet.

In fact, the need to work towards greater transparency and accountability throughout the journey of designing, producing, selling and disposing of clothing is imperative to the success of brands today. In other words, sustainability has become the key driver in the fashion and apparel industry.

This realization that business can be a force for good in addressing and solving social and environmental challenges today in the fashion and apparel industry, leads to the question:

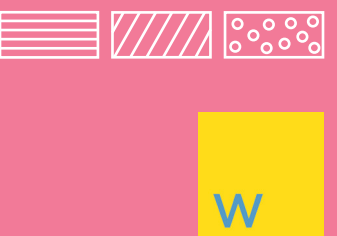
Are Brand Values in Alignment with Customer Values?

We know that what we value we respect, make time for, and ultimately protect.

In the same realm, knowing that our decisions and actions have an impact on lives and the environment, we cannot discount the fact that both brand or consumer have equal responsibilities in supplying and demanding fashion that is made ethically and sustainably.

Dhana's WearOurValues campaign was launched to bridge the gap between what the consumer values as important with what brands are willing to be transparent about in their supply chains. Ultimately, the campaign's goal is to bring to the forefront the fundamental need to align consumer values with brand values reflecting the humanization of the brand. When consumers trust a brand, it translates into value alignment. The simple fact that people behind fashion brands have a voice to speak up, step out and showcase all that it takes to make and dispose of the final product demonstrates the freedom of information, human rights and need to do right thing, to preserve and protect our environment as it impacts all life on earth.

HIGHLIGHTS



The WearOurValues Report is a baseline study assessing the gap between brand-customer value alignment as it relates to transparency made available during the shopping experience.

Dhana began the four-month study in June 2018, surveying over 5,000 people across 97 countries, positioning Dhana as the medium between the consumer and the brand within the fashion industry's niche conversation on sustainability. The report discloses a clear need for more transparency as 97% of consumers want more brand transparency. When shopping almost half of consumers want to know about the ethical aspect, 41% want to know the environmental, and the remaining 16% want to know the location of production. In assessing marketing influencers like price, style, brand name, and trends in conjunction with whether consumers perceive value alignment with brands they shop with, Dhana found that consumer's interest in wanting transparency when shopping was relatively the same. Most interesting was the distinction in types of transparency be it price transparency having to do with tracing where money is spent within the supply chain, effects on health when wearing the garment, cultural addressing company ethics and values, and the material ranging from sourcing methods to textile production.

Today, the report highlights the needs of conscious consumers who are expecting brands to remedy the environmental and social issues of the fashion industry. Dhana brings this report forward to unfold the various aspects brands can transform, innovate and share in order to hold themselves accountable and appeal to consumers at large. Dhana invites brands to introspectively assess their own values and practices, make changes to benefit the people and planet, and to create informative shopping environments (online or in-person) to allow consumers to make informed shopping decisions reflective of their fundamental values.

Amongst individuals, this report is a catalyst to expand the conversation around transparency - to inquire more from brands, exercise their resources to learn more about the production of fashion and to seek out brands that offer transparency.

Going forward, the potential for this alignment will launch a new opportunity for conversation to happen whereby with every piece of clothing the consumer will be able to extend their impact in the fashion industry and ability to connect with the worker and environment.

“Today Dhana as a brand is committed and values making a positive impact on social and environmental causes by launching initiatives to satisfy the needs of the conscious consumer. Responsible for more than profits, we stand with the people and on behalf of our planet because every day we wear something that has the power to connect us with humans and nature. It is my hope that the WearOurValues Report 2019 will bring greater alignment between brand and customer values. We inherently know that what we value, we naturally respect, make time for and protect. So, in the same vein, when brands value all the people behind our clothes and the impact the supply chain processes and material have on the environment, then we will see greater transparency in the fashion and apparel industry.”

Shamini Dhana, Founder and CEO, Dhana Inc.

METHODOLOGY

5,800 people over 97 countries ages 17-34 + took the WearOurValues survey over four months, between June to September in 2018.



As consumers demand honesty and authenticity from brands, we will only see more of this trend.”
-A Consumer on Trend

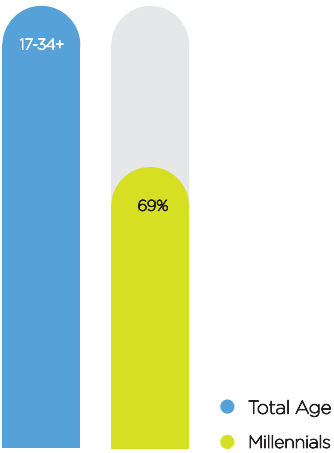


The WearOurValues survey is an online quantitative study, comprising of six questions consisting of single answers, multiple answer, and open-ended question.

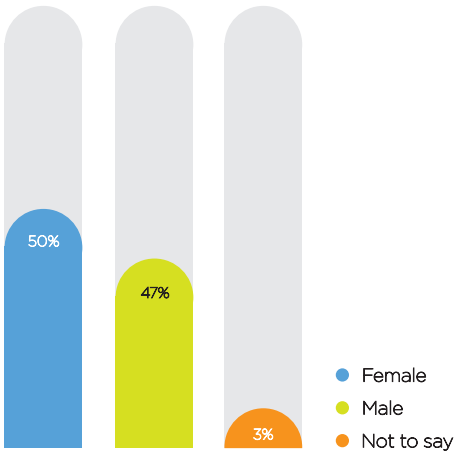
This is an annual study powered by Dhana Inc. to measure how we are working towards brand-customer value alignment.

Technical note: Numbers may not always add up to 100% due to computer rounding or multiple answers.

AGE



GENDER

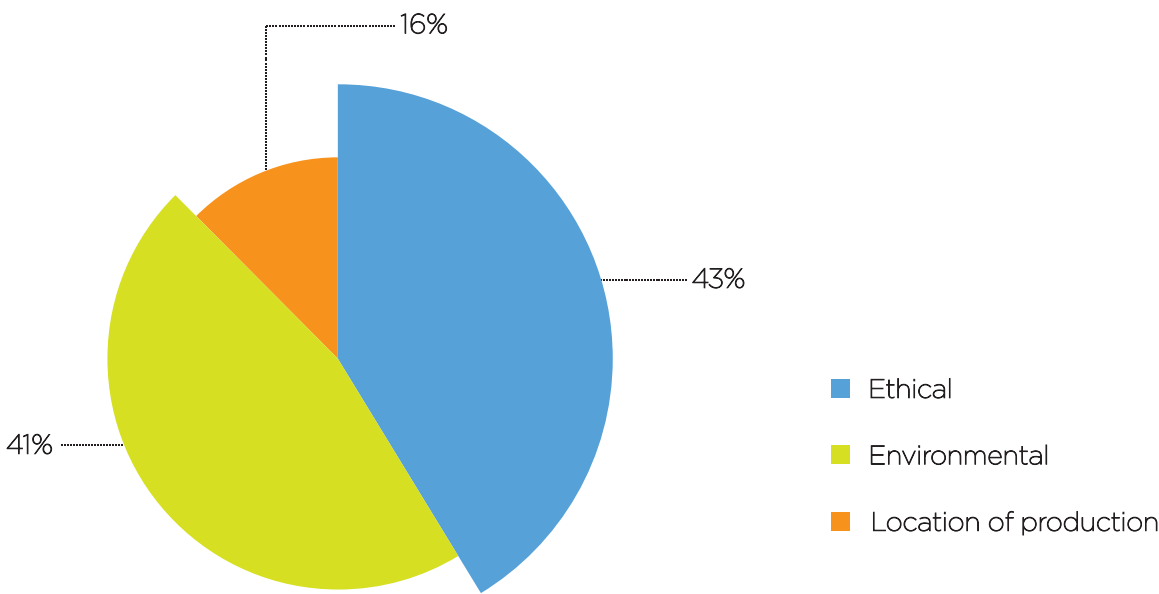
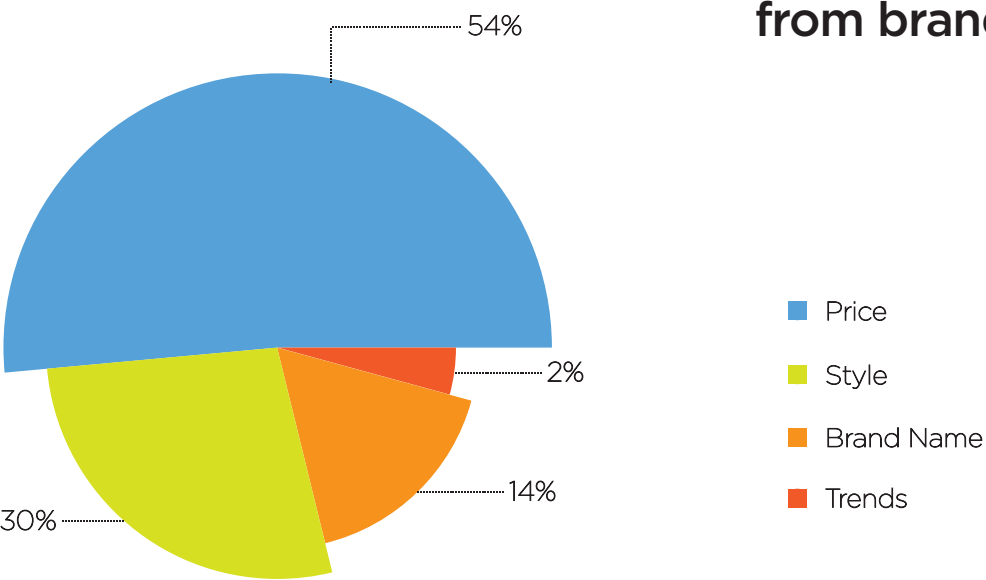


KEY FINDINGS

What information do consumers want to be made aware of when shopping?



