

AN ECO-FASHION COLLECTION FOR FLOWERS&BIRDS



IDENTIFYING COMMUNICATION THEMES AND PROMOTIONAL TOOLS FOR A START-UP FASHION LABEL

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SUMMARY

In this study, promotion channels for an eco-fashion collection of the German start up label Flowers&Birds have been identified. It has been revealed, how sustainability in regards to clothing can be credibly communicated and who the target group for these garments are.

In Germany, a slowly increasing number of fashion labels are offering clothing from organic materials whose makers guarantee good working conditions and appropriate wages for all those integrated in the supply chain. However, on a global scale the percentages of materials that are cultivated and processed in an environmentally friendly way are minuscule, which leads to the clothing made of these textiles being fairly high priced and not very wide spread, positioning organic garments on a niche-market in Germany.

Research done for this study includes a consumer questionnaire amongst 184 German women and five expert interviews with people having a background in the production and retail of organic garments. The consumer survey focused in particular on the target group of the fashion label Flowers&Birds, namely women being 25 – 40 years old. Within this audience in focus it was evaluated, that their associations towards eco-fashion are split. Environmental friendliness in terms of growing raw materials without the use of pesticides or other chemicals is highly valued. The omission of those substances is regarded to be better for nature but also for the consumer when using the end product. Ecological garments though, are seen critically. Due to the fact that the supply chain for these products is long, the target group finds them obscure and questions whether higher prices for the clothing are really appropriate. Further, the designated target group complains eco-clothes to have dull cuts and bland colours.

Setting their focus on the environment and the personal health, the target group of Flowers&Birds matches the consumer group of LOHAS, people that lead a Lifestyle based on the notions of Health and Sustainability. This buyer public developed in Germany alongside the advancing of the megatrend of sustainability that has been identified in this paper.

The study reveals that LOHAS people, and respectively the target group of Flowers&Birds, are a suitable audience for ecological clothes when those garments fulfil aspects such as being colourful, having modish cuts and being wearable at work and in daily life. Additionally the quality of the garments must be reflected in the material and workmanship to justify a higher price.

Resulting from the research done for this paper, appropriate communication themes for an eco-fashion collection of the fashion label Flowers&Birds are conscious comfort or conscious chic at the workplace.

The communication channels this paper advises to promote the ecological clothes lie within the means of the start up fashion label Flowers&Birds. Appropriate promotional disciplines are identified to be Print endeavours in local newspapers and magazines, Internet appearances on specialised blogs, Events around topics such as sustainability and design, Word of Mouth activities, special Packaging and Outdoor efforts as in Flyers and Posters. However, in all communication endeavours the pure sustainability of the means used needs to be born in mind. If this can be guaranteed the communication instruments presented in the paper at hand offer the right set of tools for Flowers&Birds to successfully communicate an eco fashion collection within its relevant target group.

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LIST OF ABBREVIATIONS:

EFF – Ethical Fashion Forum

GfK – Gesellschaft für Konsumforschung

GOTS – Global Organic Textile Standard

IVN – Internationaler Verband der Naturtextilwirtschaft

LOHAS – Lifestyle of Health and Sustainability

TdW – Typologie der Wünsche

1. INTRODUCTION

“Mean but Green”¹, “Everything Earth Friendly”² or “Purple goes Green”³. These are only a few examples of advertising taglines with which the consumer goods industry tries to outfit their brands with a more sustainable touch. Ecological and sustainable behaviour is on the rise in Europe and the rest of the developed world. A lot of people are alarmed by global news broadcasts on climate change and the decline of natural resources. Therefore buying products that are manufactured in an ecologically responsible way, may they be called “green”, “bio” or “sustainable”, seems to be a good way to make a contribution to the planet. Buying “bio” even became a form of self-expression demonstrating a concern for the environment. But since the environment is a social good, an ecological advantage alone is not beneficial for the individual. Accordingly, an ecologically qualified individual advantage needs to go along in order for the environmental interest to become a selling point. (Schrader in Belz and Bilharz 2005) As will be seen in this study, for “green” products this qualified individual advantage often is rooted in health issues.

Conferring to established EU standards, the ecological production process of “bio” goods sold in Europe regards mainly the environment. It entails the gentle handling of soil through the exclusion of chemical fertilizers in the growing process, the safeguarding of groundwater, climate protection and ethical husbandry through the omission of genetically engineering, antibiotics and growth stimulating substances. (Zeit Wissen, 2010, p.12) The considerate treatment of resources makes goods from bio-quality ecologically reconcilable. The exclusion of pesticides and other chemicals throughout the production process also results in a diminished uptake of unhealthy substances for the user. These substances could be ingested either orally via the food- intake or extrinsic via the skin when using for example cosmetics or wearing clothes of which the fibres have been acquainted with toxic chemicals.

But in the world of consumer goods, ecology or environmental friendliness is only one factor that makes them sustainable consumer goods. For this study, the concept of sustainability is built on the three pillars ecology, economy and social consciousness (Ill. 1). Sustainability is the intersection of these three dimensions.

¹ Toyota Prius

² Walmart

³ Cadbury

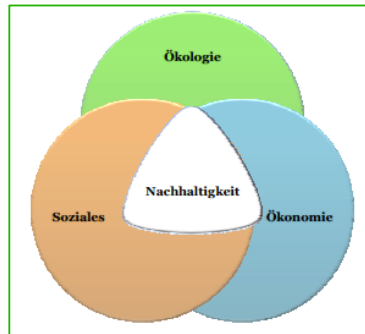


ILLUSTRATION 1⁴: THREE PILLARS OF SUSTAINABILITY

The study at hand looks into the concept of sustainability in regards to the fashion business. It seeks to find a suitable approach for the small German fashion label Flowers&Birds of how to successfully communicate about its' eco-fashion collection.

Flowers and Birds is a start-up company for womens' and childrens' clothing based in Hamburg, Germany. Founder and Chief Designer Julie Kern puts great emphasise on quality materials and a fair and local production process for her designs. For the possible introduction of a collection that is made purely sustainable, she looks for advice on how to communicate about these garments.

To be able to draw conclusions on the market for eco-fashion in Germany, the paper initially looks at the general trends in sustainable behaviour in Germany. It sheds a light on sustainable behaviour in society by taking point of reference in the LOHAS movement and further looks at sustainable behaviour in business. With these insights, the study at hand seeks to elaborate on the current market for eco-fashion in Germany. It illuminates on production and control systems, such as quality seals, and reveals common sales and distribution patterns. By taking a detailed look at the fashion label Flowers&Birds the present market position of the brand will be determined. This situational analysis is important to understand the labels' current promotional activities and to see what lies in the realms of its' possibilities. To see how to target communication efforts efficiently, the green consumer will be illuminated in his media usage and consumer behaviour. Further, important notions of sustainability marketing and sustainability branding will help determine what successful sustainability brand communication is all about. In addition to the theoretical framework field research in form of expert interviews and a consumer questionnaire has been done for this paper. By relating theory and research results, the most interesting outcomes will help to formulate a communication advice for the possible eco-fashion collection of Flowers&Birds.

⁴ Three Pillars of Sustainability according to Piorkowsky (2001, p. 52)

1.1. PROBLEM DEFINITION

As German people get increasingly involved in the subject matter of eco-friendly or “green” products the demand on these products is on the rise. For producers in divers market segments this development has already proven to be a beneficial and profitable market extension. Eco-friendly products have found their way in all sectors of consumer goods; the introduction to the fashion and clothing market though seemed to be a protracted process in Germany. Still, a wind of change seems to waft through the Federal Republic. New fashion labels producing solely pure “green garments” established themselves throughout the last years and others consider diversifying in eco-fashion for economic reasons, such as a better image and more profit, or for true sustainable reasons that arise from a feeling of accountability for society and the environment.

Julie Kern, founder of the fashion-label Flowers&Birds, feels that as a business manager she has responsibility towards people and the planet. However, in regards to the current target group of the brand, the fashion designer feels uncertainty of whether they are fit to accept eco-fashion. In order to promote a sustainable collection successfully to the audience in focus, Flowers&Birds needs to know in what ways its target-group and the general audience for eco fashion are congruent and what their general attitudes towards organic clothes are. Another problem lies in the fact that for launching a ‘green collection’ the label needs to know the appropriate communication channels and approaches to reach the desired customers for this fashion with.

1.2. PURPOSE OF STUDY

The purpose of this paper is to find ways of how a fashion-label can successfully communicate about their pure sustainable ecological clothing-line to its relevant target group. By displaying crucial information about the demand on “green-fashion” it will be possible to detect the specific target groups for these garments. This will help to create ideas of how clothing-producing companies can approach these audiences.

Through expert as well as consumer opinions, it is possible to target the necessary promotional efforts accurately. Expert opinions of retailers and other fashion designers intend to create an understanding for the market of eco-fashion. Looking into fashion consumer opinions on “green-fashion” will shed a light on consumer behaviour in regards to ecologically produced clothing.

1.3. RESEARCH QUESTION

Grounded in problem definition and purpose of the study, the central question of this paper is:

“How can the fashion-label Flowers&Birds successfully promote an ecological clothing line towards its relevant target group in Germany?”

Deriving from this underlying question are various sub questions:

- *What are the current trends within the German fashion landscape regarding eco-fashion?*
- *What are current consumer attitudes towards eco-fashion and what are their expectations of this clothing?*
- *What are the target groups for eco-fashion in Germany and are they congruent with the target group of “Flowers&Birds”*
- *What are appropriate communication channels and communication subjects for ecological clothing and how can Flowers&Birds make use of these?*

1.4. OBJECTIVES OF STUDY

The previously formulated core questions result in the following objectives for this study. They are:

OBJECTIVE 1:

Evaluate the current market situation of eco-textiles in Germany. Experiences of experts in the field such as retailers and designers of eco-fashion will help illuminate the market. This objective covers the current state of ecological fashion.

OBJECTIVE 2:

To identify attitudes consumers currently have towards eco-fashion. Enquiring the impression they get from the “green garments” helps to identify the image these clothes have. This objective too covers the current state of eco-fashion.

OBJECTIVE 3:

Detecting who current consumers for eco-fashion in Germany are, to establish a profile of potential customers for the clothes and to relate them to the target group of Flowers&Birds. This objective covers the current state of ecological consumerism as well as a prediction for the ecological fashion of Flowers&Birds.

OBJECTIVE 4:

Evaluate the distinctive tools and techniques for communicating sustainability successfully. This objective covers the current state of the discipline of promotion as in sustainability marketing.

OBJECTIVE 5:

Formulate a strategy with guidelines for successful communication initiatives for an ecological collection of the fashion-label "Flowers&Birds". This objective aims at the desired state of the eco-fashion collection of Flowers&Birds in regards to their communication.

1.5. RESEARCH METHODS APPLIED FOR STUDY

The intent of the research for this study is that it assists finding the appropriate communication tools and channels for an eco fashion label to reach their relevant target group. For this, quantitative as well as qualitative research methods were applied. To get an insight on the current situation of the industry for eco-fashion, five expert interviews were conducted. In order to get a sort of "panoramic site", three of the interviewees were held with experts having their background in the retailing of "green-fashion" and two with professionals working for a fashion label that produces eco garments.

On retail side, interview-partners were Judith Finsterbusch and Monika Lesinski of the Berlin based eco fashion retail shop Wertvoll⁵ and Brigitte von Puttkamer, co-founder of the eco fashion retail network Glore⁶ (GLOBally REsponsible fashion) and store manager of their shop in Munich. On production site Melchior Moss of the eco fashion label Slowmo⁷ and Marina Rudolph of the label Julia Starp⁸ were interviewed.

Further, a questionnaire was established to gain comprehension for customers associations towards eco-fashion and to understand the opinions and needs they have towards it. The sample for this questionnaire amounted to 184 women and was web based. A link leading to the online form was send to them via email.

As foundation for this paper, literature research has been conducted to relate the results of the survey to existing studies on eco-fashion. All together, this research builds the basis to set up a communication advice for an eco-fashion line for the label Flowers&Birds.

⁵ <http://www.wertvoll-berlin.com/>

⁶ http://www.glore.de/xtcommerce/shop_content.php?colID=5

⁷ <http://www.slowmo.eu/news>

⁸ <http://www.juliastarp.net/blog/>

1.6. LIMITATIONS OF STUDY

The sample for the study at hand is limited to female consumers living in urban areas in Germany. The selection of women that were contacted was based on the existing newsletter contacts of Flowers&Birds and personal contacts of the author. Further, based on the target group of the label (Young Professionals, see Ch. 3.3), the questionnaire was sent around to the female staff of three big organizations in Germany, the advertising agencies Draft FCB in Hamburg, Grey in Düsseldorf and the fashion retailer Bonprix in Hamburg. Aiming for the snowball effect, the cover letter of the questionnaire kindly asked respondents to pass it on to sisters, friends or other colleagues. This means that the respondents present a larger number of the German population.

Further restrictions resulted from the physical distance of the author to the target market in Germany. This, together with the set timeframe for the paper resulted in a limited number of expert-interviews. However, choosing experts who are located with their businesses in Germany's three largest cities, they are well suited to provide target group related information (people living in urban areas see Ch. 3.3).

2. SUSTAINABLE BEHAVIOUR IN GERMANY

INTRODUCTION

Chapter 2 seeks to shed a light on sustainable behaviour in Germany. On societal level a close look is taken at consumption patterns in regards to sustainability by explaining, amongst others, the main characteristics of the newly formed buyer public of the so called 'LOHAS'. Being to a large extent intertwined with the societal development towards sustainable behaviour this chapter further alludes on pivotal reasons for businesses to follow the trend.



Societies are ever changing. Some changes are short-lived but others ingrain in cultures and distinct how the societies keep on developing. We consider these developments megatrends, which are described by Larsen (2006) as “great forces in societal development that will very likely affect the future in all areas”. These trends are influential

for entire cultures because they have impact on all societal subsystems and change whole consumption patterns. For Larsen (2006) one development that will have great impact on societies till 2020 and after is what she calls the “megatrend of health and environment”. Trend watchers Wenzel, Kirig and Rauch of the German ‘Zukunfts Institut’ (2008, p. 14) describe a “megatrend of Neo-Ecology” based on the increased importance of the LOHAS (Life of Health and Sustainability, see Ch. 2 / 2.1.1.) movement in consumerism. Whatever it is called, the guiding theme of these trends is sustainability. Based on the tripartite definition of sustainability for this study (see Ch. 1) the paper calls it the ‘megatrend of sustainability’ including ecological, economical and social conscious notions.

2.1. SUSTAINABLE BEHAVIOUR IN SOCIETY

The megatrend of sustainability has long gained ground in Germany. The foundations for it were laid in the food-sector where the “bio”-concept already forms an inherent part and experiences an all time high today. In 2010 the sector had a sales volume of about six billion Euro, which resembles approximately 3,7 per cent of the German food market (Herwig, 2011). These numbers can be explained with the accessibility of the “bio”-products. While a few years back, eco-friendly groceries were only available in small, specialized shops, they are nowadays to be found in the shelves of ordinary supermarkets and discounters. Being accessible to a broad margin of consumers only increased the success of “bio”-products and gave room for the newest development: “Bio-Supermarkets”. These concept stores are growing rapidly in urban areas (Bundesministerium für Ernährung, Landwirtschaft und Verbraucherschutz, 2007) offering foodstuffs farmed, harvested and processed in consideration of the environment as well as cosmetics and detergents manufactured from natural resources.

