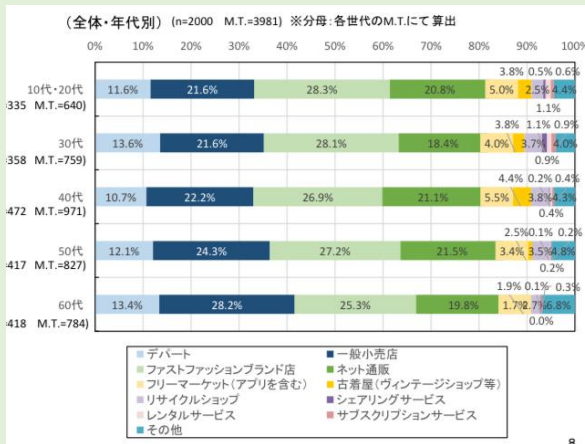


What do we as consumers have to do to promote sustainable fashion?

W201902-1 Tokyo Metropolitan Minamitama Secondary Education School



Secondhand Is Capturing the Most Market Share in the U.S.
Secondhand is expected to be a nearly \$90 billion market in the next 10 years, growing faster than any other channel.



❖ Actions we can do

Individuals

- ❑ Becoming familiar with our clothes.
→ Getting to know them better will help us consider more about sustainable fashion.

- ❑ Learning about environmental issues and what is happening in the world.

- ❑ Participating in the recycling process.

- ❑ Actively contributing to society by donating clothes we do not wear anymore.

- ❑ Taking care of the clothes we have.
→ Wearing clothes which are durable to reduce the amount of clothing discarded as much as possible.

- ❑ Holding a garage sale.
→ It may be difficult to adopt in Japan, but it is being done in various areas and may become more popular.

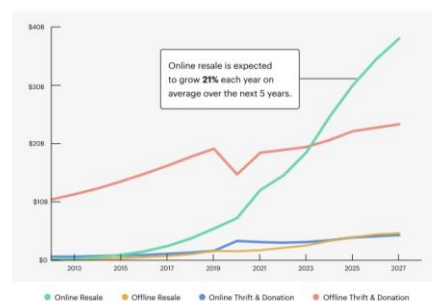


Organizations

- ❑ Showing consumers what they are doing to solve this problem.
→ Consumers can know how and where their clothes are made.
- ❑ Selling secondhand clothing to a younger audience.
→ It is estimated that the demand for thrifting among Generation Z will increase.
- ❑ Using the Internet to make it easier for many people to buy secondhand clothes.
→ Online resale is expected to grow rapidly.

Online Resale Is the Fastest-Growing Sector of U.S. Secondhand Market

Online resale is expected to reach \$38 billion by 2027, growing 2X faster than secondhand overall.



Gen Z is driving online resale's growth

58% of Gen Z who bought secondhand apparel in the last 12 months made at least one purchase online—more than any other generation.