97% of consumers want more transparency from brands



When shopping 31% of consumers want to know about the environmental aspect including material.

When shopping for clothes the information consumers want to know the most is material which was selected 80% of the time. The next was treatment of worker (44%) and the location of production (43%).

When asked if brands could be more transparent the majority of consumers (64%) want ethical transparency from brands.

24% of the majority that wants ethical transparency from brands want price transparency (Including what percentage of the total cost of an item is going where within a supply chain and the profit mark up).

Regardless of market influencers (price, style, brand name, and trends) and whether consumers perceive value alignment with brands, consumers' interest in wanting to know more about their clothes when shopping was relatively the same.

There was a general interest of 6% of consumers wanting cultural transparency which includes company mission, history, values, corporate social responsibility, and certifications.

Consumers who selected brand name as the most important factor when shopping the majority believe their values align with the brands they shop with.

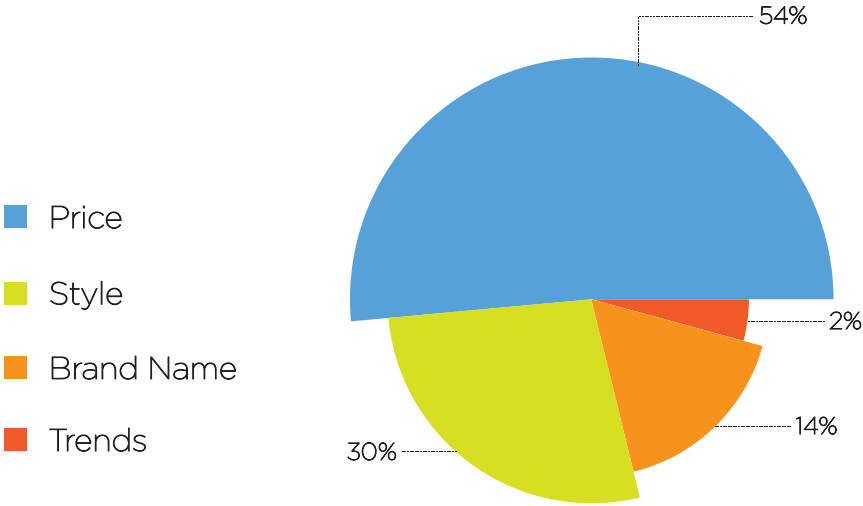
When asked if consumers believe their values are in alignment with the brands they shop with 17% said no and 33% said they don't know.

Millennials made up the most responsive group.

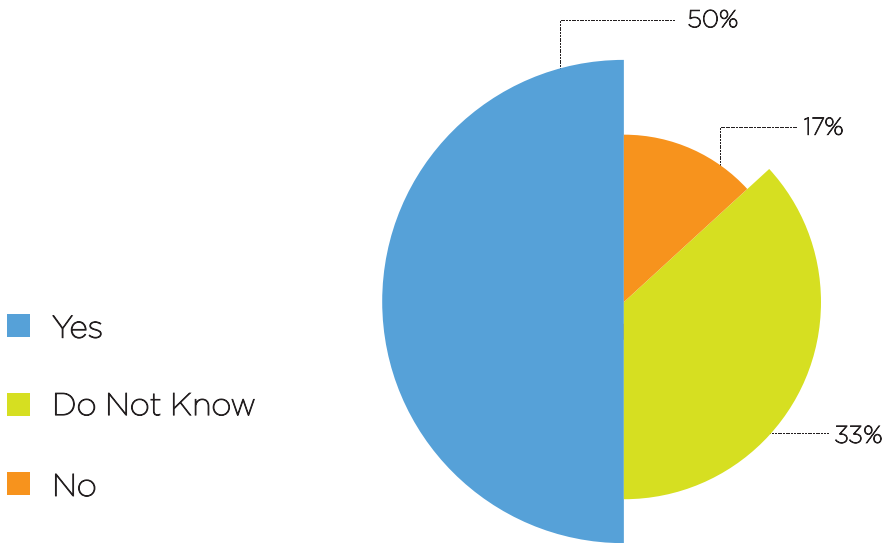


QUESTION 1&2:

Which factor do you consider the most important when shopping (single answer)?



Do you believe your values align with the brands you shop with (single answer)?



More consumers who believe their values align with the brand when shopping, consider brand name and trends most important than those who consider price and style most important.

More than half of consumers selected price as the most important factor (41%), of whom believe their values align with the brand when shopping.

Consumers who selected style as the most important factor (30%), a little less than half (48%) believe their values align with the brand when shopping.

Consumers who selected brand name as the most important factor (14%), the majority (82%) believe their values align with the brand when shopping.

Consumers who selected trends as the most important factor (2%), the majority (76%) believe their values align with the brand when shopping.





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QUESTION 3

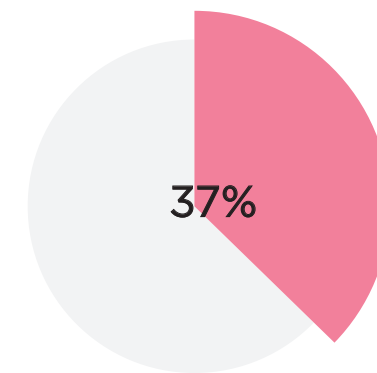
When shopping for clothes, what information would you like to know (select up to three)?

Part 1

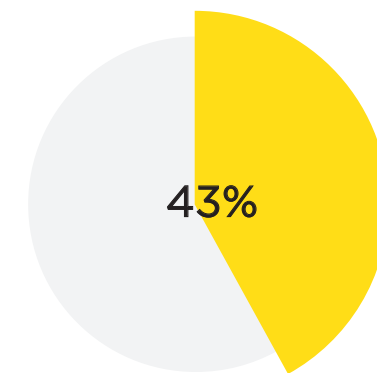
Regardless of market influencers (price, style, brand name, and trends) and whether consumers perceive value alignment with brands, consumers' interest in wanting to know more about their clothes when shopping was relatively the same.

When consumers were asked to select what they would like to know when shopping they chose _____, ____ of the time.

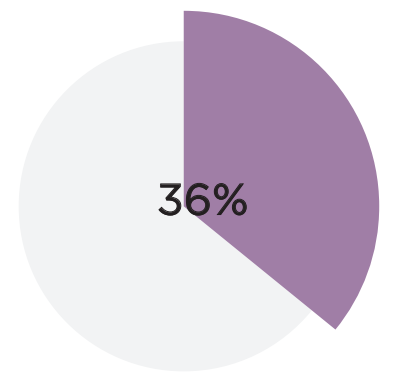
(factors) , (%)