The success of the movement towards awareness for the environment in terms of ecology and sustainability and its roots in the food-sector, can be explained with an observation Larsen (2006) made. According to the researcher for future studies, the interrelation between the personal health and a healthy environment becomes increasingly graspable for people, which means that the success of “bio”-products is rooted in an increased sanitary sense for both the social and the environmental milieu.

2.1.1. LOHAS – LIFESTYLE OF HEALTH AND SUSTAINABILITY

The augmented accessibility of products manufactured based on the philosophies of the eco-concept gave rise to a new consumer group that orientates its lifestyle on notions such as health and sustainability - The LOHAS. Various studies exist that analyse this new buying public. (see for example Hubert Burda 2007, Wenzel, Kirig & Rauch 2007 and Ernst & Young 2007) For them, notions based on enjoyment and notions based on responsibility are not contradictory. (Wenzel, Kirig and Rauch as cited in Ahlert and Rohlfing, 2009, p. 2) According to Schulz (2008, p. 27) approximately 5 million German households are LOHAS, which corresponds a number of 8 million adults in Germany. LOHAS forms a buyer-public with an above average income that spends approximately 3300, - € per month on living, transport, health and wellness, nutrition, clothing, hobbies and travelling. (Schulz, 2008) The “Greenstyle Report” (Hubert Burda, 2007) of Burda, one of the leading publishing and media concerns in Germany, defines LOHAS accordingly as people for whom not “more” consumption is what counts but “better” and “sustainable” consumption. As per the study of the German publishing house they are people who need to have a goal in life to reinvent themselves.

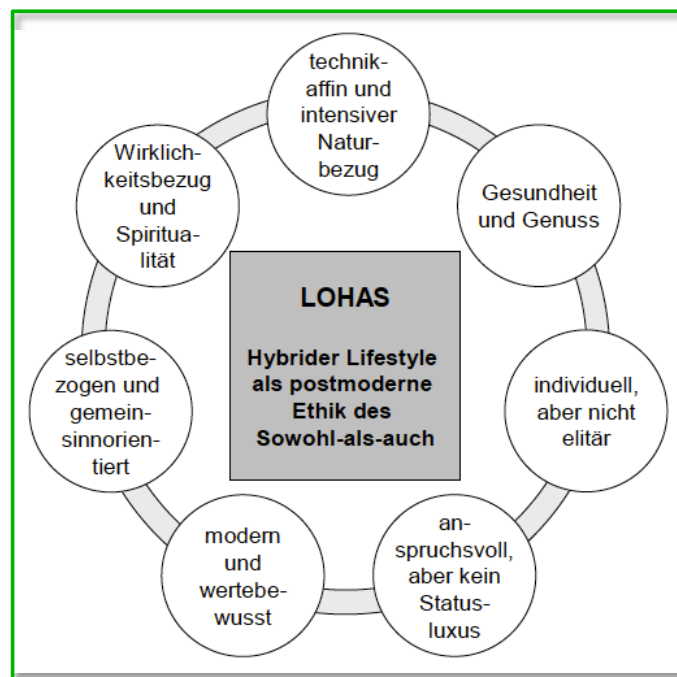


ILLUSTRATION 2⁹: CHARACTERISTICS LIFESTYLE OF HEALTH AND SUSTAINABILITY

⁹ LOHAS Characteristics according to Wenzel, Kirig and Rauch as cited in Kreeb, Motzer and Schulz (2008, p. 310)

LOHAS allow themselves the luxury of high quality goods and have the willingness to pay more for environmentally friendly products than for ordinary products. Further they put value on doing something for their physical and mental well-being (Hubert Burda, 2007). Kreeb Motzer and Schulz (2008) see in LOHAS the combination of a pleasurable, modern lifestyle and a sustainable, conscious lifestyle or as they call it the “as-well-as ethics”. (Ill. 2, p.14)

2.2. SUSTAINABLE BEHAVIOUR IN BUSINESS

Many companies have “gone green” in terms of changing to eco friendly working systems in previous years.

“They are driven by a range of different factors, including regulations, market demand and pressure exerted by other types of stakeholders that is stimulating them to initiate efforts to improve and/or control environmental performance upstream (...) in the supply chain.” (Kogg, 2003, p. 54)

Businesses with very diverse operational areas all find pivotal reasons for a change into a more ecologically sound future in the same motives, which Bansal and Roth (2000) can break down into three core-issues: Competitiveness, Legitimacy and Social Responsibility. According to the authors the compliance with social norms and regulations caters for the survival of the firm and doing social-good leads to a ‘feel-good-factor’ on sides of customers as well as employees, which results in company loyalty (Bansal and Roth, 2000, p. 726).

The competitive advantage resulting from all modifications a business can do to “go green” eventually leads to profitability. The thought behind it is simple: Being environmentally friendly leads to a better company image (for both customers and employees), which then leads to a greater business impact.

But what sounds so simple actually is hard work and requires true transparency. Especially the LOHAS clients for ecological goods are very critical and well trained in handling new technologies and new media (see Ch. 5 / 5.1.). ‘Greenwashing’, meaning an artificially constructed “green image” for a company that does not truly act ecologically correct (Schneiders, 2011, p.2), will most likely be discovered of the Internet savvy target group. Since LOHAS-oriented people tend to form their opinions based on the experiences of their peers the results of ‘greenwashing’ can be devastating for a company.

By now the megatrend of sustainability stretches out over almost all economical sectors in Germany and the developed world and even determines partly how business is done (Corporate Social Responsibility). Within this development the clothing industry has been again and again in a critical focus in terms of environmental aspects and social criteria. "Sustainability is a rather sensitive issue for the fashion supply chain due to its inherent characteristics (high resource use) and due to accentuated delocalization of manufacturing to low-cost countries leading simultaneously to: sourcing in countries with lenient environmental and social concerns; and to the disappearance of manufacturing in some regions, like in Europe, in spite of its previous economic strength." (Carbone, de Brito, Meunier Blanquard; 2008; p. 550) According to Ahlert and Rohlfing (2009, p.1) various fashion producers worldwide counteracted this criticism on a social level with the establishment of "Codes of Conducts" guaranteeing the observance of the minimum standards such as child labour and adequate wages. However, in regards to the tripartite understanding of sustainability, these Codes of Conduct only show engagement in one of the signposts namely social consciousness. Initiatives regarding environmentally friendly produced fibres and their clean procession into textile are still rare on a global scale. The production numbers for eco-cotton are slowly rising but in comparison to non-organic cotton. Laying at 0,76% in 2009 (Organic Trade Association, 2010) these materials still have a minuscule market share on a global scale.

CONCLUSIONS FOR FLOWERS&BIRDS

The underlying reasons for society to look for orientation in the concept of sustainability are rooted in an increasing sanitary sense of society. The buying public of LOHAS is at the forefront of this development. Enjoyment and responsibility are no contradictory notions for this target audience on both social and environmental level. They are willing to pay more but in return, expect goods of true quality that match the tripartite understanding of sustainability. For a company this means that 'greenwashing' will not be accepted.

3. THE CURRENT SITUATION OF ECO-FASHION IN GERMANY

INTRODUCTION:



Chapter three alludes on the development of the eco-fashion market in Germany. Going back to the beginnings, clarifies current associations that are connected to 'green garments'. It looks on how the requirements for bio products have changed over the years and relates the findings to eco-fashion. It sheds light on different production methods that are considered green in relation to clothing and identifies currently existing quality seals that aim to function as control system for consumers. Further, current sale and distribution channels are elaborated on.

As seen in chapter two, the market for eco textiles and fabrics is small. Despite these small numbers, it becomes more common nowadays to find eco-garments in Germany. Diekamp and Koch identify what are according to them the 444 best eco-fashion designers, shedding a light on the fact that there is much more of them. But due to a small production market for the raw textiles, eco-fashion is no mass-market product. Consequently, most fashion labels produce only small collections (Diekamp and Koch, 2010, p.8).

3.1. THE MARKET FOR ECO-FASHION

The beginnings of eco-fashion can be found in America in the Hippie movement. In Germany it had its first big hype in the 1990's when a general tendency towards ecological materials and social production preconditions was noticeable (Ahlert and Rohlfing, 2009, p. 1). But the conviction to wear these clothes back then derived from the motive to show a "conscious abstinence for the preservation of the environment" (Ahlert and Rohlfing, 2009, p. 1). Consequently, the clothes demonstrated a political persuasion and notions such as a fashionable style, design or wearing comfort were of no importance. It was back in those times that eco-fashion gained the image of "potato -bag" or "Jesus-Look" (Grimm as cited in Ahlert and Rohlfing, 2009, p. 2) in Germany. Still, within the before mentioned LOHAS development eco-fashion took a turn into a completely different direction.

While in the beginnings of eco-fashion and all ecological products, pure ingredients and the opportunity to show a personal conviction were of core interest to the consumers, Herwig (2011) notices a change within the market of “green” products alongside the LOHAS movement. Containing only pure substances the products are being made attractive through distinctive and appealing features as in for example special designs and colours (Packaging). With this development, eco-products come in line with regular consumer goods and have gotten the opportunity to change their image.

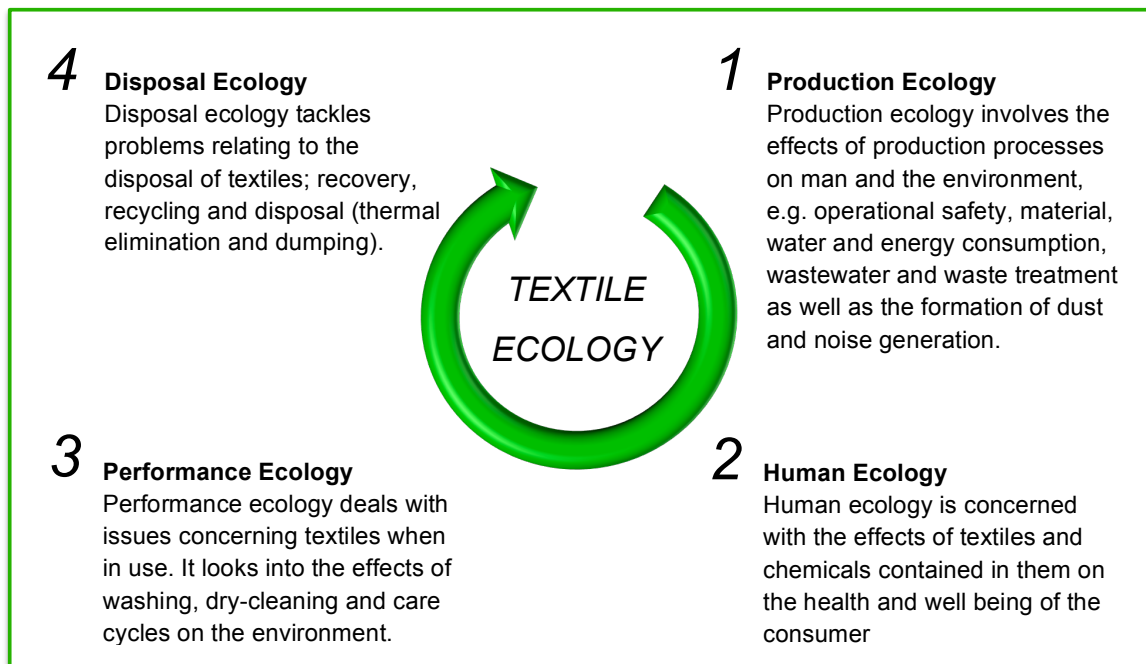


ILLUSTRATION 3¹⁰: TEXTILE ECOLOGY

But not only style and ecological materials are nowadays central notions within the production process of eco-fashion. The textile ecology of the Oeko Tex Institute¹¹ explains the core elements for a fully ecological fashion production (Ill. 3).

Eco-fashion in line with other eco-product categories, changes its image only slowly and on consumer level not as profound as for example foodstuffs. A number of retailers for eco-clothes have established themselves over the past years to distribute the collections of a growing amount of eco-fashion producing labels. Converging more and more with regular fashion also big trade chains offer special “organic” collections. Cat-walk-shows

¹⁰ Textile Ecology according to Oeko Tex Institute, http://www.oeko-tex.com/oekotex100_public/content.asp?area=hauptmenue&site=grtextiloeekologie&cls=02, 06.04.2011

¹¹ The Oeko Tex Institute is the initiator of the Oeko Tex Standard, an independent test and certification system for textile products in all processing processes.

for eco-garments presented on the biggest German fashion events such as the 'Berlin Fashion Week' or 'Bread and Butter' arouse global echoes and especially among celebrities eco-fashion is a way to "non-verbally communicate their cultivated tastes and styles, which are consistent with their "green" lifestyles" (Winge, 2008, p. 512). By showing their face in context with activist campaigns or at the fashion-shows for eco-garments, they set an example and make these clothes worthwhile for a broader group of consumers.

3.2. PRODUCTION AND CONTROL SYSTEMS

The term eco-fashion has no real definition yet. But, as mentioned earlier, there is a mutual consent that it takes point of reference in two crucial notions namely environmental responsibility and social responsibility. The environmental concern lies in the materials used for the garments and in the way they have been cultivated, harvested and continuously processed. This includes ecological materials such as eco-cotton, hemp, new wool, silk or bamboo and a production where pesticides and chemicals are relinquished (Ahler und Rohlfing, 2008, p. 14). The social concern regards the people involved in the production process of the clothing. Appropriate working conditions as well as fair wages stand in the centre of the social notions connected to eco fashion. Thus eco-fashion with its twofold responsibilities for the environment and social notions can also be considered as ethical fashion, which is according to the ethical fashion forum (2011) "(...) a new trend that has its place in a green society." The ethical fashion-forum (EFF) has come up with ten criteria that have to be guaranteed within the supply-chain for eco-fashion. (III. 4)

- 
1. Defending fair wages, working conditions and workers' rights
 2. Supporting sustainable livelihoods
 3. Addressing toxic pesticide and chemical use
 4. Using and developing eco-friendly fabrics and components
 5. Minimizing water use
 6. Recycling and addressing energy efficiency and waste
 7. Developing and promoting sustainability standards for fashion
 8. Training and awareness raising initiatives
 9. Protecting animal rights
 10. Countering fast, cheap fashion and damaging patterns of fashion consumption.

ILLUSTRATION 4¹²: TEN CRITERIA FOR ECOLOGICAL FASHION

¹² Ten Criteria for Ecological Fashion according to Ethical Fashion Forum (EFF)

Still for the end-consumer all these processes are not very transparent. The supply-chains for clothing products are complex, complicating quality controls from the cultivation of fibres till the end product on retailers' shelves.