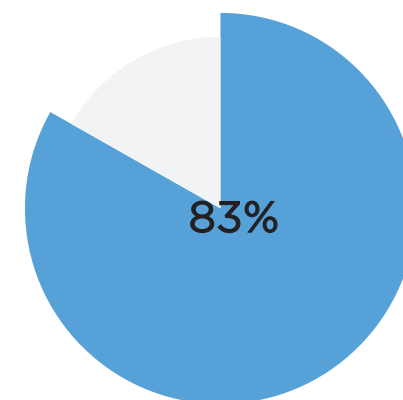
Who Made Clothes



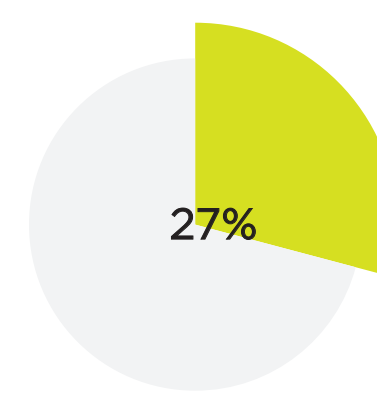
Treatment of Worker



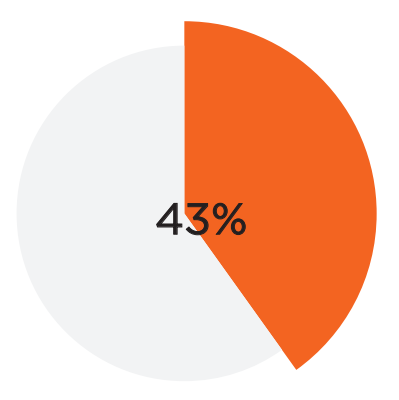
How Made



Material



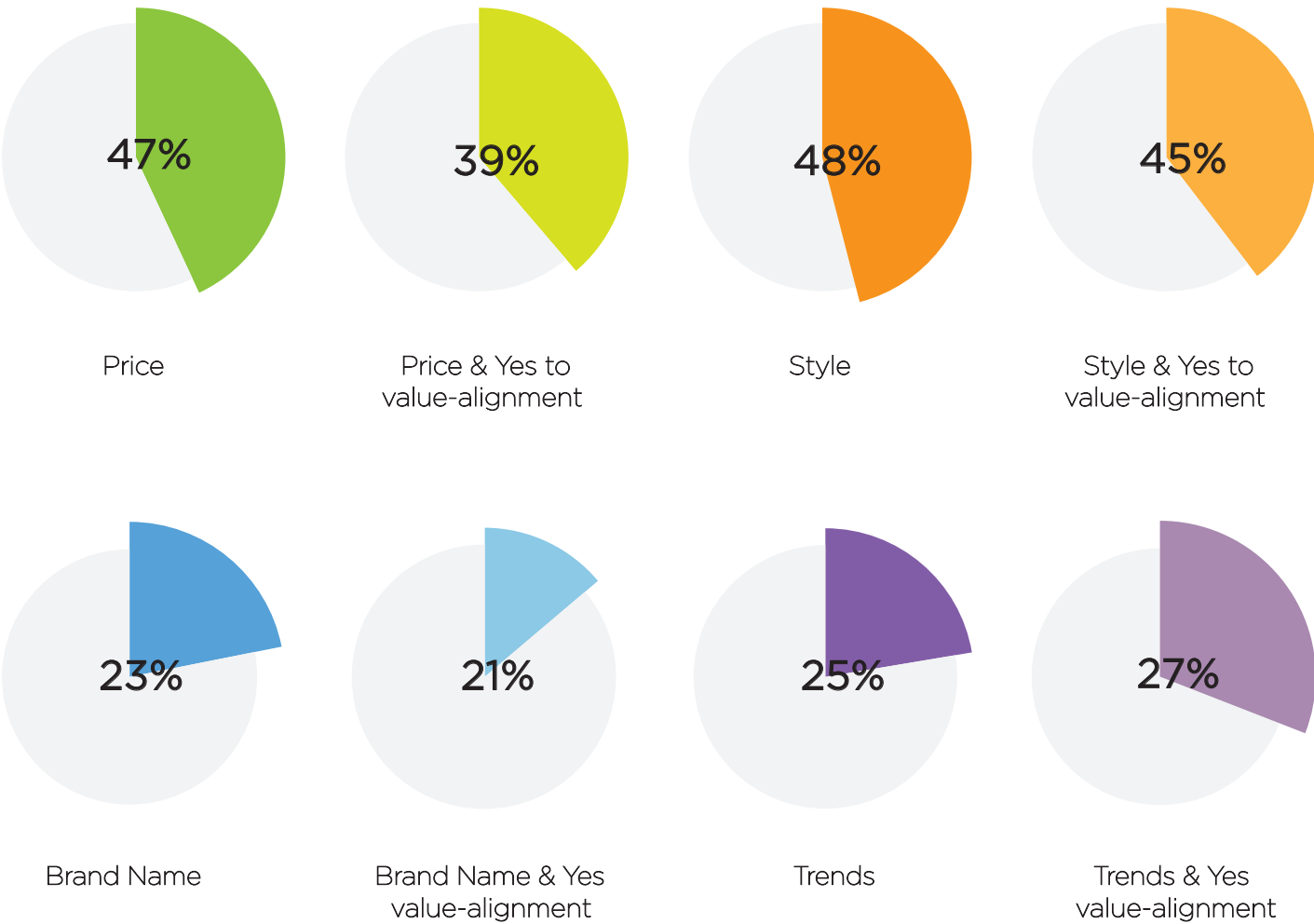
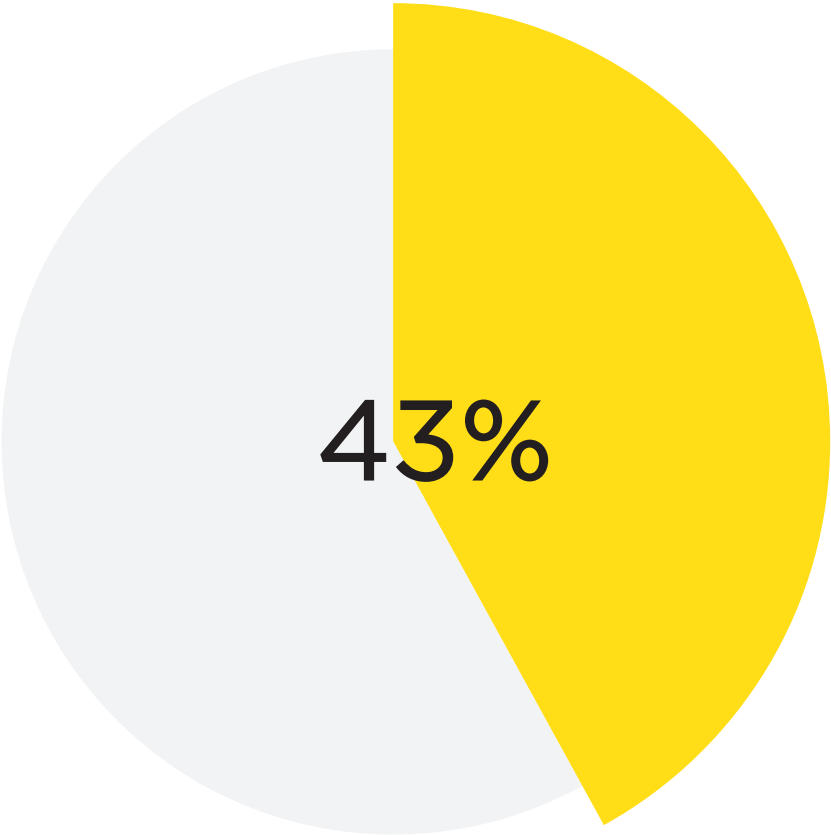
Carbon Footprint



Location of Production

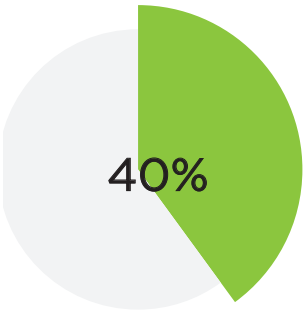
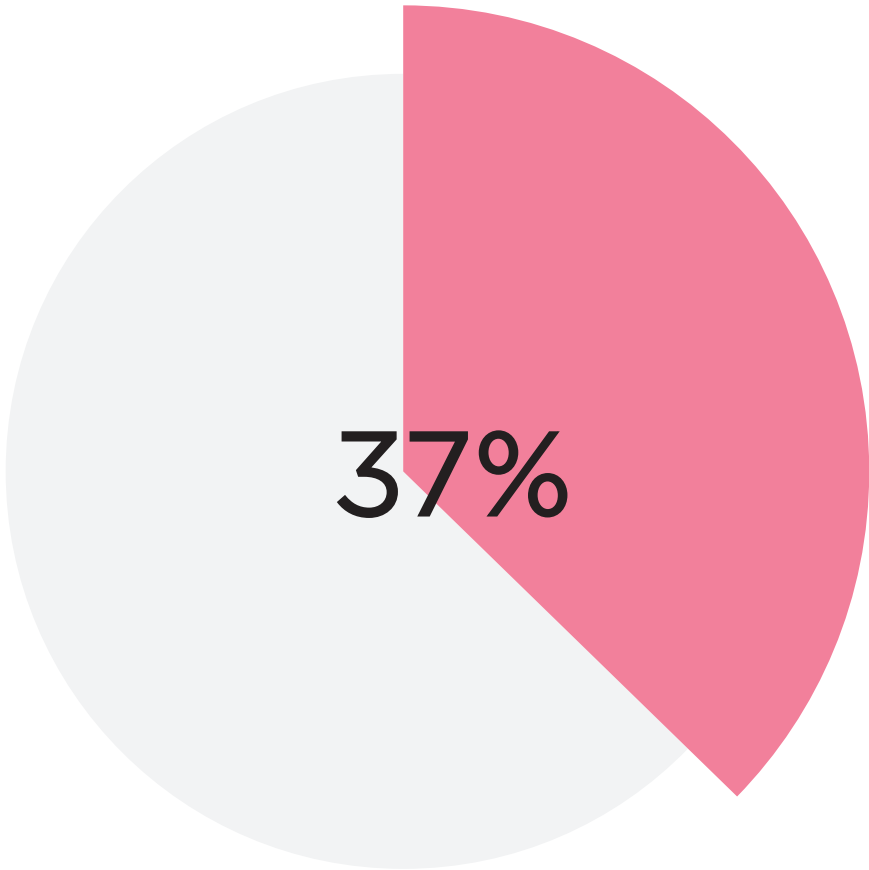
TREATMENT OF WORKER

43% of consumers want to know how the worker is treated. When comparing market influencers (price, style, brand name, and trends) and whether consumers perceive value alignment with brands, consumers' interest in transparency was relatively the same.

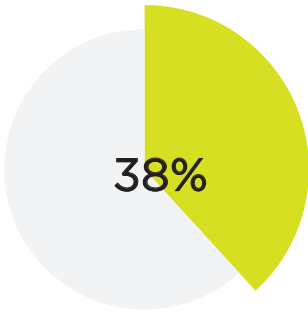


WHO MADE CLOTHES

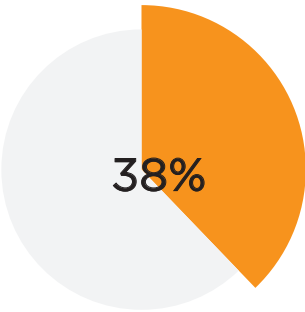
More than a third of consumers want to know who made their clothes. When comparing market influencers (price, style, brand name, and trends) and whether consumers perceive value alignment with brands, consumers' interest in transparency was relatively the same.



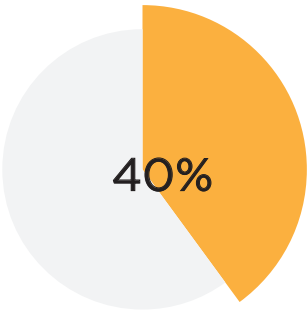
Price



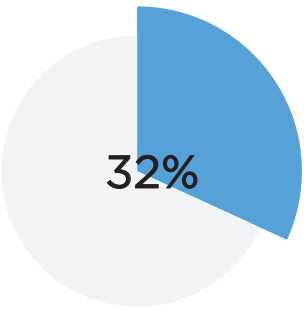
Price & Yes to value-alignment



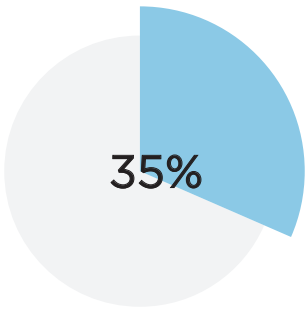
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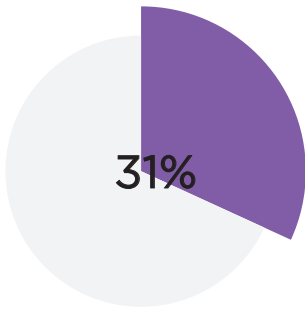
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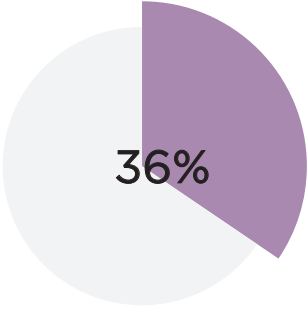
Brand Name



Brand Name & Yes value-alignment



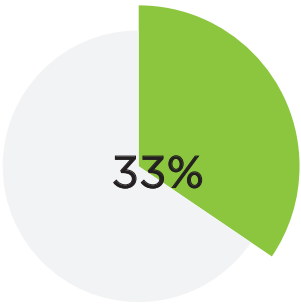
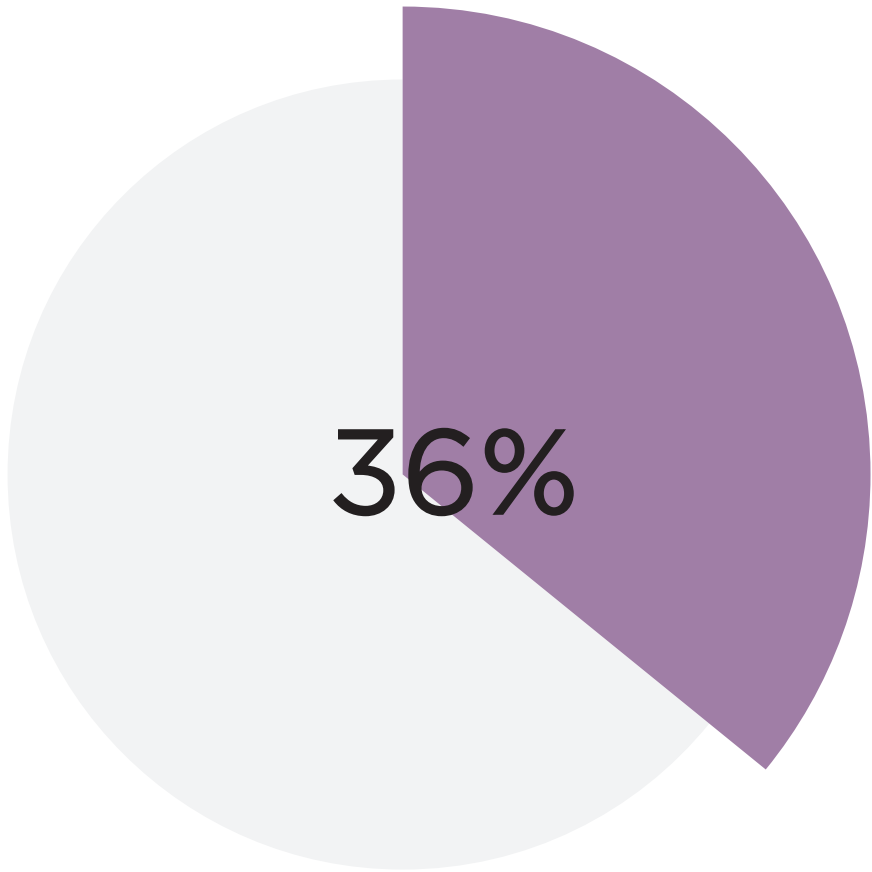
Trends



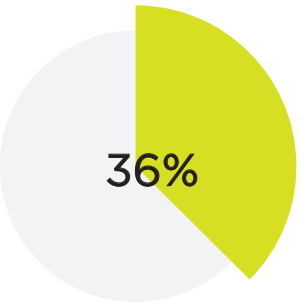
Trends & Yes value-alignment

HOW MADE

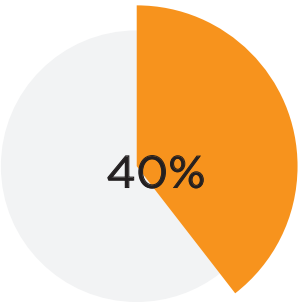
More than a third of consumers want to know how their clothes are made. When comparing market influencers (price, style, brand name, and trends) and whether consumers perceive value alignment with brands, consumers' interest in transparency was relatively the same.



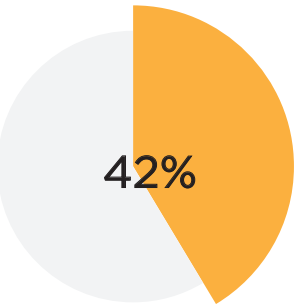
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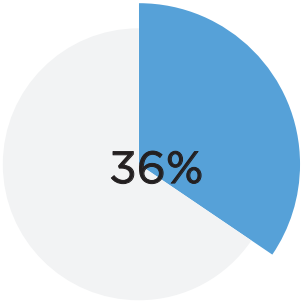
Price & Yes to value-alignment



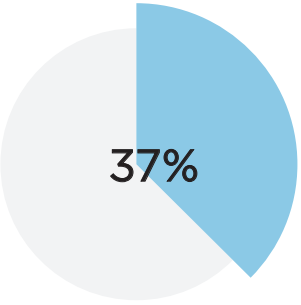
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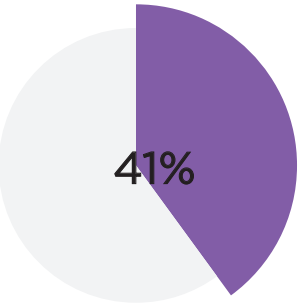
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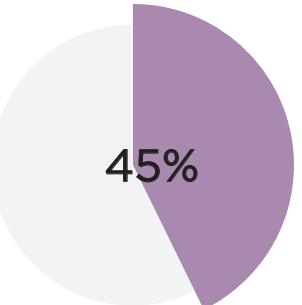
Brand Name