LABEL									
NAME	Euro-blume	Fair Trade	Global Organic Textile Standard GOTS	Toxproof	Haut-freundlich weil Schad-stoffgeprüft	Hautsache , Körper-verträglich, klinisch getestet	IVN Naturtextil	ÖkoTex Standard 100	ÖkoTex Standard 1000
Ecologically cultivated fibres	NO	YES	YES	NO	NO	NO	YES	NO	NO
Ecological processing	NO	YES	YES	NO	NO	NO	YES	NO	NO
End-product tested for harmful substances	NO	NO	YES	YES	YES	YES	YES	YES	YES
Tests environmental impact	YES	NO	YES	NO	NO	NO	YES	NO	YES
Tests harmful effects on physical health	YES	NO	NO	YES	YES	YES	NO	YES	YES
Social Aspects	NO	YES	YES	NO	NO	NO	YES	NO	NO
Grade	+	++	+++	+	+	+	+++	+	+

ILLUSTRATION 5¹³: OVERVIEW ECO-QUALITY SEALS

¹³ Overview: Eco Quality Seals for Textile according to own display

In order to help buyers of eco-products to see through, labels and quality seals from various stakeholders such as collectives of producers, trade chains and the European Union (Zeit Wissen, 2010, p.12) have been issued. However, in the broad tangled mass of about 400 quality and bio labels in Germany (Bundesverband "Die Verbraucherinitiative e.V." 2011) consumers are more likely to be confused since all seals stand for slightly different values.

This accounts also for the textile branch. For goods such as clothing, special seals prove, that they were manufactured alongside European regulations for ecologically friendly products. Nonetheless, the seals vary in their focus and stand for different notions. This is obscure to consumers. Illustration 5 (p. 20) sheds a light on different eco-labels for textile goods and on how ecologically friendly they really are.

The appliance of these official seals on to products is unfortunately very expensive, because it requires that the label providing organizations need to do in-depth quality controls throughout the entire supply chain of the goods. This is why many small companies and start-ups cannot afford to work with them. (Interview Moss, 2011; Appendix 1.1.1).

3.3. SALE AND DISTRIBUTION

While trade chains offer special eco-fashion-lines at their regular points of sale (stores and web-shops) and by mail-order, the way specific eco-fashion labels organize distribution and sale varies. Offering primarily small collections it proves to be unprofitable for many of them to establish own points of sale (Diekamp and Koch, 2010, p.8). To solve this problem, a slowly increasing number of retail shops, specialized in distributing the garments of small eco-fashion labels, are established throughout Germany and in particular in the urban areas of Munich, Berlin and Hamburg (von Puttkamer, Interview, 2011, Appendix 1.2.3.). Another distribution channel that pledges a big sales volume for eco-fashion is the Internet (Diekamp and Koch, 2010, p. 17).

3.3.1. INTERNET

Internet is a fast growing medium in Germany. Particularly with regard to web based sales. According to the Federal Statistical Office Germany (2010), almost every fourth enterprise (23%) made use of the World Wide Web for sale and distribution in 2009. While in 2008 the rate lay at 11% of all German enterprises, the federal office particularly sees a reason for the fast duplication of firms doing business via the Internet in small companies (less than 10 employees) that discovered the World Wide Web as convenient distribution channel. German consumers spend approximately 15.5 billion euro in 2009

on Internet purchases (products and services) and especially the fashion-segment could register a plus of 24.5% on Internet sales (GfK, 2010). According to market research of GfK¹⁴ Panel Services Germany and Google, 18% of Germans frequently buy a piece of clothing online.

Being beneficial to a lot of small companies' sales efforts, Internet can also be advantageous for specialized ecological fashion labels. As mentioned earlier due to small collections own retail space often is too costly for them. A website in that respect is far more economical. It allows creating a space that can transport the mission, flair and feel of the brand and additionally give the consumer the opportunity to purchase their products.

Further, as Brigitte von Puttkamer cited (von Puttkamer, Interview, 2011, Appendix 1.2.3.), the retail stores for eco garments that immerse throughout Germany are centralized around the urban areas of Berlin, Munich and Hamburg. The Internet offers the opportunity to get in touch with a much broader population.

3.3.2. RETAIL

The advantages of fashion-retail compared to the Internet are, that the consumer can personally assure himself of the texture, the quality and the fit of the product he is about to buy (Lesinski, Interview 2011, Appendix 1.2.2.). Therefore the retail-industry still plays a fundamental role in regards to the fashion-trade. Half of the potential buyers of fashion-products purchase their clothing via brick and mortar retail stores (GfK, 2011). But consumer behaviour in regards to how they buy by retail has changed in the last years as GfK Panel Services Germany and Google (2011) have revealed in their research on "information behaviour concerning textile purchases". 63% of consumers seek for information on the Internet prior to purchasing clothing and shoes in retail stores. These "RoPo" purchases (Research Online – Purchase Offline) are, according to the market research, an established pattern in consumerism. The development of multi-channel consumers shows how important it is nowadays for retailers to be present on the Internet – not only for web-sales but also to strengthen the turnover in retail shops (GfK, 2011).

¹⁴ Gesellschaft für Konsumforschung (GfK). The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It offers a comprehensive range of information and consultancy services in the three business sectors of Custom Research, Retail and Technology and Media. The no. 4 market research organization worldwide operates in more than 100 countries and employs over 10,000 staff.

CONCLUSION FOR FLOWERS&BIRDS

Eco products nowadays should be in line with regular consumer goods and attract customers through an appealing appearance as well as pure ingredients. While the supply chain for eco textiles is not transparent for consumers, eco-quality seals can be guiding directly at the point of sale. For a company though, the application of these seals is very costly. Ideal marketplaces for eco-fashion are the Internet and retail stores.

4. CURRENT SITUATION OF THE FASHION LABEL FLOWERS&BIRDS

INTRODUCTION

*Chapter four presents the current situation of fashion-label Flowers&Birds in detail by taking a look on its current target audience and by identifying its market position by means of the four P's: **P**roduct, **P**lace, **P**romotion and **P**rice.*



flowers&birds

Flowers&Birds is a Hamburg based German fashion label. Fashion designer Julie Kern founded the brand in 2008 directly after successfully concluding her studies at the Academy of Applied Sciences in Hamburg.

Evaluating the four P's (Product/Place/Price/Promotion) in regards of the label and defining their target group offers valuable clues on the current market position of the brand.

4.1. TARGET GROUP

Potential buyers for Flowers&Birds clothing are female and 25 – 40 years of age. They are graduates, employees at entry-level positions and young professionals that strive to be individual. They express this inter alia in a fashion-conscious behaviour. Financially they are located at the top intermediate layer of society with an average annual income of

38.000, - €¹⁵. They set value on quality and care for design and style. Additionally they show great consciousness regarding health and environmental matters.

4.2. DEFINING THE MARKET POSITION

4.2.1. THE PRODUCT

The start-up company Flowers&Birds offers two collections a year for women and children. In the materials processed for these collections, founder and chief designer Julie Kern puts a great focus on high quality. With the same care she chooses sewing rooms and production facilities solely in Germany where she herself lives and works. By centring design and production process in one country, Julie Kern is able to monitor closely whether her designs are manufactured to her satisfaction and resemble the high quality material she chooses for her garments.

Flowers&Birds does not merely stand for high quality and fresh designs but also for a considerate exposure to health and environment. Thus, another advantage of concentrating the manufacturing process of the labels' garments in Germany is to help keeping shipping and travelling costs low. Further, local production helps the local economy. Maintaining good relations with the sewing rooms working for her, Julie Kern always makes sure that they prevail fair wages and good working conditions.

Childrens' clothes of the label Flowers&Birds are produced from biological textiles such as organic jersey. All prints on the pieces of the young collection are water-based screen printing ink and comply with the Öko Tex 100 Certification (see Ch. 3 / 3.2.). That the "young" collection is produced from ecological material is rooted in the fact that Kern is convinced that especially for the sensitive skin of children it is crucial to supply contaminant free textiles. The ladies' garments of Flowers&Birds are made of non-organic fabrics. The collections incorporate various materials and till now it proved to be difficult for the designer to find cut goods of eco quality that also comply with her ideas of style, quality and price. To Julie Kern especially quality and social consciousness are of crucial importance in her business management. Being in the founding phase of her fashion label, the businesswoman therefore puts emphasis on the high quality of raw materials, on neat workmanship and fair working conditions in a local environment.

¹⁵ Average yearly netto-income of company employees. See Appendix 1.8.

4.2.2. THE PLACE

In the start-up phase that Flowers&Birds is in at the moment, the sale of the garments is currently organized via so-called “Pop-Up Shops” as well as via an Internet Ordering Service.

Pop-Up Shops are sales-events that are scheduled in regular intervals in ever changing locations. They last one to four days. The position in an appropriate area of town, the easy access, appealing spatiality and the affordability of the room are momentarily the criteria upon which locations for Pop-Up Shops are chosen. Up till now the events have taken place in Hamburg and Munich. Locations for the events have been so far: a studio of an artist, a store for Interior Design, a Lounge-bar, a Christmas-market, and home-sales of which one was in cooperation with a jewellery designer. A sales event in London and one in an advertising agency in Munich are in planning state.

Due to the restricted time frame of the Pop-Up Shops and due to the limited number of items that are for sale on these events, the garments are granted a certain kind of exclusivity. Additionally, Julie Kern likes that by choosing the sales strategy of Pop-Up Shops, she is able to be physically present at each sales-event. Being in the founding stage, a close customer relation is important to her. By being present at her sales events she can witness the reactions of customers to her garments first hand.

The other distribution channel for Flowers&Birds products is online ordering, which is not restricted to certain times or days. Ordering can be done at any time. Currently the online buying process is managed via email order, since there is no established web shop.

4.2.3. THE PROMOTION

Being the only public event where the purchase of Flowers&Birds garments is possible, the customers are attracted to come to the Pop-Up Shops by Invitations and via announcements on social media sites such as facebook. Direct invites are send to all those on the mailing list of Flowers&Birds. On this list are previous customers, business contacts, friends, family as well as all those that have contacted the label (via email or social media) before. In order to collect more contacts for that mailing list Julie Kern places sheets of paper on her sales events where everybody interested can leave his or her email address. Goal of these publicity efforts is that via mouth-to-mouth propaganda the snowball effect sees to it that the circle of potential buyers grows and that the brand Flowers&Birds gains popularity.

4.2.4. THE PRICE

High quality material and a fair local production naturally have an appropriate price. The costs for the garments of Flowers&Birds are calculated as follows:

<i>Material and Production:</i>	<i>50% of sales-price</i>
<i>Value added Tax:</i> <i>(normal tax rate in Germany in 2011)</i>	<i>19% of sales-price</i>
<i>Transportation, Packaging and rent:</i>	<i>6% of sales-price</i>
<i>Profit:</i>	<i>25% of sales-price</i>

Based on this simple calculation the price range for the garments of the label array from 12, - € (baby bib) to 289, - € (Winter coat). Choosing Pop-Up Shops as sale strategy spares consumers the retail margins that lie, according to Julie Kerns own research, at approximately 60% and include rent for shop-space as well as profit for the retailer.

CONCLUSION FOR FLOWERS&BIRDS

Focusing on quality and fair production the products of Flowers&Birds have their justified price. Limited sales events in mostly target audience specific surroundings endow the products with exclusivity. Still, promotion for these events is rather limited and can be arranged more efficiently.

5. PROMOTING SUSTAINABILITY

INTRODUCTION:



Chapter five clarifies in detail characteristics of the 'green' consumer and explains his conduct in relation to media usage and consumer behaviour. By comparing sustainability marketing and regular marketing, deficits of current eco-advertising efforts will be revealed. Looking into the discipline of sustainability branding will uncover crucial aspects that are important to gain and keep consumer trust through a product.

Many branches in Germany have already developed eco-friendly products. Within this development it was possible for market researchers to gain important insights about core orientations and social dispositions of consumers of these products. With this understanding the consumer for eco-products became graspable, making it possible to initiate appropriate marketing endeavours to reach the designated target group.

5.1. THE 'GREEN' CONSUMER

In a large consumer market such as Germany a great variety of consumer groups exist. The market research Institute Sociovision evaluates these consumer-groups in the Federal Republic every year by grouping them in consumer milieus (Appendix 1.4.). These milieus are "models that cluster people according to their view of life and way of living" (Sinus Sociovision, 2011). The market research institute described that 'green' consumers in Germany are LOHAS oriented. Sinus Sociovision (2009) could evaluate five different types of consumers that fit the LOHAS movement. Their rough profiles are:

TYPE 1: FAMILY PERSON

CONSCIOUS NUTRITION / VEGETARIAN FOOD / RESPONSIBLE / CONCERNED WITH TRADITIONAL VALUES / TRADITIONALIST / DOWN-TO-EARTH / INTERESTED IN ALTERNATIVE MEDICINE

TYPE 2: CITIZEN OF THE WORLD

BODY AND SOUL / HIGH TECH / SOCIALLY NETWORKED / COSMOPOLITAN

TYPE 3: STATUS ORIENTED

SPORTIVE / FITNESS / SELF ASSURED / ACHIEVEMENT ORIENTED / SUCCESSFUL

TYPE 4: MORALIST

ENVIRONMENTALLY CONSCIOUS / CRITICAL / NOT BUYING MORE BUT BUYING BETTER / WELL INFORMED / SPIRITUAL / HEALTH CONSCIOUS / FAIR TRADE

TYPE 5: SENSUALIST

WELL INFORMED / STYLE-CONSCIOUS / DESIGN ORIENTED / QUALITY CONSCIOUS / EDUCATION

Based on the German market-media-study 'Typologie der Wünsche' (TdW)¹⁶ publisher 'Spiegel' evaluated three components that combine the different LOHAS-types.

COMPONENT 1: PROGRESSIVENESS AND INNOVATION
"I LIKE TRYING NEW THINGS"
OR
"IN SOME AREAS OF LIFE I NOTICE THAT OTHERS ACT IN PURSUANCE WITH ME"

COMPONENT 2: ENVIRONMENT, HEALTH AND CONSUMPTION
"I DO NOT BUY PRODUCTS OF COMPANIES THAT INFRINGE ENVIRONMENT PROTECTION."
OR
"I PREFER PRODUCTS THAT ARE BENEFICIAL FOR CLIMATE PROTECTION."

COMPONENT 3: SOCIAL ENGAGEMENT
"I LIKE TAKING RESPONSIBILITY"
OR
"I LIKE TO TAKE THE LEAD IN ALL SORTS OF ACTIVITIES."

5.1.1. CONSUMER BEHAVIOUR

LOHAS oriented people in Germany consume products amounting to approximately 200 million Euros a year (Karma Konsum and AC Nielsen, 2008). As mentioned before, to determine which products to buy, consumers for ecological products rather believe in the know-how of others or what trusted sources tell them than believing advertising promises. Eco-fashion retailer Judith Finsterbusch experiences this desire for thorough information throughout the process of purchase in her Store "Wertvoll" every day (Finsterbusch, Interview, 2011, Appendix 1.2.1.) "People buying bio-quality-goods look out for additional information on the products they purchase. (...) They want a counselling interview or pre-inform themselves via the Internet about the goods they come to buy. (...) Only if they can sense your expertise you can earn their trust."

The study on consumer behaviour of LOHAS, conducted by Karma Konsum and market-research institute AC Nielsen (2008) determines that the consumer group of LOHAS prefers retail stores that offer a great product variety and allow them to choose for sustainable products with eco-labels. Additionally, due to their technological affinity, they make use of online ordering and home delivery. LOHAS are said to buy consciously and an above average amount of bio-goods. They prefer brand products since they suspect them to be of higher quality (AC Nielsen and Karma Konsum, 2008). Purchase criteria for LOHAS are defined into four elements as presented in Illustration 6 (p. 29).

¹⁶ Typologie der Wünsche Intermedia (TdWi) is a yearly established copious study of market and media usage in Germany with Information about app. 1600 Brands, 400 product-areas and a broad media line-up.

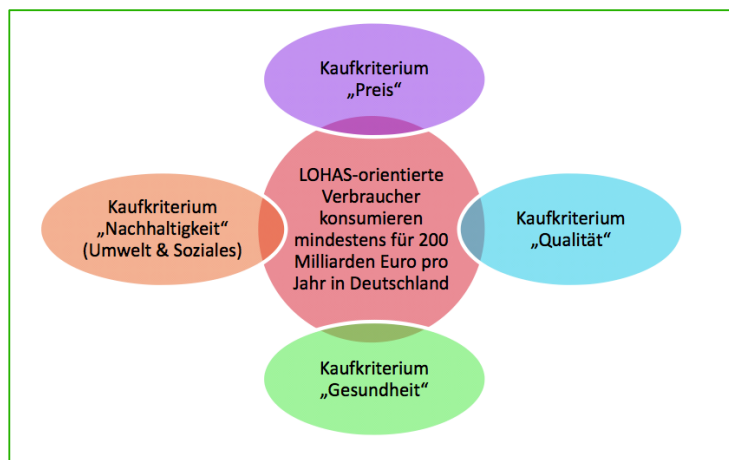


ILLUSTRATION 6¹⁷: PURCHASE CRITERIA OF LOHAS-ORIENTED CONSUMERS

5.1.1. MEDIA USAGE

The media usage of green consumers, or LOHAS, is multi-layered. According to the 'Typologie der Wünsche' (TdW) this target group is more Internet savvy than the average German population with 39.9% of them using the Internet regularly. Their top-three activities online are: general information research, online shopping and searching information on train and plane prices/schedules (Hubert Burda, 2007). As stated in Burda's Greenstyle Report (2007) concerning the usage of other media, the audience of LOHAS scores far above average in terms of reading books and slightly above average concerning reading newspapers and magazines and slightly below average in regards to their TV usage.

Sociologist Paul Ray (as cited in Schneider, 2011) comes to similar conclusions and explains in his scientific findings on the LOHAS "they are intensive readers (...) they watch less TV because they do not like most TV content and find the quality of news broadcasts questionable." LOHAS like to rely more on other people's experiences. Mouth to mouth propaganda from individuals they know or get in contact with via trusted communities, matters more to them than advertising promises. That is why they have a great affinity towards the Web 2.0 (Schneider, 2011).

However, as seen earlier, LOHAS mix the media they use. They can, according to Schneider (2011), be described as "media-nomads" meaning that they are people who switch a lot within their preferred media channels. They are very open towards technological developments that simplify life and help manage their social relationships.

¹⁷ Purchase Criteria according to Karma Konsum and Nielsen (2008)

Therefore new technologies that simultaneously form a new type of media, like for example the Apple iPhone, attracts enormous feedback and interest.

5.2. SUSTAINABILITY MARKETING

Marketing Professor Philip Kotler (2010, p.26) defines marketing as “managing profitable customer relationships”. He defines that “the twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.” (Kotler, 2010, p. 28). These objectives should be met by applying a “set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product.” (Kotler, 2010, p. 76) These tools are split up in “four variables also known as ‘the four P’s’: Price, Production, Place, Promotion.” (Kotler 2010, p. 76) A detailed overview of what these four variables entail can be found in the Appendix (Appendix 1.5.). The approach of the four P’s represents the suppliers’ point of view. Since in marketing though the consumer plays the most crucial part, it is beneficial to confront the four P’s with for C’s that represent the consumer viewpoint as shown in Illustration 7.

4Ps	4Cs
Product	Customer solution
Price	Customer cost
Place	Convenience
Promotion	Communication

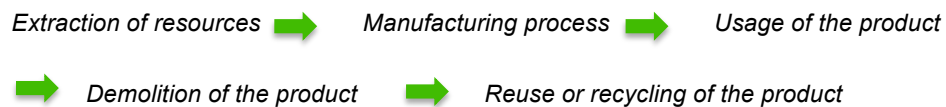
ILLUSTRATION 7¹⁸: 4P’S AND 4 C’S OF THE MARKETING MIX

As mentioned, marketing is an interaction of producers and consumers. By focusing marketing efforts on consumer needs and desires, companies gear with their production systems “at more growth and increased consumption.” (Dobers and Strannegard, 2005, p. 325) From an environmental point of view this forms a serious obstacle for a broad sustainable development. Accordingly, the interplay between production and consumption is the starting point for the quest towards an ecological improvement as in for example sustainability marketing. (Dobers and Strannegard, 2005, p. 325)

¹⁸ 4 P’s and 4 C’s of the Marketing Mix according to Kotler (2010)

“The goal of sustainability Marketing is to satisfy individual customer needs in a way that aims at avoiding ecological contamination and accounts as far as possible for social concerns. (...) A copious understanding of sustainability (...) forms the basis of such marketing. That is why the term sustainability marketing is used in contrast to sustainable marketing, which aims at the ‘sustainable’ impact of the marketing instruments, without explicitly incorporating social and ecological states of the problem. (...) Sustainable marketing is geared solely to economical success (...) while for sustainability marketing (...) economical as well as social and ecological success is decisive. Further sustainability Marketing is to be differentiated from marketing for sustainable products meaning for ecological and social ideas.” (Belz and Bilharz, 2005, pp. 5-6)

A possible sustainable interaction between manufacturing and usage of products can be found in the Life Cycle Assessment (LCA) approach of Heiskanen (2008). She argues, “The Life Cycle Assessment aims to optimize the product life cycle beyond the boundaries of individual economic units.” (Heiskanen, 2008, p. 31) Kogg (2003, p. 53) finds the lifecycle approach “the logic through which we conceptualize environmental issues, as well as responsibility for such issues, the ability to influence and control production activities”. The LCA consists of six phases a product passes from beginning to end of its material existence (Cradle to Grave) (Heiskanen, 2008; Appendix 1.7):



Evaluating the physical presence of the product differentiates the LCA from ordinary Product Life Cycles that only measure a products’ success on the market (Development, Introduction, Growth, Maturity, Decline).

For the discipline promotion (from companies’ view) or communication (from consumers’ view) of the marketing mix this means “ the change from eco-advertising to sustainability communication.” (Schrader in Belz and Bilharz, 2005, p. 61) As Schrader (2005) illuminates, eco advertising does not prove to be successful in many cases since it is information related. In previous years public communication has changed to be more emotion related than information related (Belz and Bilharz, 2005, p. 11) and sustainability advertising moves in the same direction being in “an area of conflict between information and animation”. (1992, Hüser and Mühlenkamp as cited in Belz and Bilharz, p. 75) Schrader (2005) sees a development in the ecological advantage alone not being beneficial for the individual since the environment is a social good. According to him, the environmental interest will become a selling point when one can manage to present an ecological qualified individual advantage. (Schrader in Belz and Bilharz, 2005, p. 62)

Schrader finds five deficits in eco-advertising and offers five solution statements for sustainability communication as shown in Illustration 8.

Defizite der Öko-Werbung	Lösungsansätze
Geringer Bezug zu individuellem Nutzen	Neue Kommunikationsargumente
Eingeschränkte Berücksichtigung relevanter Probleme	Neue Kommunikationsobjekte
Mangelnde Eignung zur Kommunikation komplexer Zusammenhänge	Neue Kommunikationsinstrumente
Inadäquat für geringer involvierte Konsumenten	Neue Kommunikationsgestaltung
Glaubwürdigkeitsdefizite	Neue Kommunikatoren

ILLUSTRATION 8¹⁹: FIVE DEFICITS IN ECO-ADVERTISING

Due to the change from informational communication contents to emotional communication contents, Belz (2005, p. 75) proves in his research two theses he had put up. Namely, that within the creation of sustainability advertising emotions need to be put in the foreground for it to be successful and that sustainability advertising should not only list ecological and social advantages of products as unique selling proposition (USP) but must link them to conventional selling points.

5.3. SUSTAINABILITY BRANDING

Within the discipline of promotion, the complex process of Branding plays a crucial role. The goal of this discipline is simple. "It is the creation and development of a specific identity for a company, product, commodity, group, or person. It is carefully designed to present qualities that its creators believe will be attractive to the public, and it is meant to be developed and perpetuated for the long haul." (Levine, 2003, p. 3-4) Hence, the building blocks that are necessary for branding or brand building (a name, a mark or logo, a tagline, a distinguishable product with practical or physical advantage) only form the basis for what a brand really entails. In reality it is the customer who "attaches meaning to the visible cues, which are based on his experience with the brand and his perception of the brand". (American Productivity & Quality Center, 1999, p. 7) From the functional and emotional attributes and the interaction with the brand the customer determines the true value of a brand. (APQC, 1999, p. 7)

¹⁹ Deficits of eco-advertising and approaches to overcome those according to Schrader (Schrader in Belz and Bilharz, 2005, p. 63)

Branding, as discipline to create and develop a personality or identity for a products and/or company, entails three components:

- *ADVERTISING: Help the public **find out** about the Brand*
- *MARKETING: determine how the brand will be **presented** to the public*
- *PUBLIC RELATIONS: **Solidify the opinion** the public has of the brand without this being perceived by the public*

(Levine, 2003, p. 6)

According to Dondorp²⁰ there are two different types of brands namely product brands and concept brands. The crucial difference between the two is that product brands are build around an existing product. A fitting target market for the product needs to be found and by deploying the four P's (Appendix 1.5.) it aims at defined target groups. Concept brands on the contrary are brands, which are built upon beliefs and attitudes. With their clear vision and mission they create loyal followers.

A brand is the "immaterial creator of value within a company" (Esch, 2008, p.5). These days, branding is identity oriented. Based on the identity of the brand the consumer decides whether to buy or not buy a product. Crucial for the company is though, that only a consistent and relevant brand identity can earn the consumers' trust. This trust is the goal of identity oriented branding since it creates brand loyalty. (Meffert, 2005, p. 30)

Sustainability branding is built on the three pillars ecological sustainability, social sustainability and economical sustainability. Since a successful brand profits from consumer trust and loyalty, it is of crucial importance to be absolutely authentic in these disciplines.

Branding ethical fashion needs to be rooted in a holistic sustainable business model. This includes sustaining the businesses of textile producers, of factories and, where applicable, to help other economies develop. Still, the ultimate goal of sustainable branding is brand success, which results in profit. (Beard, 2008, p. 452)

²⁰ Lecture on Product Branding at Hogeschool Utrecht by Daan Dondorp (2010)

CONCLUSIONS FOR FLOWERS&BIRDS

Consumers for green products like to try new things. They are to a large extent interested in technological development. Having a high affinity to the Web 2.0, they trust like-minded people more than advertising promises. This also guides them in their purchase behaviour. Looking at eco-advertising and sustainability marketing shows that the environmental notions will only become a selling point when one can manage to present an ecological qualified individual advantage. In total, a “green” product has to present a consistent and relevant brand identity so it can earn the consumers’ trust. This trust is the goal of identity oriented branding since it creates brand loyalty.

6. FIELD RESEARCH

INTRODUCTION



Chapter six elaborates on the field research done to test and challenge the

theoretical framework of this study. Five in-depth interviews with experts from the field of retail and production for eco-fashion shed a light on the general market. The results of a consumer questionnaire give insights on the general attitude that prevails German consumers in regards to ‘green-clothing’.

6.1. EXPERT INTERVIEWS

The expert interview is a tool used for qualitative research. It is often used in empirical social enquiries. Someone can be called an expert when he or she has a substantiated knowledge in a chosen field.

For this study five people that have their professional roots in the German fashion industry and are nowadays solely occupying themselves with the production and retailing of ecological clothes have shared information and personal experiences they gathered

while working in this segment. They evaluate the contemporary situation of the market for eco-fashion in Germany, the current consumer and current marketing initiatives for “green” fashion. These evaluations are important to make conclusions for the whole segment of eco-fashion in Germany.

The empirical social research is restricted to five in-depth interviews. Three of these interviews are with experts having their professional background in the retail sector for ecological clothes and two of them are with people working for fashion-labels that produce only garments, which are manufactured from pure ecological materials paying adequate wages to all those involved in the supply chain. All interviews can be found in full length in the Appendix (1.2.).

6.1.1. EXPERTS IN PRODUCTION

The interviews with the production experts were managed via a web-based form in which the respondents could freely fill in their answers. This form was sent to them by email after contacting them to explain the research and to ask whether they would like to support it. The first intention was to visit the interview partners personally but due to the fact that they could only offer very small time-slots for these interviews the physical distance to Germany hindered this proposition.

All interviews followed the same guideline. Being based on a fill-in form there was no personal interaction between interviewer and interviewee to the time of the interview. This is why the interviews all took the same course and contain no topic related interposed questions. The way the interview was arranged, place and time for it could be chosen freely of the respondent.

The first Interview was conducted with Melchior Moss of the eco-fashion label Slowmo. (Appendix 1.1.1.) Melchior Moss and his sister Felicia founded the label 2006 in Berlin. While Felicia is chief designer of Slowmos’ clothes Melchior has his responsibilities as business manager and art director. Their clothes they consider to be “an Invitation to feel good”.²¹

The label stands for sustainability and quality. The respectful treatment of people and the environment provides a basis for all products and business activities of Slowmo. Deriving from this core value, on environmental level the label especially refrains from genetic engineering and environmental pollution and uses solely materials that are 100% controlled organic for its’ designs. On social level Slowmo abandons child labour and guarantees that the materials for their products are manufactured on fair wages. The sewing process of their garments is centred in Berlin since Slowmo tries to enforce a

²¹ <http://www.slowmo.eu/about/philosophy>

production process that is as locally bound as possible. This business management is not based on a current trend for Slowmo it is a commitment towards society and the environment.

The second interviewee was Marina Rudolph of the eco fashion label Julia Starp (Appendix 1.1.2.). She is business manager of the label that was founded in 2007 and additionally manages its' marketing efforts. Based in Hamburg, the label stands for innovative combination of material as well as finesse and urban elegance.

Rooted in the labels' slogan "Designed for ECOistic people with a leaning towards extravagance"²² Julia Starp is committed to an ecological and socially consciousness behaviour. Only certified materials are processed and production facilities are chosen with utmost care.