Brand Name & Yes value-alignment



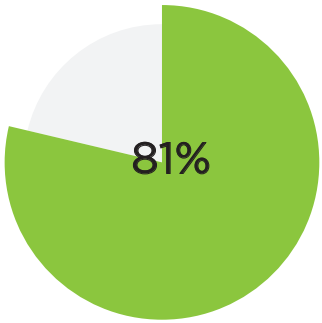
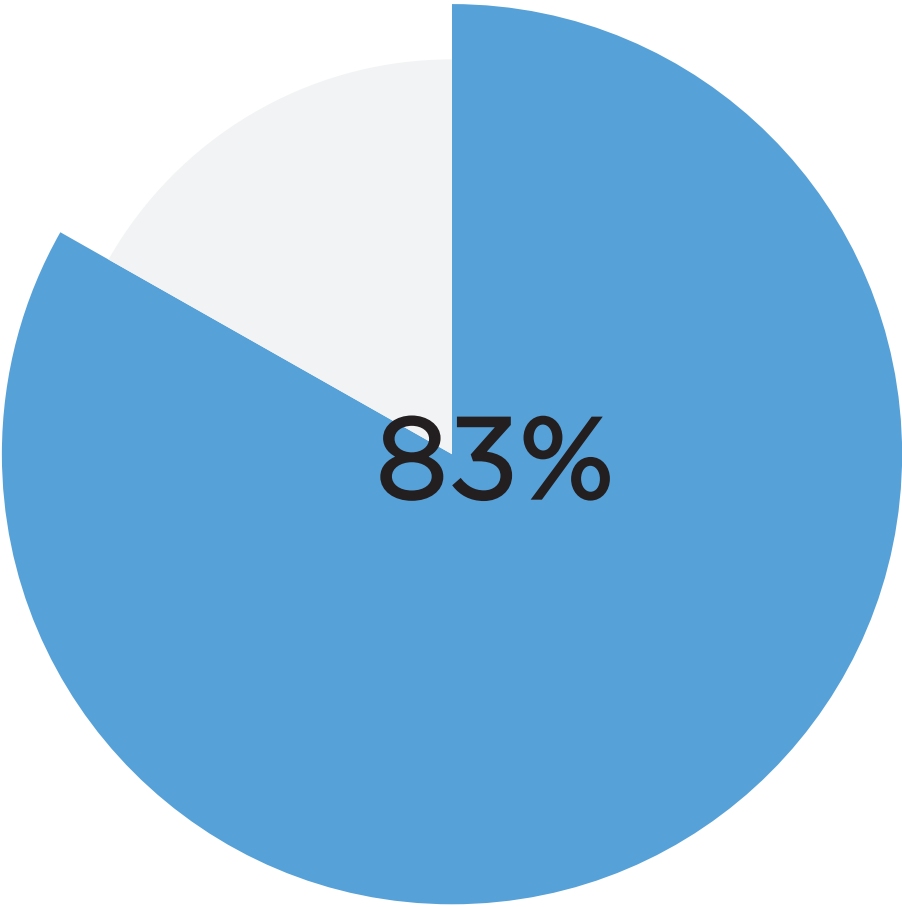
Trends



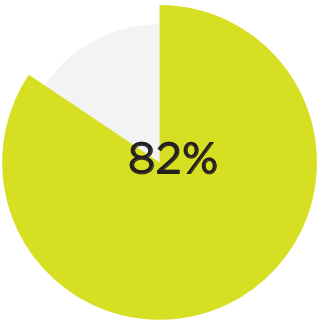
Trends & Yes value-alignment

MATERIAL

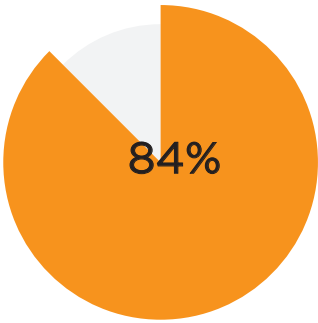
Majority of consumers want to know more about the material within their clothes. When comparing market influencers (price, style, brand name, and trends) and whether consumers perceive value alignment with brands, consumers' interest in transparency was relatively the same.



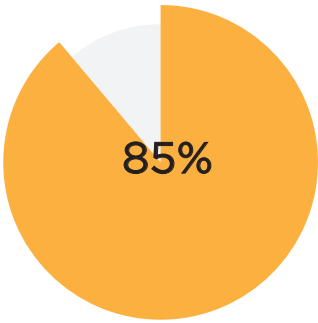
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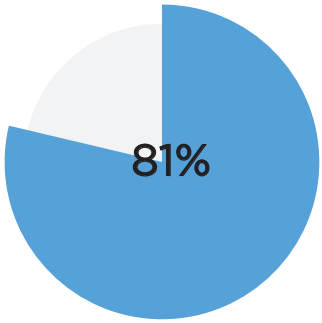
Price & Yes to value-alignment



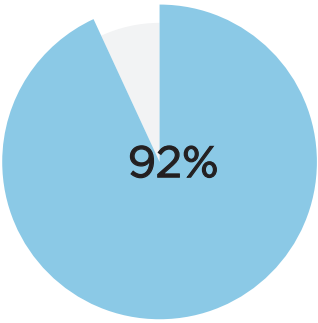
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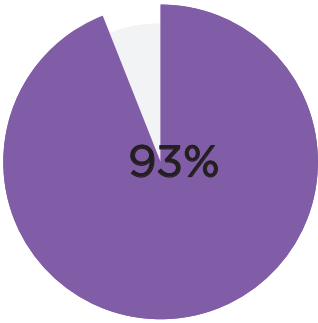
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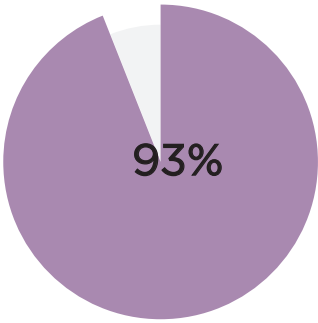
Brand Name



Brand Name & Yes to value-alignment



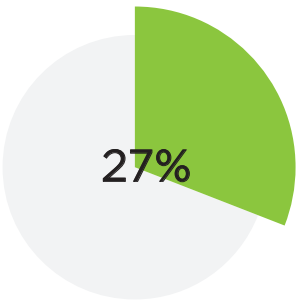
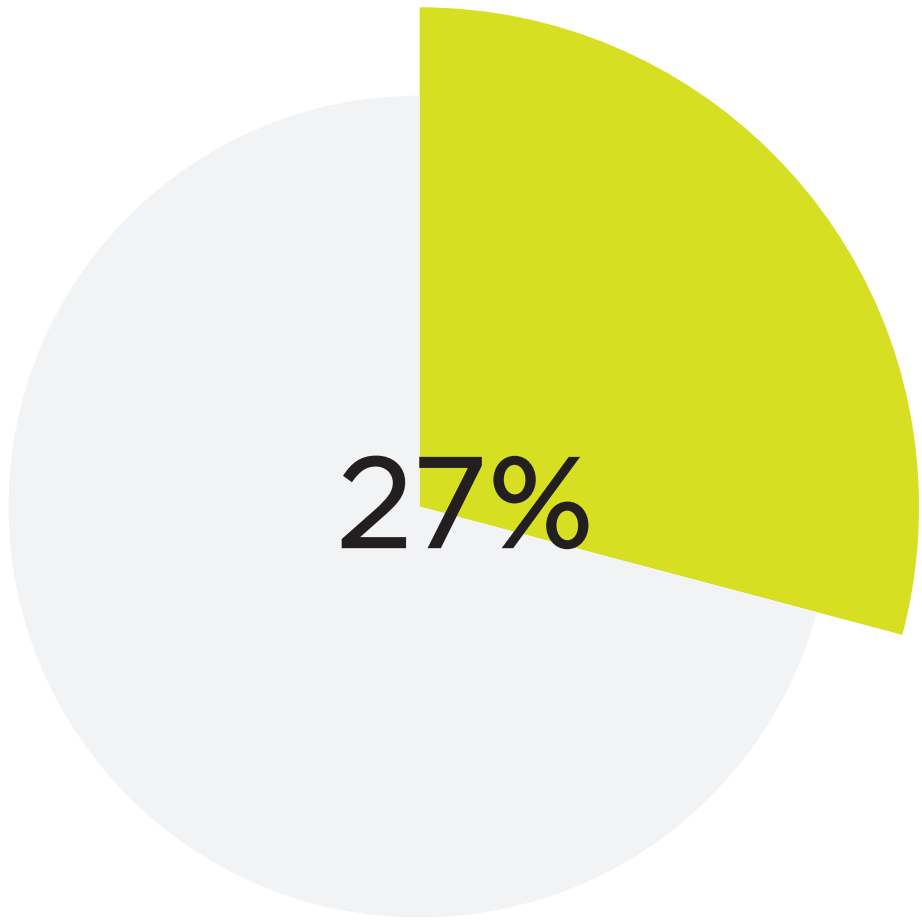
Trends



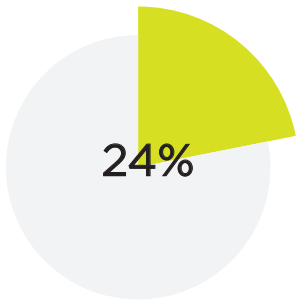
Trends & Yes to value-alignment

CARBON FOOTPRINT

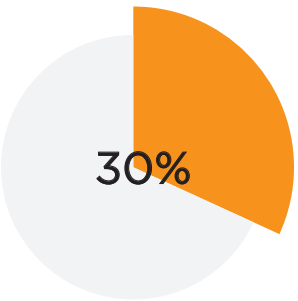
27% of consumers want to know the carbon footprint behind their clothes. When comparing market influencers (price, style, brand name, and trends) and whether consumers perceive value alignment with brands, consumers' interest in transparency was relatively the same.