INTERVIEW ANALYSIS

6.1.1.1. MELCHIOR MOSS OF "SLOWMO" BERLIN

Some descriptive keywords give a first impression of the answers Melchior Moss provided to my questions:

Future compliant, conscious, fashionability, credibility, viable

The target group for Slowmo fashion is very broad (Q.2). Men and women between 16 and 75 that are in their outer appearance (the way they are dressed and styled) not to be differentiated from the mainstream society. Mentally though they share a strong consciousness for their actions and the outcomes of these actions (Q.3) This makes them choosey and necessitates for a fashion-label to be 100% authentic in the way they certify their production process and the quality of the materials they use (Q. 4). Still Moss acknowledges that from his experience the style of a fashion product has highest priority to consumers (Q.3&4)

Seeing a shift within society towards sustainable behaviour, the manager of Slowmo predicts eco-friendly cultivation and fair treatment of people as viable for the future (Q.6). Still, he remarks that on global scale a lot needs to be done to increase the production of eco-friendly textile materials (Q. 9). Focusing on consumer demand, Moss considers Germany as future compliant and expects eco-fashion labels to have a constant growth (Q.9). For this, he accounts organic certifications as crucial to elude on ingredients and production processes (Q.7) and mentions GOTS, Fair Trade and IVN as most important ones (Q. 8).

²² <http://www.juliastarp.net/blog/>

Conclusion

In the fashion world, a sustainable production process alone does not make you compatible. Design, style and fashionability are in the foreground for fashion-consumers today and sustainability solely offers an added value. Nonetheless, it is a value that is becoming increasingly important in Germany but the market for eco-friendly textiles still needs to grow to meet the demand.

6.1.1.2. MARINA RUDOLPH OF „JULIA STARP“

The keywords of the Interview with Marina Rudolph are:

Ecological significance, Individuality, conscious consumer behaviour, core beliefs, quality

The label does not have a clear defined target group (Q.2). Marina Rudolph experiences with the label Julia Starp that quality and honesty are values, which are shared from a broad group of people (Q.1&3). Nonetheless, she acknowledges that in terms of clothing the fit and style are of main concern to consumers (Q. 4). A development towards increased consumer awareness for eco fashion is, according to Rudolph, noticeable within the branch (Q. 6). The manager sees this development for the whole of Europe (Q.9) but knows that it will still take a long time for eco-fashion to become normality for consumers.

Julia Starp sells its collections mainly via other retailers as well as the Internet and makes important business contacts on trade-fairs, fashion-shows, and through existing contacts.

Conclusion

Fashion needs to be appealing in style and fit. Additionally, a high awareness for quality and honesty is needed for consumers to buy eco-fashion. The group of consumers appreciating these notions is growing in Germany and the rest of Europe but in regards to fashion they are not yet quite normal.

6.1.2. EXPERTS IN RETAIL

The interviews with the retail experts were conducted face to face in the interviewees' retail shops. They are based on the same outline of questions but due to varying answers of the interviewees they took slightly different courses raising additional questions here and there.

The first Interview was with Judith Finsterbusch founder of a Berlin based retail store for eco-friendly fashion named Wertvoll (Appendix 1.2.1.). The interview took place on March 11th 2011, 14:00. It was led in the Wertvoll store in the area of Prenzlauer Berg in Berlin.

Having her roots in the fashion industry Finsterbusch is the buying agent for the small sized retail store. As a retailer for ecological clothes, Wertvoll sells a broad range of international eco-fashion labels. Requirement for being integrated in the portfolio of the retailer is that the garments are produced alongside the Wertvoll core values of being from ecological material, fair-trade certified, handmade, from recycled material or that part of the turnover made with a piece of clothing is donated for a good purpose.

The second Interviewee was Monika Lesinski co-founder of Wertvoll (Appendix 1.2.2.). Having her professional background in economics and marketing, she is the business manager of the eco fashion retailer. While Finsterbusch is the link between the labels and their store, Lesinski forms the connection of Wertvoll to its consumers. She was initiator of the previously founded web-shop of Wertvoll. The interview took place on March 11th 2011, 15:30, in the rooms of Wertvoll Berlin.

The third retail interview was with Brigitte von Puttkamer of Glore (Appendix 1.2.3.). It was held on March 25th 2011, 11:00, in Munich. Glore is one of the biggest retailers for eco-fashion in Germany with stores in four major German cities and a web shop that provides people worldwide with ecological clothes of labels like Slowmo, Misericordia, Stewart + Brown, Kuyichi and many more.

INTERVIEW ANALYSIS

6.1.2.1. JUDITH FINSTERBUSCH OF "WERTVOLL" BERLIN

To give a first impression of the interview a few keywords can be mentioned that are illustrative for the dialogue. These are:

Quality, customer relation, mouth to mouth, transparency within the production process, regionalism, unilateral designs, logical pricing

Since fashion is a consumer good with a long production process Judith Finsterbusch starts the interview with drawing the attention to the fact, that eco-fashion is not a concept that can solely be built upon natural ingredients but that also clean and humane working conditions are of crucial importance (Q. 3). Simultaneously the skilled fashion designer is always on the lookout for fashionable and trendy clothes (Q. 4). Combining ecological notions with fashion accounts for the business success of Wertvoll. According to Finsterbusch the success presents itself in a high number of habitual consumers as well as customers who come on recommendation of others (Q. 5). The shop founder sees a big advantage in their strategic location in Berlin but can conclude from their growing web shop that there is demand for eco-fashion beyond the district of location. She sees the roots for this development in a changing environment (climate change) which creates a general growing consciousness of people for eco-matters (Q. 11) and that is why she

cannot really draw a tight frame around who the target group for ecological fashion is (Q. 8). She sees it as a matter of conviction to buy eco products in general and finds consumers for this segment to be of a high awareness for quality (Q. 9). The quality does not solely come along with the product but also with ancillary information about it and the know-how of the person selling it (Q. 9&8). All people working at Wertvoll bring along this expertise and give the store an authenticity that brings the quality conscious consumer back to the store. This stands in contrast to chain stores as for example H&M that try themselves in selling clothes from ecological materials (Q. 12). In the future Finsterbusch sees a rise of shops with equal concepts as Wertvoll. According to her, cotton prices will rise and make dumping prices like chain stores offer implausible and impossible to hold up (Q. 18). Still as a former fashion designer she looks on current collections with a critical eye and declares that many of them are too sportive and single-edged (Q. 16). While the materials used for eco-fashion are already very sophisticated and pleasurable to wear it is according to Judith Finsterbusch crucial to introduce as well more stylish and fashionable collections to reach a broader set of people that are probable to fit also the characteristics of the target group for ecological fashion.

Conclusion:

There is a growing interest and necessity for ecological fashion. A good customer relation is a core concept in selling eco products. The interest of consumers for eco fashion is there but few contact points in Germany to buy eco-fashion as well as sportive designs that do not match every-bodies' taste, limit consumers in their purchase intentions.

6.1.2.2. MONIKA LESINSKI OF "WERTVOLL" BERLIN

Keywords that were essential within the interview with Monika Lesinski were:

Identification with consumer, concerned consumer, authenticity, networking, strategic business position, quality and added value

Being business manager of Wertvoll, Monika Lesinski is very client oriented. For her, the target group of Wertvoll emerges from the area where the store is located in Berlin, which she considers as a strategic top-position (Q. 4). She describes the population of the area Prenzlauer Berg as "LOHAS" - people with awareness for health issues and sustainability that are outfitted with high purchasing power. For the manager it is a matter of business success to respond with the collections they sell to what she sees around the shop every day. Still Lesinski knows that you cannot rely solely on your neighbourhood for this attainment and she explains that this is why Wertvoll established a web shop (Q. 4). She clarifies that "LOHAS" are a target group of very well informed and technically savvy people (Q. 7) who share their disposition and knowledge via the Internet, which makes it crucial for Wertvoll to be present on the relevant blogs and websites (Q. 5). Further the

manager elaborates that she has the impression that due to the chances of information the Internet offers nowadays consumers in general get more concerned and critical with companies (Q. 10&17). According to her, this puts more and more pressure on companies to stand 100% behind the products they sell so that they radiate authenticity. Lesinski thinks that the Wertvoll clients are buying at the shop out of a conviction (Q. 11) and that without authenticity and quality products you will lose them as regular customers.

In regards to the market, Monika Lesinski sees a high potential in Germany for other retailers and fashion labels (Q.16). According to her the eco-awareness is very high in this country and there is a lot that can be done with it. She sees chances in alternative materials and more ready-to-wear clothing (Q. 15). Giving Monika Lesinski credence, consumers are ready for eco-fashion. However, very casual and sportsmanlike collections, which are highly cotton-oriented, often hinder customers to buy something.

Conclusion:

The target group for eco-products is well informed and demanding. In order to gain their trust you need to be authentic and offer quality. A strategic well chosen business position and well done networking helps stabilizing the market position. Having a strong LOHAS-movement, Germany is ready for eco-fashion. Still the industry has to react on this development with alternative materials and more ready-to-wear collections.

6.1.2.3. BRIGITTE VON PUTTKAMER OF "GLORE" MUNICH

In the Interview with Glore co-founder Brigitte von Puttkamer the following keywords were vital:

Networking, strategic business location, LOHAS, quality means sustainability, fashionability, customer recommendation, improvement

The initiative for Glore – globally responsible fashion - comes from Brigitte von Puttkamer's feeling that there is a lot of interest in the German population for eco-fashion. Seeing the number of worldwide producers for the garments increase, she noticed that points of sale in Germany are lacking (Q. 1). It was therefore logical for the fashion designer to tackle the problem large scale and create with Glore a bigger brand (Q. 2). This initiative resulted in a network of currently four Glore shops Germany-wide who profit from each-others business contacts. For Brigitte von Puttkamer the location for her Munich based shop plays a crucial role (Q. 4). She dedicated a lot of time in research and found in the Gärtnerplatzviertel an area with a high percentage of LOHAS that has additionally a high birth rate and a high per capita income. The Glore founder claims to lead a LOHAS life herself and due to that, she knows exactly what to pay close attention to in regards to the product she offers like-minded people. For her, sustainability comes

from the quality of a product (Q. 5), which is rooted in a fully ecological production process. Apart from that the fashionable appearance of the clothes she sells is of crucial importance for the studied fashion designer (Q. 6). For promotion reasons in the start-up phase, Brigitte von Puttkamer undertook communication activities for Glore. Especially public relation activities proved to be successful in the initial phase of the shop (Q. 7). However, the initial success of advertisings that were placed in Munichs' trend magazines did not prove to be a success over a long period of time as von Puttkamer noticed. The majority of her customers come on recommendation of friends and family. Opening a web-shop is the most recent communication activity of Glore and it proves to be a great success (Q. 8). Von Puttkamer states that in her experience, the normal return rate of fashion web-shops lies at 30%. Glore achieves a reduced number of returns, which she explains with very detailed product descriptions (Q. 9). Especially young and sporty fashion finds its' buyers in the web-shop (Q. 8). The trend of many young customers is also something von Puttkamer can observe in her shop (Q. 12). Although being surprised about it she finds an explanation in the increasing awareness for environmental issues within the whole society (Q. 13) that has especially in Germany a great influence on people's particular lifestyles (Q. 17). The target for eco-fashion as von Puttkamer experiences it, is up for spending money on quality products that are manufactured alongside their convictions (Q. 10) but within these notions their sense for style can differ greatly (Q. 11). That is why the shop founder still sees many areas of improvement for the eco-fashion business in Germany (Q. 16). Materials can be improved to be more ecologically friendly and the current collections are lacking variety. Nevertheless von Puttkamer is certain that eco-fashion is heading into the right direction in Germany and that there will not be a reverse movement (Q. 18) since people that try it seldom take a step back to regular produced garments.

Conclusion

Knowing where to find your target and strategically melting in within their midst is a key to success. Having affinity for quality, the group of LOHAS can be convinced with style and transparent production processes. However, instead of trusting advertisings, they rely more on expert opinions that they come across in for example specialized magazines or blogs or in their direct surrounding. A web-shop is a suitable communication initiative to reach the increasing young target group for ecological fashion.

6.2. CONSUMER SURVEY

As seen in chapter five, the consumer stands in the centre of all managerial communication efforts of companies. For this purpose a survey amongst German consumers has been conducted to irradiate on the current situation of fashion consumerism as well as consumer attitude towards eco-fashion.

6.2.1. SAMPLE

The sample of the survey was limited to female customers to match the target group of Flowers and Birds. Regarding their age, 61% of the respondents fall directly in the proposed audience of the fashion label (25 – 40 years of age). Accordingly 39% of the informants are either younger (17 – 24 years of age) or older (41 – 74 years of age). To see whether differentiations in their attitude towards eco fashion can be made based on age, the responses of the females falling out of the dedicated age group were kept in the sample.

The respondents were contacted with the web-based questionnaire in an email. Women that fall into the target group of Flowers&Birds are young professionals living in urban areas. To have a large sample that matches this description the questionnaire was distributed amongst the female staff of three big companies located in Hamburg and Düsseldorf. Additionally, recent customers of Flowers&Birds were included by sending the link to the questionnaire to the recent mailing list for Flowers&Birds newsletters. Additionally private contacts have been made use of. Due to the fact that respondents were encouraged to forward the questionnaire to their sisters, friends or other colleagues it is representative for a bigger part of the German population.

The sample for this study adds up to 184 responses. The quantitative research method of a web-based questionnaire is researcher-administered, meaning that all interviews followed the exact same interview pattern giving only a restricted amount of answer possibilities.

6.2.2. RESEARCH DESIGN

The only contact with the respondents was impersonal and carried out via the Internet. The web based questionnaire that was to be filled in, consisted of 21 questions. Mainly they were designed as closed questions giving the participants a set of possible answers. The set-up was handled in this way to avoid too many varying answers, simplify segmentation and produce reliable results. Question 12 was the only open question testing spontaneous associations with eco-fashion. The questionnaire was presented in German to the German audience. (Appendix 1.3.1.)

6.2.3. DATA ANALYSIS

A broad overview of the general results of the survey can be found in the Appendix (1.3.2.). This data analysis looks at consumer behaviour in regards to regular fashion and checks the consumer attitude towards eco-fashion. By looking at the results in this way possible gaps between ecologically and regular produced clothes can be revealed. Within this evaluation the most crucial results will be related with the defined target group of Flowers&Birds regarding age or domicile. Unfortunately, technical circumstances allow to display these results only in 'number of votes' and not in percentages. The results of the designated target audience will then be compared to the sample that falls out of this group.

RESULTS

6.2.3.1. CONSUMER BEHAVIOUR IN REGARDS TO REGULAR FASHION

In regards to the places where female German consumers shop for fashion, trade chains like H&M and Zara score to be the most frequented (90%). Asking the participants for the three most common places for them to purchase clothing, small retail stores prove to be on second place (67%) shortly followed by Internet purchases in web-shops (58%).

By far the most of the female consumers shop for clothes on a regular basis (Q. 7), namely one to two times a month (58%). Only a very small percentage of women, shop on a weekly basis for fashion (8%).

In regards to how much money is in average given out for clothing per month (Q.8), the sample of German women who participated in the survey stated to spend between 50€ and 100€ (32%) and 100€ and 150€ (26%).

The target group of Flowers&Birds, limited down according to its age, has a high affinity towards fashion (Q. 5). Giving them multiple answer opportunities to the question what fashion means to them, the notions "I am interested in fashion" and "fashion can reveal a lot about the personality" scored most answers. This gives room to the conclusion that for them, fashion is interesting also in the respect that they can make use of the way they dress to show "who they are" (individuality). With this result the target group of Flowers&Birds corresponds to the broader public who showed conforming results on this question. When buying a piece of clothing (Q. 9) the target audience of Flowers&Birds, measured according to their age (25 – 40years old), states three notions as crucial within the buying process. Being given the opportunity to mark the three utmost decisive factors "Price", "Quality" and "Comfort and Fit" where evaluated to be of highest importance (Graph 1, p.44). "Fashionability" and the "Brand" prove to be less importance.



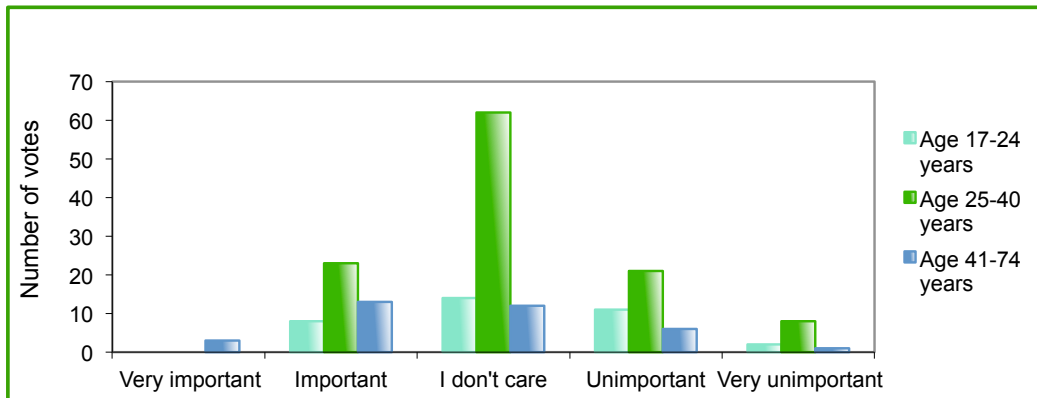
GRAPH 1: IMPORTANT FEATURES WHEN BUYING CLOTHES FOR TARGET GROUP

6.2.3.2. ATTITUDE TOWARDS ECO-FASHION

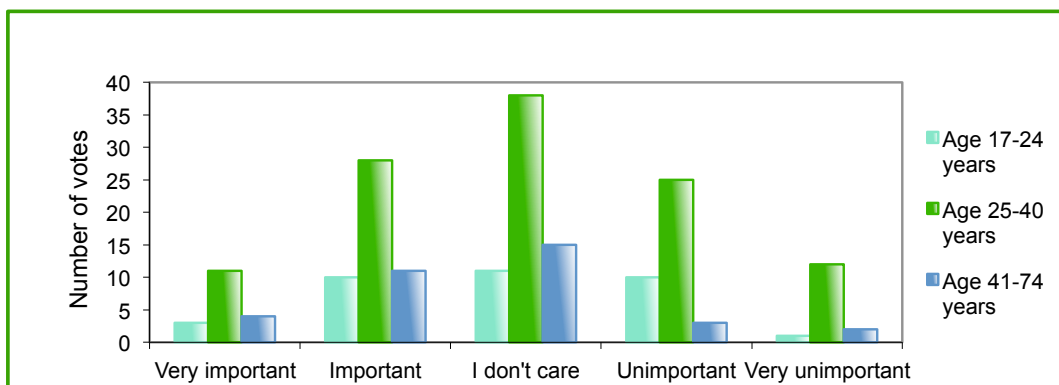
Asking about the importance it has for the respondents to know that the clothes they buy have been produced under consideration of the environment as well as knowing the place of production, is likely to trigger socially desirable answers. Therefore on a scale from one to five with one signifying “very important” and five resembling “unimportant” most respondents answered with three, which basically stands for them being undecided about the topics. (Q. 10 & 11) Still when splitting the answers up into three age groups, meaning younger than target group, target group and older than target group it becomes visible that all three groups have the tendency to find it more important knowing the place of production than an environmentally friendly production process. (Graphs 2 & 3, p.45)

For the target group of Flowers&Birds in particular, the main feature of eco-fashion is, that it is made from organic fibres (Q. 16). For them socially correct production conditions and an environmentally friendly production process play a subordinate role.

The knowledge about stores that sell eco-fashion is rather small (Q. 13). Only one third of the respondents claim to know a shop and can name the store. In relation to this it is interesting to see, that more than half of the respondents (54%) claim to own a piece of eco-clothes.



GRAPH 2: IMPORTANCE OF ENVIRONMENTAL FRIENDLY PRODUCTION

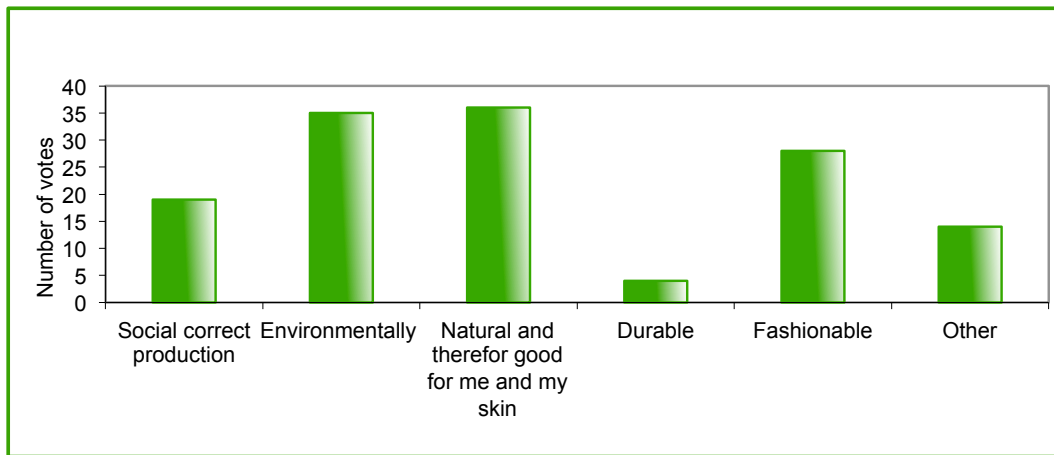


GRAPH 3: IMPORTANCE OF PLACE OF PRODUCTION

The reasons to buy these clothes within the designated target group of Flowers&Birds were mainly that the garments are environmentally friendly and that their naturalness is considered to be good for the health and the skin (Graph 4, p. 46). With these results the target group of Flowers&Birds does not differentiate from the other age groups interrogated in this survey.

Reasons that were pivotal for the target group not to buy a piece of eco-fashion were mainly that the garments are afflicted with the prejudice of being unattractive in terms of style (Q. 19). Further the high price for these clothes as well as the fact that not many stores carry them hindered people to purchase them (Graph 5, p.46).

Even though the price was identified as reason for not buying eco-friendly garments 93% of the respondents claimed to pay more for a piece of eco-fashion. Still, it needs to be considered that here respondents gave a socially desirable answer (Q. 20).



GRAPH 4: REASONS FOR TARGET GROUP TO BUY ECO-FASHION



GRAPH 5: REASON FOR TARGET FOR NOT BUYING ECO-FASHION

That this is a socially desirable answer becomes clear when looking at an open question that asked for positive and negative associations with eco clothes (Q. 12). Here many respondents again refer to eco-fashion being more expensive than regular clothing. In regards to style and design the consumer associations drift apart. A large amount of statements claim that 'green-clothing' is never colourful with rustic and old-fashioned cuts. Others find that the new eco-fashion is too hip and trendy and not wearable in daily life. Lastly, respondents showed a large distrust in eco-seals (Q. 21). Only 53% of the sample trusts these seals.

6.2.4. EVALUATION CONSUMER SURVEY

A few crucial insights can be detracted from the consumer survey. For the label Flowers&Birds quality, place of production and design are of main importance in regards to its products. Therefore this evaluation gives stresses these three notions.

PLACE OF PRODUCTION

Respondents claim that it is of slightly higher importance to them to know the place of production of a piece of clothing than whether or not the garment was produced in an environmentally friendly way (Q. 10 & 11). This interest though is apparently not rooted in a sense for a socially correct production but relates to environmental notions. When connecting the replies to Question 16 it becomes obvious that participants of the survey relate eco-fashion mainly to natural ingredients meaning organic fibres. The same is visible when asking what the core reasons were for them to buy a piece of eco fashion (Q. 18). Here environmental friendliness and natural/contaminant free fibres scored highest answers.

 *The Place of Production is associated with environmental friendliness. A local production for example does not require far shipping, which is beneficial to the environment.*

QUALITY

The respondents claim that the quality of the clothes and their comfort and fit are of importance for them to buy them, but that also a reasonable price is of importance (Q. 9). They mention that a high price was one of the top reasons that hindered them to buy a piece of eco-friendly clothing. Even though the socially desirable answer is given that more than 90% of the participants would pay a slightly higher amount for eco-clothes pricing proves to be a sensitive issue.

 *People will not pay a higher price just because a piece of clothing was produced in an environmentally friendly way. 'Green-garments' always have to convince consumers in regards to quality comfort and fit.*

DESIGN

When shopping for regular clothes, participants of the survey claim that fashionability and style play a minor role in their purchase decision (Q. 9). Still, in the open questions many state that they find eco-fashion either too trendy or too boring and colourless (Q. 12). The same is revealed when asking for reasons that hindered the respondents to buy a piece of organic fashion (Q. 19).

 *Design in regards to cut and colour as well as comfortable materials plays an important role to consumers. Equally regarded negatively is when clothing is bland in style or too trendy.*

CONCLUSIONS FOR FLOWERS&BIRDS

The target group for eco-fashion is to a large extent compatible with the target group of Flowers&Birds. It is critical and rather believes experts than advertising promises or quality seals. While there is general interest for eco-clothing the target group is not satisfied with the styles and designs that are currently available. It looks for something between too casual and too trendy. Being price sensitive, quality material and workmanship as well as sustainable authenticity needs to be presented to them in order to justify a higher price.

7. CONFRONTATION FIELD RESEARCH AND THEORY

INTRODUCTION

In chapter seven the most important findings from the theoretical framework of this study will be related to the results from the field research. Separating the findings in results regarding the general attitude of consumers to eco-fashion and results regarding communication efforts for 'green-products' will help to draw conclusions that might help to answer the initial research question.



The attitude of LOHAS that was defined within the theoretical framework of the paper applies to the target group of the fashion label Flowers and Birds. LOHAS was defined to be a buyer public that prefers products that do not infringe environment protection and are good for their personal well-being. (TdW, 2009) As purchase criteria for LOHAS, Karma Konsum and market researcher Nielsen identified Price, Quality, Health and Sustainability, as in environmental and social norms, as crucial. The target group that was interrogated within a consumer survey proves to coincide with these and more cases, which were made in the theoretical framework of this study.

Looking closely at notions such as consumer behaviour, attitudes towards ecological products and attitudes towards sustainability communication of the target group, is crucial to define fitting communication themes for Flowers&Birds as well as identifying suitable communication channels later on.

7.1. GENERAL ATTITUDE TOWARDS ECO FASHION

Larsen (2006) detected that the growing interest for eco-products in general in Germany is rooted in an increased sanitary sense of society. This sanitary sense is connected to both, personal and environmental health since these are seen in direct connection to each other. The tendency for people to seek for well-being through the usage of healthy products is noticeable when looking at the results of the questionnaire that was used as tool for conducting a consumer survey. Here many respondents claim that they see eco-fashion mainly as being made from natural ingredients (Q. 16). Resulting from this, these natural ingredients are considered to be better for the environment and for the personal health and skin (Q. 18).

While the experts in theory as well as the interview partners stress the importance of tripartite understanding of sustainability, for consumers, sustainability in the sense of environmental consciousness proves to be of higher importance than for example social norms (Q. 16 & 18).

A conflicting field is the pricing of eco-fashion. According to Karma Konsum and Nielsen the price plays a crucial role within the purchase decision of LOHAS. But being defined to be a buyer public that tends to buy brand products to make sure they get the quality they expect shows that they do not choose for the lowest price but that for them pricing functions more as quality guarantee. Within the field research many respondents claimed that they find eco-fashion very pricy and mention this to be one of the main reasons for never having bought these garments (Q. 12 & 19). But due to a supply chain for textiles, which is rather obscure to consumers, the real quality and price for a piece of clothing

can never easily be justified. Reasons for the garments being costly can be extracted from the theoretical framework that points out that the market share of eco-textile materials still is minuscule on a global scale (Organic Trade Association, 2009). Retail and production experts for eco-fashion give similar statements in their interviews. Small market shares for these materials lead to higher prices, which results in 'green-garments' not yet being more wide spread.

The levelling rule LOHAS lay on the price shows a high sense of scepticism towards product makers. This scepticism can not only be detected in a concern for appropriate pricing but is also to be found in a mistrust towards European quality seals for textiles (Q. 21). It is according to Schneider (2011) rooted in a general mistrust in public broadcasts. LOHAS trust like-minded people and it is therefore that all retail-experts mention within their interviews, that this buyer public appreciates reliable background information on the products they buy from people that they believe have expertise in the respective field.

The trust in like-minded people makes those who are LOHAS oriented highly affine towards the Web 2.0. In theory Internet is one of the preferred forums for them to shop and inform themselves about products of interest. This is proven through the consumer questionnaire, where the Internet is stated to be the third favourite place to shop for clothes after trade chains and small retailers (Q. 6). The development is further justified through the retail experts who all claim that they feel an increase in web-based sales.

Herwig (2011) sees an important development in eco-products adapting in their outer appearance to regular consumer goods. Moreover he detects it to be essential that the quality an eco-product has, is visible and graspable in for example its' packaging. All experts in retail and production declare the same thing. They see the fashionable style and look of the goods they sell to be of higher importance for customers to buy them than environmental and social notions. Consumers confirm this within the survey and reveal that for them eco-fashion is to a large extend connected to either bad cuts and colourless designs or to very modern designs that are unfit for daily-life. Retail experts state the same. Especially Judith Finsterbusch of 'Wertvoll' claims that most eco-fashion today is rather simple and sportive or very trendy and unwearable. She claims the branch to be in need of more ready-to-wear collections.

7.2. ECO FASHION AND SUSTAINABILITY COMMUNICATION

The tendency to trust like-minded people and to be generally sceptical towards product makers stretches out in the way LOHAS oriented people use media and how they shop. It also defines the way they have to be communicated with.