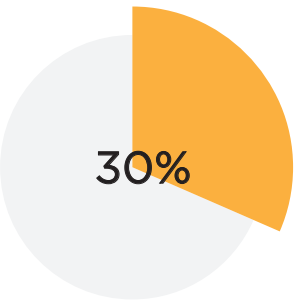
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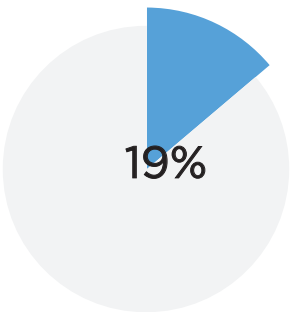
Price & Yes to value-alignment



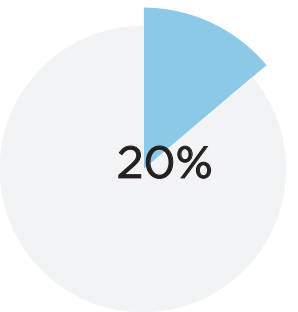
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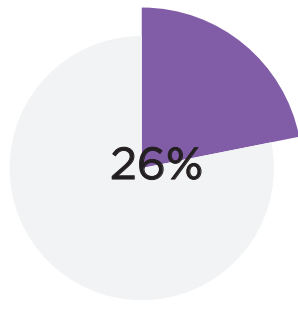
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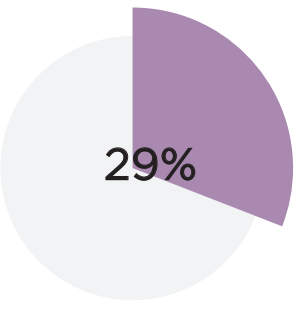
Brand Name



Brand Name & Yes value-alignment



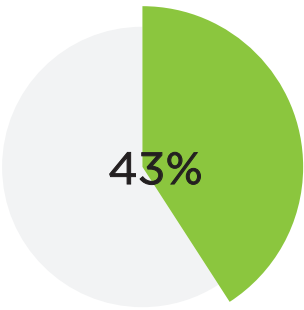
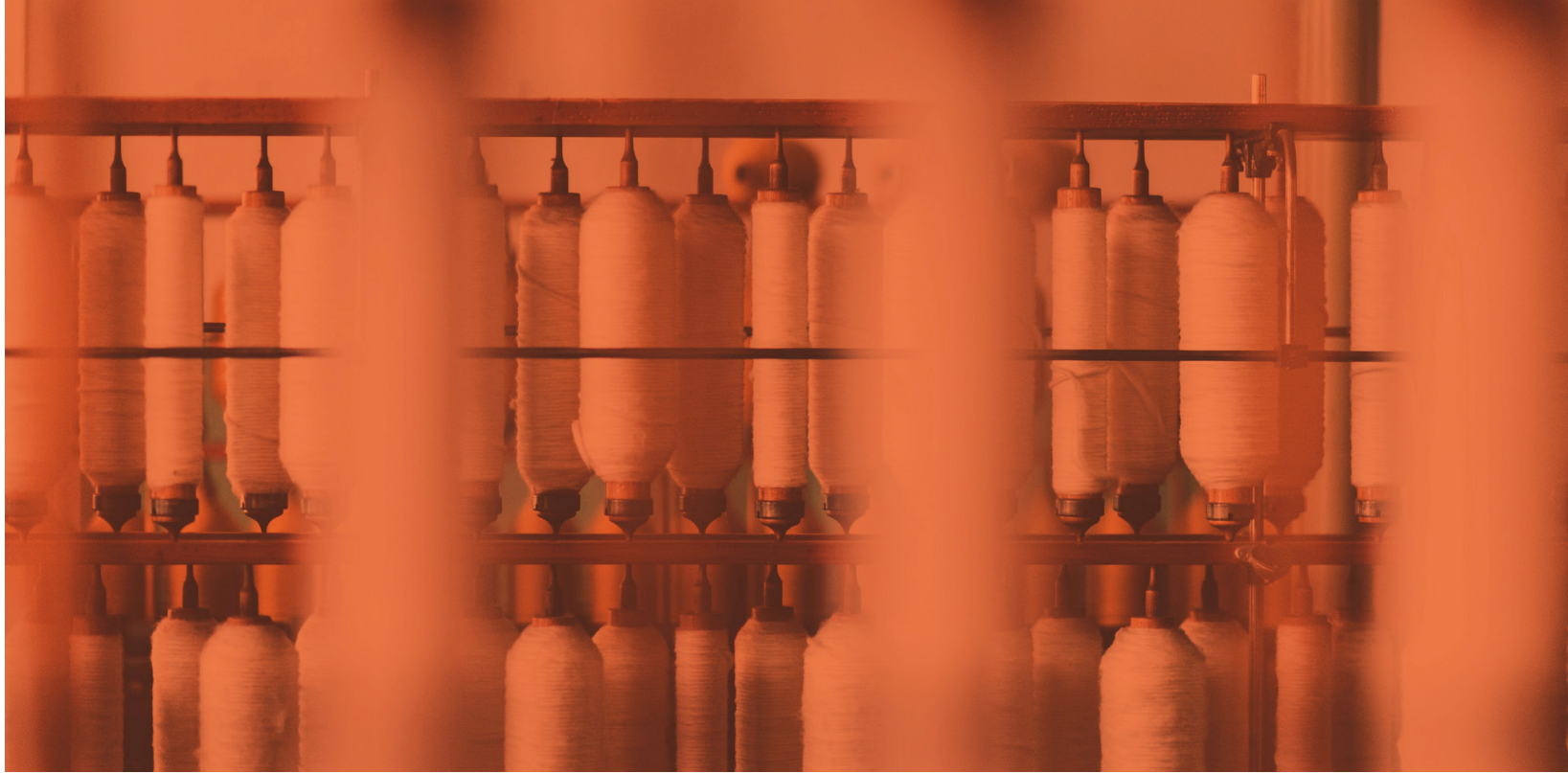
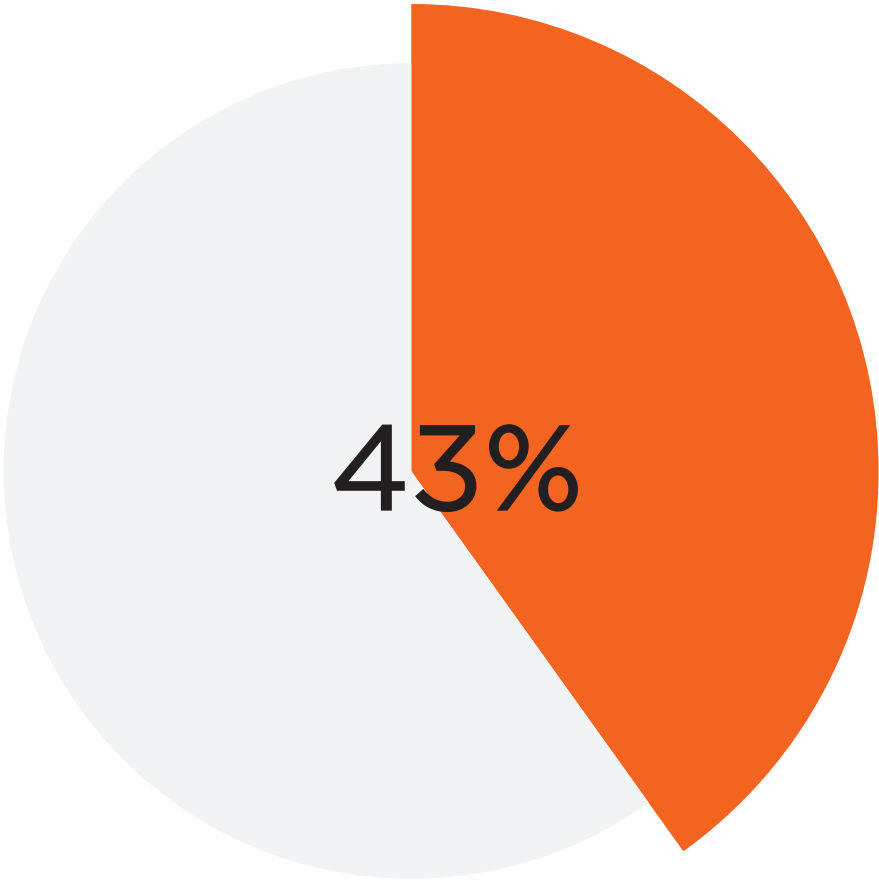
Trends



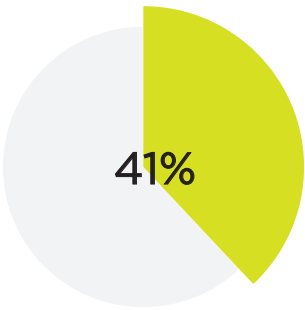
Trends & Yes value-alignment

LOCATION OF PRODUCTION

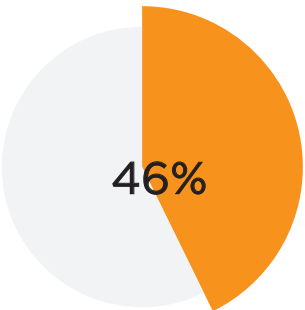
43% of consumers want to know the location of production behind their clothes. When comparing market influencers (price, style, brand name, and trends) and whether consumers perceive value alignment with brands, consumers' interest in transparency was relatively the same.