Being governed by a general mistrust regarding advertising promises (Schneider, 2011) also participants of the questionnaire survey stated to mistrust products, which set their advertising focus very strongly on being good for the environment (Q. 12). The retail experts claim they notice an increase in customers that come on recommendation of others. However, Brigitte von Puttkamers' advertising in local magazines (Interview 2011, Appendix 1.2.3.) did not prove to generate more consumers. Good communication for sustainable products is therefore evidently a difficult issue.

Schrader (in Belz and Bilhatz, 2005, p. 61) confirms that good and effective sustainability advertising is difficult to conduct. He sees a development in the ecological advantage alone not being beneficial for the individual since the environment is a social good. According to him, the environmental interest will become a selling point when one can manage to present an ecologically qualified individual advantage. This advantage can for example be the issue of personal health, which proves to be an important issue for the target group when looking at the consumer questionnaire (Q. 16).

The increasing number of businesses going 'green' is a development, which obviously causes insecurity amongst consumers. The motives that stand behind companies changing are often anticipated with greed, a prejudice that frames many large organizations. Employing a good though to make more money lets consumers doubt the true sustainability of those companies (Q. 12). As Beard (2008) states branding sustainable products has to be rooted first and foremost in a holistic sustainable business model, which translates into a consistent and relevant brand identity. Based on the identity of the brand the consumer decides whether to buy or not buy a product. Crucial for the company is though, that only a consistent and relevant brand identity can earn the consumers' trust and lead to brand loyalty. (Meffert, 2005, p. 30) Also the experts in retail and production for eco-fashion see the urgent need for companies to be really truthful in their efforts of being a sustainable organization. Due to the obscure textile supply chain they have force true transparency.

CONCLUSION FOR FLOWERS&BIRDS

LOHAS oriented people are to a large extent to be found amongst the target group of Flowers&Birds. For this target group especially personal health and the environment are important notions. Herein, the matter of health in terms of well-being can become a unique selling proposition because it offers an ecologically qualified individual advantage. The sceptical LOHAS oriented people need to find that the pricing for a product is worthy its' quality. In order to find the designated quality they tend to trust like-minded people more than advertising promises. In eco-fashion they miss wearable collections with yet an individual style.

8. CONCLUSION

The relevancy of sustainable behaviour in Germany is increasing. Foundation of this progress is a cross-social development towards a growing awareness for sustainability issues. Many recognise, that our ecological, economical and social accountabilities towards the planet and our fellow men, are challenges that cannot be dismissed. For them, sustainable business behaviour is an entrepreneurial necessity, which is based on true convictions to provide their share for the greater good.



Correspondingly, on consumer side, the number of customers who want to consume sustainable grows steadily. The consumer public of LOHAS (Lifestyle of Health and Sustainability) is in the centre of this development. Market studies describe this buyer public as highly educated and technophile; characteristics that make them sceptical towards advertising promises and production processes of green goods. In their purchase-decisions, they trust the opinion of like-minded individuals whom they grant the status of being an expert in a specific field of expertise.

Within the societal trend of sustainability, eco-fashion, as segment of the clothing industry in Germany, is a niche market. Still, a growing number of producers and retailers for organic garments cater for augmented public attention for these clothes.

Aiming at identifying suitable promotion efforts for an ecological clothing line of the fashion-label Flowers&Birds, the study at hand refers to a consumer survey, which revealed the designated audience for Flowers&Birds clothes to be to a large extent LOHAS oriented.

Due to its long, non-transparent supply chains, consumers see the clothing industry critically and doubt higher prices for eco fashion to be suitable. Nonetheless, in their physical appearance green products nowadays are expected to be in line with regular consumer goods. The survey reveals, that for clothing attributes such as quality, style, comfort and fit are considered crucial to make a purchase decision. Yet, customers often associate organic clothes with dull cuts and bland colours and they are not all wrong. Experts in production and retail of organic fashion that have been interviewed for this study point out, that the industry misses ready-to-wear collections.

Baring in mind the sceptical tenor of the sustainable consuming buyer public gives away, that all promotional efforts for these goods have to be orchestrated carefully. Research shows that green consumers are loyal consumers. However, their trust is only to be earned with an honest and consistent brand identity that stretches out over all managerial areas of a company. In terms of communication efforts it becomes evident in this paper, that environmental notions alone are no selling point for a product. Just as goods need to be physically in line with regular consumer goods, promotional endeavours for them have to present an ecologically qualified individual advantage to trigger consumer interest.

The interplay of sustainability applied to all managerial areas of a company, leads to a holistic sustainable brand management. The current societal development towards an awareness for sustainability issues shows that this fact can no longer be ignored. In terms of promoting eco-fashion, or any other product made alongside the norms of sustainability, businesses have the chance to become role models for a sustainable lifestyle. For companies like Flowers&Birds this means the possibility to establish its brand permanently on the market for eco-fashion.

9. COMMUNICATION ADVICE FOR FLOWERS&BIRDS

INTRODUCTION



Based on all results and findings that have been revealed in this study, chapter eight seeks to give Flowers&Birds advice on how to conduct possible promotion efforts to communicate an eco-fashion collection within their designated target group.

Through the field research it has been filtered out, that the target group of Flowers&Birds is to a large extent congruent to LOHAS oriented 'green consumers'. A collection for eco-fashion could therefore very well be a suitable line extension for the fashion-label. Flowers&Birds is outfitted with the needed credibility for such a transfer, which is rooted in their production methods being already strictly sustainable (local and fair), in environmentally friendly materials for children's clothes and prints of water-based screen printing ink.

As seen in the results of the consumer survey, wearable yet dressy and colourful designs is something highly desired by the target group of young professionals. This type of clothing is exactly what Flowers&Birds offers them. Matching this with environmental consciousness, the young fashion-label can establish a communication theme for its clothes of **conscious comfort** or **conscious chic** at the **workplace**.

It is visible in the labels' current marketing mix (Ch. 4) that, within their realms of possibilities, the fashion design houses' endeavours are well concerted to match its' designated target group. To a large extent these marketing attempts are therefore also suitable for an eco-fashion collection. On the level of promotion or communication however, efforts can be enhanced in terms of advertising, sales promotion and PR. The classic channels for these promotion efforts are: Television, Radio, Print (Newspaper and Magazine), Event, Internet, Packaging and Word-of-Mouth.

As indicated in Illustration 9 (p. 55), only a few of these disciplines seem to be fitting as promotional efforts for an eco-collection of Flowers&Birds but within, they offer a broad range of specific actions that can be undertaken. When looking at them, close attention is being put on the fact that these communication endeavours have to fit in character to the promotional efforts Flowers&Birds employs currently for their collection. They need to be cost efficient for the Start-up Company and guarantee to reach the designated target

group for eco-fashion and Flowers&Birds clothes. For these reasons, Print, Internet, Event, Packaging, Outdoor and Word-of-Mouth have chosen to be most suitable.

-	TELEVISION	<i>Unsuitable due to high production and airing costs and long planning periods.</i>
+	RADIO	<i>Possibly suitable. When it can be managed that the company story is told in local editorial broadcasts.</i>
+	CINEMA	<i>Possibly suitable. High production costs but low airing costs. Possibility to air in vicinity of Pop-Up Shop Location</i>
++	PRINT (NEWSPAPER & MAGAZINE)	<i>Very suitable. Editorial articles in the local news section. Further for example small ads in city event-magazines</i>
++	OUTDOOR (BILLBOARD, POSTER & FLYER)	<i>Very suitable. Costs are relatively low and it is possible to place the tools in a designated area.</i>
++	EVENT	<i>Very suitable. Costs can vary but the ambience of the event might rub-off on the image of the label.</i>
++	INTERNET	<i>Very suitable due to low costs and the possibility to target specifically on for example blogs or designated websites.</i>
++	PACKAGING	<i>Very suitable and possibly creative way to attract peers of existing consumers. It has to be kept in mind that for an eco-collection all packaging has to be environmentally friendly.</i>
++	WORD OF MOUTH	<i>Very suitable due to low costs and its character of passing the message on amongst like-minded people.</i>

ILLUSTRATION 9: SUITABLE PROMOTION DISCIPLINES FOR FLOWERS&BIRDS

9.1. PRINT

Editorial articles in local news sections of newspapers are an appropriate instrument to not only promote the products of Flowers&Birds but to transmit a holistic view on the company. Catering for a strategic placement of the articles in local newspapers of cities chosen to host a Pop-Up Shop a few days prior to the event can be very valuable promotion for a start-up company.

Another suitable promotion endeavour in the discipline of Print are small ads placed in local event-magazines. Here placement costs are considerably low and the publications are local, which is good to target people to come to a Pop-Up Shop.

9.2. INTERNET

The Internet offers a good incentive to promote sales events as well as the products and image of Flowers&Birds consistently to the web affine target group. The company already operates an Internet page with the possibility to purchase online and is present on facebook as social media contact to its' target group. In order to promote an eco-collection it can prove to be beneficial to consider a web-presence on special blogs and websites dedicated to 'green fashion'. These are for example:

- www.utopia.de
- www.korrekteklamotten.de
- www.made-by.org

UTOPIA

Utopia is a social network for sustainable-oriented people, which aims at changing the world into an environmental friendly future. All content on Utopia is user generated. It offers information on mostly all consumer categories. Through functions such as posting articles or open discussions in blogs it gives its' users the possibility to exchange opinions, look for counsel or give advice on specific topics. Utopia gives green businesses the possibility to present themselves online in a surrounding that is highly frequented by their target group. Due to the characteristics of the web 2.0 affine target group for eco-fashion it is a suitable place for promoting both product and image of Flowers&Birds.

KORREKTE KLAMOTTEN

Korrekte Klamotten is a highly dynamic blog that seeks to link labels, retailers and friends of sustainable clothes. Here direct contact can be established to the target group for eco-fashion to communicate about a labels image, its fashion and upcoming events.

MADE BY

Made-By is a non-profit organisation that seeks to improve sustainable standards in the fashion industry. To achieve this goal it supports eco-fashion companies to develop strategies to improve the conditions of their entire supply-chain. Further, the organization has developed a so-called “score-card” with which green businesses are present on the made-by homepage. This “score-card” makes the supply chain of a label transparent for consumers, which is a convenient way to connect to the sceptical LOHAS consumer.

9.3. EVENT

The Pop-Up Shops of Flowers&Birds have event-character. Being restricted to ever changing places and being time bound, they create an exclusive atmosphere. Crucial about choosing the locations for promotional events, such as the Pop-Up Shops is, that they match the target audience that is supposed to be attracted to come and that they match the style of clothing that is being sold. In this perspective endeavours of the fashion-label for choosing event locations have been well organized so far. Since the Flowers&Birds target group as well as the audience for eco-fashion is to a large extend congruent it is recommendable to continue choosing shops in hip areas of town that are temporarily empty, art galleries, bars and workplaces. For a specific eco-fashion line, event locations that fit their ‘green’ character could be additionally chosen. For this it can be considered to appear within the framework of other events that promote a ‘green’ lifestyle. Possible events could be:

- Ökorausch²³
- Good Goods²⁴

ÖKORAUSCH

Ökorausch is a trade-fair for conscious design. Producers for various sustainably produced design goods can present themselves here. The location for the event changes every year (2011 in Hamburg). In an integrated Pop-Up Department Store, producers of eco design-wares get the possibility to directly sell their products. This trade fair is interesting due to the similar character of its’ Pop-Up event to Flowers&Birds sales events. Further it offers a good personal connection to the target group for eco-design products.

²³ http://www.oekorausch.de/start_d.html

²⁴ <http://www.goodgoods.de/profil/>

GOOD GOODS

Good Goods is a trade fair for ecological consumer goods taking place on yearly basis in Hamburg. The whole event is organized strictly alongside sustainable notions and offers a good contact to the broad LOHAS oriented target audience.

9.4. WORD OF MOUTH

Word of Mouth refers to when an advertising message is carried on from consumer to consumer. Relying to a large extend on the opinions of like-minded people, it is a great tool to communicate to the target group for 'green' products and eco-fashion.

The field research has proven that the target audience for Flowers&Birds garments and for eco-fashion in general is price sensitive. Eco-friendliness alone is not a unique selling proposition. The event character of the Pop-Up Shops though, can boost the 'green' garments with just the needed exclusiveness. Offering selected pieces of the eco-line only at the timely limited Pop-Up Shops will enhance their elitism and make them highly desirable for consumers.

This exclusiveness can be communicated through a web-based word of mouth campaign as in for example a short Youtube video that is posted on all websites that the company Flowers&Birds is represented on.

9.5. PACKAGING

Unusual packaging can enhance the perception of a product. In regards to eco-products it has to be born in mind that all packaging needs to be equally of pure ecological standards. In order to help promote the green character of Flowers&Birds eco-clothing special tags that are attached to the garments can be designed that clarify in a charming way what makes the product sustainable. In order to produce a limited amount of waste with these tags, they can be made from left over textiles. Sewing the tags inside of the clothes can prove to be a attractive detail about the clothing and simultaneously reminds the consumer every time she is wearing it of the garments ecological character.

9.6. OUTDOOR

In order to create awareness for example for a sales event like a Pop-Up Shop it is important to create awareness for this event in the area where it will take place. It is important to make use of the trendy surroundings for those events. First and foremost flyers and posters have to be displayed at the location place self to announce the Pop-Up Shop. Regular visitors of the locality are potential customers. In the broader surrounding of the event location the same endeavours can be undertaken. The placement of posters and flyers at institutions such as cafes, bars, a yoga-studio, a bio-supermarket or possibly even a (private) kindergarten in the vicinity of the upcoming Pop-Up Shop can create a surplus of awareness for the event in its direct surrounding. Additionally flyers can be passed out on the street in the neighbourhood of the event on the days it actually takes place.

CONCLUSION FOR FLOWERS&BIRDS

Employing the recommended promotional endeavours for a line of sustainable clothes can help Flowers&Birds to promote an eco-fashion collection credibly to its target group and to the target group for eco-fashion in general. Aiming at young professionals the establishment of a communication theme for the clothes that focuses on conscious comfort or conscious chic at the workplace is recommendable.

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APPENDIX

10.1. EXPERT INTERVIEWS: EXPERTS IN PRODUCTION

10.1.1. MELCHIOR MOSS OF SLOWMO:

Q.1: Was macht das Label Slowmo aus?

Slowmo ist ein Familienbetrieb der auf Ruhe und Beständigkeit basiert. Alle Produkte werden in Deutschland gefertigt und bestehen aus ökologischen Materialien.

Q.2: Wer trägt Slowmo? (Zielgruppe)

Die Altersgruppe die slowmo trägt ist zwischen 16-76 Jahren (bisher). Da unsere Kollektionen zeitlos und klar sind, ist die Zielgruppe sehr breit gefächert.

Q.3: Wie unterscheidet sich der Käufer von organischer Mode zu dem Konsumenten der bei Handelsketten/Kaufhäusern seine Kleidung kauft?

Äußerlich unterscheidet sich der Käufer teilweise nicht... sie/er ist sich der Herstellung und folgen Bewusster! Mode wird aber vor allem über den Geschmack gekauft.