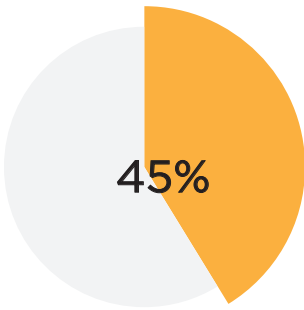
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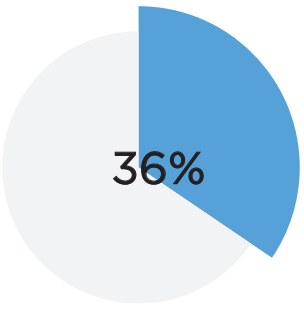
Price & Yes to value-alignment



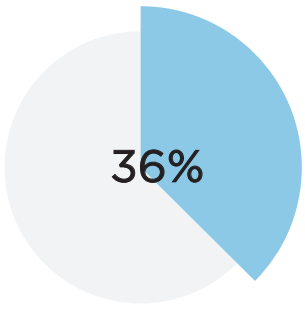
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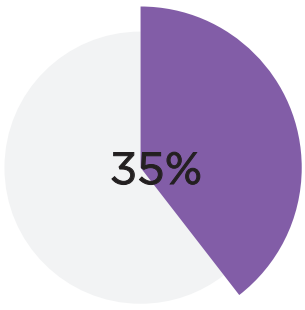
Style & Yes to value-alignment



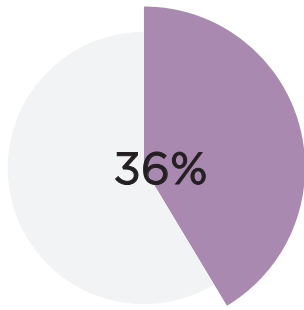
Brand Name



Brand Name & Yes value-alignment



Trends



Trends & Yes value-alignment



When asked to select what consumers want to know when shopping the majority selected material (83%).

When comparing market influencers (price, style, brand name, and trends) and whether consumers perceive value alignment with brands, consumers' interest in wanting to know more about their clothes when shopping was relatively the same.

Almost half of the consumers want to know about the ethical aspect when shopping (43%), (41%) want to know about the environmental and the remaining 16% want to know the location of production.

Of consumers who want to know about the ethical aspect when shopping 14% of whom want to know who made their clothes, 13% want to know how they were made (20% want to know both), 16% want to know the treatment of worker (20% want to know how they were made and treatment of the worker) and 11% selected all three.

Of consumers who want to know about the environmental aspect when shopping 31% of whom want to know about the material, 10% want to know the carbon footprint and 17% selected both.



QUESTION 4

If brands could be more transparent, what information would you like to know?

Part 2

Consumers are looking for more brand transparency in areas that have to do with the worker, production, pricing, and consumer health as it relates to the garment.

BRAND TRANSPARENCY

Ethical Transparency = 64%

Environmental Transparency = 13%

Product Transparency = 9%

Geographic Transparency = 8%

Cultural Transparency = 6%



ETHICAL TRANSPARENCY



64% (4,256)

- Treatment of Workers = 804
- Labor Wages & Hours = 804
- Who Made Clothes & Personal Testimonials = 412
- Child Labor Use / Age of Workers = 82
- How Garment was Made = 629
- Worker Benefits = 20
- Factory / Work Conditions = 307
- Ethical Issues & Practices within Supply Chain = 59
- Transparency of Cost of Goods (Labor, Materials, Production, Etc) / What Percentage of My Money Goes Where = 739
- Profit Markup per Garment = 179
- Cost of Material = 30
- Price Compared to Market = 30
- Labor Costs = 20

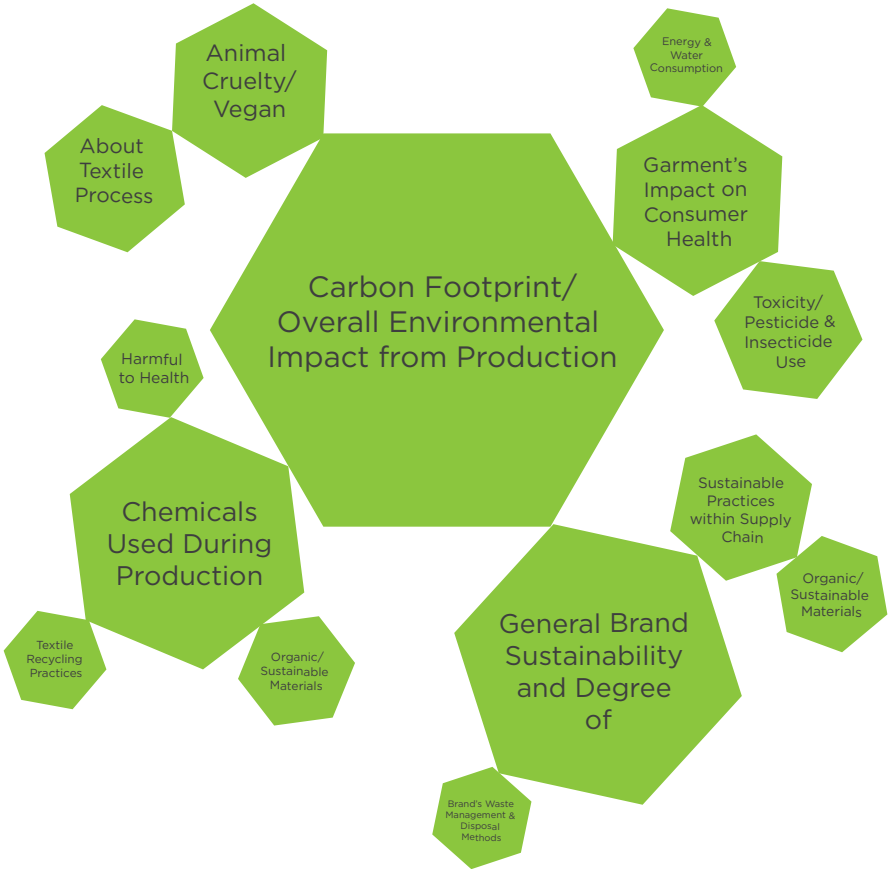


ENVIRONMENTAL TRANSPARENCY



13% (864)

- Chemicals Used During Production = 73
- Animal Cruelty/Vegan = 44
- Sustainable Practices within Supply Chain = 29
- About Textile Process = 32
- Toxicity / Pesticide & Insecticide Use = 32
- Organic / Sustainable Materials = 23
- Carbon Footprint / Overall Environmental Impact from Production = 346
- General Brand Sustainability and Degree of Sustainability = 90
- Garment's Impact on Consumer Health = 58
- Brand's Waste Management & Disposal Methods = 16
- Energy & Water Consumption = 11
- Textile Recycling Practices = 11
- Harmful to Health = 10



PRODUCT
TRANSPARENCY

9% (598)



- Quality = 284
- Product Life-Cycle = 65
- Durability = 51
- Transparency Label = 23
- How to Care for Garment = 19
- Accurate Sizing = 14
- Harmful to Health = 10

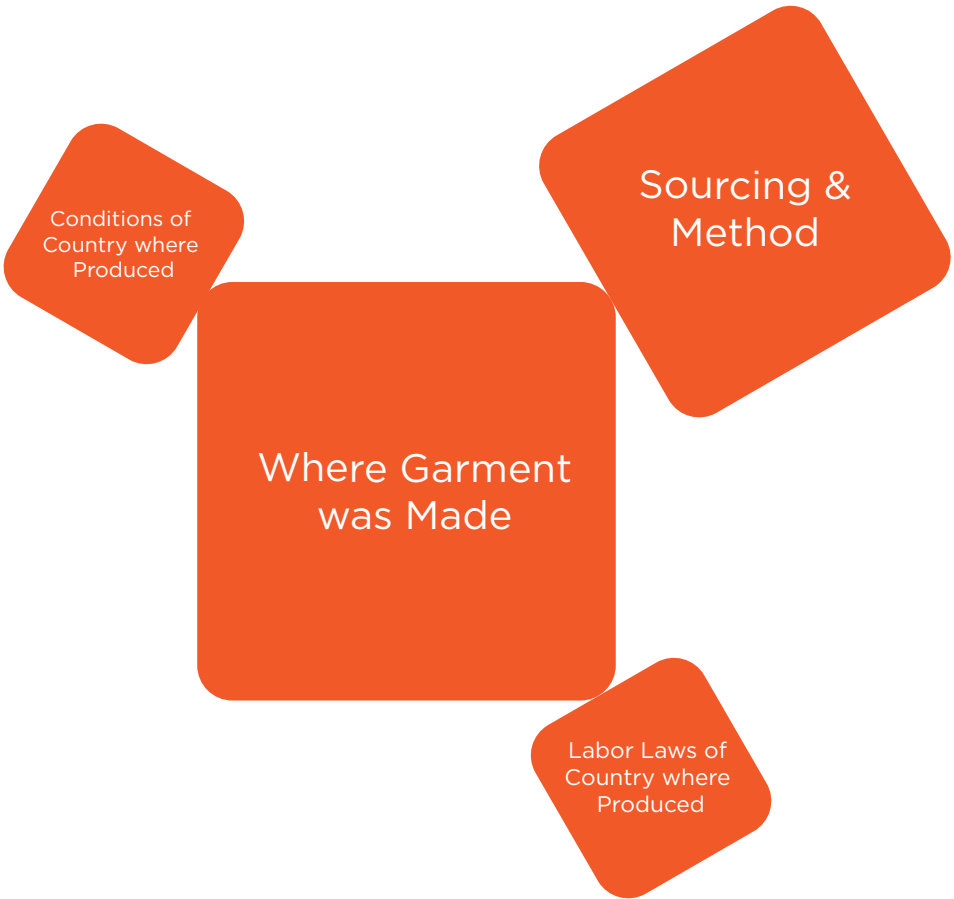


GEOGRAPHIC
TRANSPARENCY

8% (533)



- Labor Laws of Countries where Produced = 20
- Conditions of Country where Produced = 20
- Where Garment was Made = 219
- Sourcing & Method = 176



CULTURAL TRANSPARENCY

6% (399)



- About Brand / Transparency of Brand / History = 84
- Brand Values / Ethics = 93
- CSR = 60
- Care for People & Planet = 40
- Brand Reputation = 20
- Government & Community Involvement where Production takes place = 17
- Brand's Position on Political or Social Issues (LGBTQ, etc.) = 13
- Certifications (Fair Trade, B corp, etc.) = 7



FINDINGS OF THE FIVE AREAS WHERE CONSUMERS ARE WANTING MORE BRAND TRANSPARENCY

ETHICAL

The majority (64%) of consumers want general ethical transparency from a brand.

Less than a quarter (24%) of consumers want price transparency addressing topics such as cost of goods and the profit mark up.

Other than price transparency, most consumers want to know the treatment of worker (19%) and working hours and wages (19%).

Consumers requesting ethical transparency want more worker transparency. 8% want to know the factory working conditions, 2% want to know if child labor is employed and/or ages of the workers, and 2% want to know overall ethical issues and practices within brand supply chains.

ENVIRONMENTAL

Of consumers who want environmental transparency, knowing the overall environmental impact of production was the most requested (41%).

Consumers are interested in the impact on their health in relation to the garment material. Specifically, 9% want to know the garment's impact on consumer health and chemicals used during production, 5% want toxicity transparency that relates to pesticides or insecticides used and 4% want to know about organic and/sustainable materials used.

6% of consumers want to know if the garment is vegan and/or information regarding animal cruelty.

PRODUCT

9% of all consumers want more transparency from brands when it comes to understanding the garments they purchase.

Almost half (49%) of consumers want more information on garment quality, 13% want brands to provide the product life-cycle of their clothes, 10% want to know the garment durability and 3% want to know how to properly care for their garment.

GEOGRAPHIC

Almost half (46%) of consumers want to know where the garment was made and more than the third (38%) want to know about the brand's sourcing methods.

There is an equal interest (8%) in wanting to know the conditions and labor laws of the country where production occurs.

CULTURAL

There was a general interest of 6% of consumers wanting cultural transparency from brands including company structure such as their mission, history, values, corporate social responsibility, and certifications.

More than a quarter (26%) of those interested in cultural transparency want to know brand values/ethics and 2% want to know about brand certifications such as Fair Trade, Certified B Corp, etc.



CONCLUSION



What does this report tell us?

Consumers consider price and style as the most important factors when shopping but still require more transparency from brands.

Regardless of the perception of brand-consumer value alignment and market influencers like price, style, brand name, and trends, people's interest in wanting to know more about the ethical, environmental and geographic aspect of their clothes when shopping is relatively the same.

The report indicates brands need to rethink the way they connect with their audience to promote value-alignment, as a large number of consumers consider value-alignment when shopping.

Consumers value price, are aware of brand-customer value alignment and want price transparency disclosing where their money is going when they make a purchase, how much labor costs and what is the profit markup of the garment.

Brand reputation is important to consumers as value-alignment is more present amongst consumers who consider brand name the most important factor when shopping. Additionally, consumers want cultural transparency from brands that have to do with their certifications, history, values, and corporate social responsibility.

Majority of consumers want ethical transparency, but overall, people want diverse transparency from brands that have to do with supply chains, pricing, material, sustainability and impact on human health.

There is significant interest in wanting more transparency that has to do with the worker, the conditions of their work environment, the conditions of the country, and the type of involvement brands have within the country.

The results show that interest in overall sustainability comes second to ethical awareness, indicating there needs to be a greater push from brands offering environmental transparency on their company and products.

Consumers are wanting brands to be more transparent about the processes behind their clothes including textile production, the toxicity of the process, chemicals used, where the garment was made, how, and the carbon footprint of the process.

Consumers want brands to be more transparent about garment quality, material, and any harm to the health of the worker and/or wearer.



[I want to know] Name of factory that clothes were made in, which I could then look up online to see the conditions."

-Someone Wanting More

RECOMMENDATIONS



BRANDS

Focus on ensuring brand-consumer value alignment, by offering information to customers to make informed shopping decisions.

Provide more information to customers that have to do with supply chain practices, authenticating fair prices, quality and proper care instructions based on material quality.

Facilitate conversations around your company and supply chain practices.

In the world of digital, consumers have the ability to discover and learn about the malpractices of the fashion industry. This report is a representation of the population who express genuine interest in transparency regardless of market influences and are expecting more from brands.

In order for brands to honor and tap into the population of consumers who value brand reputation, believe their values align with the brands they are shopping with and are interested in knowing more about their clothes, brands need to act and lead dialogue within industry, their stores, online and amongst everyday shoppers.

Be the remedy not the problem. Consumers expect brands to address the social and environmental issues within the fashion industry.

This report highlights the various types of transparency consumers are demanding and what aspects of the company and brand supply chain businesses need to communicate in order to hold themselves accountable and appeal to this market.

CONSUMERS

Exercise your resources to seek out brands that offer transparency.

Shop with transparent brands engaged in topics that have to do with the worker, production, sourcing methods, sustainability, and awareness of consumer health. These brands are allowing consumers to shop in alignment of their values and ultimately wear their values as part of the movement aiding one of the top five most polluting industries.

Demand more transparency from brands by reaching out, engaging online and leading conversations inviting their peers to participate in order to transform the negative relationship brands have with consumers.

Tag #WearOurValues as a call-to-action to raise awareness, show your solutions and positive impact to aid the effects of the fashion industry. When sharing #WearOurValues, you are communicating how the clothes you wear are reflective of who you are and what you stand for. You have the ability to spread awareness, show your direct input, and discover and connect with other like-minded individuals.

The beauty of using the hashtag is its inclusion. The more you share, the more people see, and the greater our collective thinking around shopping changes. By empowering the consumer to generate attention in the ways we can transform our everyday lifestyle, we are creating a lasting impact on the people around us. The more #WearOurValues is seen, the more curious your community becomes and the more willing others will be to adopt.

CALL-TO-ACTION

Start and join conversations connecting with other advocates of the sustainable fashion movement on a global scale. Share businesses, vendors, brands, designers, stylists, artisans, and individuals (including yourself) who are offering solutions for consumers to align their values with the way they shop.

Advocate for a better industry and for future generations so that the world can all have safer and fairer fashion experience.

OFFER TRANSPARENCY

There is a market of conscious consumers who are expecting more transparency from brands.

DEMAND TRANSPARENCY

There are brands that are responding to what consumers have to say.



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