Q.4: Was denken Sie ist ausschlaggebend für einen Käufer sich dazu zu entscheiden ein Kleidungsstück zu erwerben was „grün“ ist?

Vorerst zählt der Stil! Wenn der Artikel dann noch grün ist.. um so besser. Es spielt aber eine wichtige Rolle ob das Label glaubwürdig seine Produktion und Beschaffung seiner Materialien bestätigen kann.

Q.5: Wo wird die Slowmo Mode verkauft?

In Boutiquen, Onlineshops, Versandhäusern.

Q. 5.1: Falls über einen eigenen Store, wie machen Sie Konsumenten auf diesen aufmerksam (welche Kommunikationsmaßnahmen)?

-

Q. 5.2: Falls über Einzelhändler/andere Shops wie treten Sie mit denen normalerweise in Kontakt?

Messen, Email, Telefon, treffen.. etc.

Q.6: Der „grüne“-Lifestyle boomt zur Zeit in Deutschland. Sehen Sie diese Entwicklung als zeitweiligen Trend oder als richtungsweisend für eine allgemeine neue Lebensart?

Es gibt eine Veränderung! Trends können auch eine Veränderung herbeiführen. Biologischer Anbau und fairer Umgang mit den Menschen wird die Zukunft sein!

Q.7: Was halten Sie von Öko-Siegeln für Mode aus organischen Materialien?

Es kann den Verbraucher helfen den Inhalt und die Produktionsweise zu erkennen. Leider sind diese oft sehr teuer und nicht immer einsetzbar.

Q.8: Welche Siegel die zur Zeit bestehen sind wirklich verlässlich?

GOTS, FairTrade, IVN,

Q.9: Was halten Sie von dem deutschen Markt für „grüne“ Mode im Vergleich zum Ausland? (Hersteller und Einzelhandel)

Ich sehe den deutschen Markt als wachstumsfähig. Es wird aber hoffentlich Weltweit einen anstieg von diesem Bewusstsein geben. 1% der weltweit angebauten Baumwolle ist lediglich ökologisch angebaut. Da muss noch viel passieren!

Q.10: Wie definieren Sie selber ‚Nachhaltigkeit‘?

Nachhaltig ist für mich bewusst mit Mensch und Natur umzugehen. Dabei geht es vor allem darum nicht sich im Mittelpunkt zu sehen sondern den gesamten Kreislauf. Nachhaltig Denken. Nachhaltig Handeln.

10.1.2. MARINA RUDOLPH OF JULIA STARP

Q.1: Was macht das Label Julia Starp aus?

Qualität, Ehrlichkeit und der mix von Materialien

Q.2: Wer trägt Julia Starp? (Zielgruppe)

„ECOistic People“ Also altermässig von – bis aber es sind Leute die Wert auf Qualität legen, auf einen Individuellen Look, und diesen dann noch gut mit Ihrem Gewissen vereinbaren können.

Q.3: Wie unterscheidet sich der Käufer von organischer Mode zu dem Konsumenten der bei Handelsketten/Kaufhäusern seine Kleidung kauft?

In seinem Anspruch an Qualität und Wertigkeit von Produkten und dem Interesse zu wissen was hinter dem Produkt steckt, sprich wo und von wem es gemacht wurde ect.

Q.4: Was denken Sie ist ausschlaggebend für einen Käufer sich dazu zu entscheiden ein Kleidungsstück zu erwerben was „grün“ ist?

Es muss gefallen, passen und einem natürlich gut stehen und in den Geldbeutel passen. Solche Sachen findet man aber natürlich in vielen Läden und in allen Preisklassen. Insofern ist auch die Grundüberzeugung, dass es in Nachhaltiger Produktion entstanden ist wichtig.

Q.5: Wo wird die Julia Starp Mode verkauft?

In verschiedenen Läden in ganz Deutschland und über das Internet.

Q.5.1: Falls über einen eigenen Store, wie machen Sie Konsumenten auf diesen aufmerksam (welche Kommunikationsmaßnahmen)?

-

Q.5.2: Falls über Einzelhändler/andere Shops wie treten Sie mit denen normalerweise in Kontakt?

Messen und Fashion-Shows. Manchmal tritt aber auch jemand mit uns in Kontakt der was gelesen hat oder die Sachen in einem anderen Laden gesehen hat.

Q.6: Der „grüne“-Lifestyle boomt zur Zeit in Deutschland. Sehen Sie diese Entwicklung als zeitweiligen Trend oder als richtungsweisend für eine allgemeine neue Lebensart?

Definitiv Richtungsweisend. Wir erleben schon einige Zeit in der fashion Welt dass das Thema boomt und man hat mehr und mehr das Gefühl, dass dies nun auch bei dem Konsumenten ankommt. Aber es ist noch ein langer Weg bis das Thema eco-fashion Normalität gewinnt.

Q.7: Was halten Sie von Öko-Siegeln für Mode aus organischen Materialien?

Im Prinzip gut zur Orientierung, aber die Standards vieler Label sind gering und ich denke nicht, dass viele Konsumenten sich da auskennen.

Q.8: Welche Siegel die zur Zeit bestehen sind wirklich verlässlich?

GOTS und IVN

Q.9: Was halten Sie von dem deutschen Markt für „grüne“ Mode im Vergleich zum Ausland? (Hersteller und Einzelhandel)

Hier tut sich ne Menge auf diesem Gebiet. Allerdings sehe ich diese Entwicklungen auch im europäischen Ausland. Dennoch finde ich, dass wir auch mit dem Konsumenten-Interesse zufrieden sein können. Allerdings geht immer mehr.

Q.10: Wie definieren Sie selber ‚Nachhaltigkeit‘?

Nachhaltigkeit beschäftigt sich mit Sozialem und der Natur. Ich selber finde bewussten Konsum in dem Zusammenhang auch wichtig.

10.2. EXPERT INTERVIEWS: EXPERTS IN RETAIL

10.2.1. JUDITH FINSTERBUSCH OF WERTVOLL

Q. 1: Wie kam es zu der Gründung von Wertvoll?

Ich habe nach dem Studium viele Jahre im Modedesign aber auch im An- und Verkauf gearbeitet. Ich habe meine Kollegin bei der letzten Arbeitsstelle kennengelernt. Zusammen haben wir die Begeisterung für dieses Projekt entwickelt und uns entschieden das aufzuziehen und dann Labels gesucht, Qualitäten getestet bis wir erst mal ein Sortiment zusammen hatten. Danach haben wir einen Businessplan erstellt und letztendlich ca. ein Jahr später eröffnet.

Q. 2: Wann habt ihr eröffnet?

April 2009

Q. 3: Was ist die Philosophie von Wertvoll?

Also wir arbeiten ausschließlich mit Firmen die Fair handeln. Das ist erst mal das Grundprinzip. Das zieht sich auch bei allen labels durch. Dann gibt es nochmal Unterteilungen wo sich labels untereinander ein wenig unterscheiden in:

- *Ökologisch hergestellt: Was eigentlich alles soweit auch ist von dem was wir verkaufen*
- *Handgemachtes*
- *Viele Dinge aus recycelten Materialien oder bei deren Produktion innerhalb der Herstellungsprozesse recycelt wird*
- *Dinge wo vom Erlös ein Teil an gute Zwecke gespendet wird an soziale Projekte*

Q. 4: Wie entscheidet Ihr welche Marken geführt werden und welche nicht?

Wir versuchen in erster Linie nach Mode auszusuchen. Wir kaufen nichts ein einzig und allein weil es Öko ist. Aber der Hintergrund ist dann schon maßgebend, wie gesagt fairer Handel der faire Löhne und Arbeitsbedingungen für die Menschen die in den Produktionsprozess involviert sind verspricht aber auch die Materialien aus denen die Sachen sind.

Q. 5: Wie kommuniziert Ihr über euren Laden?

Nach außen kommunizieren wir weites gehend über unsere Website. Wir haben seit kurzem auch einen Webshop der sehr gut anläuft. Aber vor allem profitieren wir von unserer Lage hier in der Stadt. Wir sind hier in einer Gegend die durch ein Publikum von jungen Familien geprägt ist. In unsere Nachbarschaft finden sich viele Läden die genau wie wir einen Fokus auf organische, ökologische Produkte legen. Die Sachen finden super Anklang bei dem Publikum was in dieser Gegend wohnt und damit haben wir mit

unserem Laden die perfekte Lage hier. Von daher denke ich, dass bei uns sehr viel auch über mouth-to-mouth Propaganda läuft. Dadurch haben wir auch in kürzester Zeit Stammkunden gewonnen aber es ist ein Klientel was sich hier vor Ort hauptsächlich gebildet hat. Durch den Online Shop hat sich das natürlich Deutschlandweit ausgedehnt in den letzten Monaten.

Q. 6: Wie werden Menschen auf euren Webshop aufmerksam?

Wir sind online mit vielen ähnlichen Konzeptläden und Ökoseiten verlinkt und haben aufgrund guter Presse einen ganz guten Google-Such-Stand. Auch die Labels die wir führen weisen auf ihren Seiten zu uns.

Q. 7: Ihr habt an allen Produkten „labels“ die auf die Herstellungsweise des einzelnen Produktes hinweisen. Was kannst du darüber sagen?

Ja genau, unsere eigenen Icons. Die sollen den Kunden ersichtlich zeigen was die Themen der Produkte der einzelnen Firmen sind. Das ist einfach eine Erleichterung für den Kunden. Auch Kunden für ökologische Ware haben nicht die Zeit, Lust oder Geduld lange schauen zu müssen unter welchen Kriterien das Produkt eigentlich hergestellt wurde. Durch diese Labels erleichtern wir das zum einen zum anderen merken wir immer wieder, dass der Kunde das label auch ein wenig als Prüfsiegel versteht. Es wird ihm deutlich, dass wir als Zwischenhändler uns mit jedem Produkt auseinander gesetzt haben und für gut empfunden haben. Das hinterlässt unseren persönlichen „touch“ an jedem Produkt, was wir online oder hier im Shop verkaufen.

Q. 8: Wer ist die Zielgruppe von Wertvoll?

Ich würde sagen Frauen und Männer gleichermaßen von 25 – 60 Jahren und ggf. sogar älter. Es ist allerdings auffällig, dass es immer Kunden sind die etwas Besonderes suchen, was nicht jeder auf der Straße hat, und die auch ein hohes Qualitätsbewusstsein haben. Bei vielen fällt auch auf, dass sie das Beratungsgespräch brauchen und möchten und uns eine große Portion Vertrauen und das Kompetenz Gefühl entgegen bringen.

Q. 9: Denkst du, dass dies dieselbe Zielgruppe für ökologische Mode im Allgemeinen ist. Teilen die die Selben Merkmale?

Ich denke ja. Weil das der Typ Kunde ist, der bewusster einkauft, auf Qualität achtet und immer gerne Zusatzinformationen zu den Produkten die er kauft haben will. Das ist so denke ich der „Bio-Kunde“ und genau das ist unser Kunde auch.

Q. 10: Hast du eine Veränderung in der Konsumentenstruktur seit der Gründung von Wertvoll bis jetzt erkennen können?

Ja. Erstmal sind wir natürlich sehr froh, dass das Konzept überhaupt hier so aufgegangen ist. Das wir eine Kundschaft haben, die gerne wieder kommt und das ist für uns auch ein wenig der Beweis dafür, dass es zunächst einmal gute Mode ist, die wir anbieten, aber dass auch die Qualität so nachhaltig anders ist, dass Leute auch gerne wieder kommen. Es wächst stetig und seitdem wir Männermode neu dazu genommen haben kommen diese nicht mehr um für Ihre Freundin zu gucken sondern auch um sich selber was zu kaufen. Das ist sehr schön.

Q. 11: Ist ökologische Mode ein Luxus Artikel oder ist das eine Überzeugungssache?

Definitiv eine Überzeugungssache! Es ist natürlich immer ein andere Preis, aber wenn man überlegt, dass ein Shirt bei H&M 4,90€ kostet dann muss man in der Konsequenz eigentlich wissen, dass das eigentlich nicht möglich sein kann mit dem Stoff, der Verarbeitung, der Verschiffung ect. Wenn man sich das anschaut muss man eigentlich begreifen, dass unsere Preise nicht zu hoch sondern nur logisch sind. Deswegen nervt mich das immer ein wenig mit diesem teuer oder billig. Qualität gibt's einfach erst ab einem bestimmten Preis. Wir versuchen hier bei Wertvoll immer den Fokus darauf zu legen beides zu bieten. Wir haben viele Sachen die schon hochpreisig sind aber haben auch immer was da, was sich jemand mit einem nicht ganz so großen Geldbeutel leisten kann.

Q. 12: Du sagtest, dass du eine Veränderung darin spürst wer so zu euch zum Einkaufen kommt. Worauf führst du das zurück?

Also ich denke dass liegt zunächst einmal an dem gesteigerten Medien Interesse für diese Thema zusammen was in den letzten Jahren so entstanden ist! Wenn selbst H&M jetzt schon anfängt irgendwas mit Bio Baumwolle zu machen dann deutet das meiner Meinung nach auf einen breiten Fokus für das Thema hin. Natürlich profitieren wir auch von dem Medien Rummel, da es Thema unseres Ladens ist aber ich denke letztendlich liegt es daran wie glaubwürdig wir mit diesem Thema umgehen ob die Leute zurück kommen oder nicht. Das scheint uns offensichtlich gut zu gelingen. Anders als bei H&M schreiben wir nicht einfach nur drauf „Bio Baumwolle“ sondern das Zusammenspiel der Öko Konzepte der Mode die wir führen spielt augenscheinlich eine große Rolle und das wir als Vertreiber glaubhaft sind. Das hat natürlich auch mit der Transparenz innerhalb der Labels zu tun die wir hier so verkaufen aber genauso mit unserer Einstellung und Überzeugung und mit der Symbiose daraus unterscheiden wir uns stark von z.B. Handelsketten die Bio Mode machen.

Q. 13: Hast du das Gefühl, dass das vermehrte Angebot an Bio Materialien bei Handelsketten für euch eine Veränderung gebracht hat?

Ja vielleicht. Aber ich denke das wieder die Aufmerksamkeit die da eine Rolle spielt. Leute werden mit der Nase auf das Thema gestupst und dadurch entsteht ein Interesse. Als Konkurrenz sehe ich die Handelsketten aber auf garkeinen Fall. Auch wenn bei deren Sachen z.B. „Bio Baumwolle“ drauf steht dann heißt das nicht, dass es sich ausschließlich darum handelt und das Produkt ist noch lange nicht fair gehandelt. Das sind aber alles so Komponenten die für uns eine große Rolle spielen, dass tatsächlich das ganze Produkt sowie der Herstellungsprozess nachhaltig ist.

Q. 14: Es gibt ja viele verschiedenen Herstellungsprozesse für ökologische Mode die ihren Fokus dann auf unterschiedliche Dinge legen. Welche sind dir da bekannt?

Also vor allem Fair Trade als Maßstab für den Herstellungsprozess und dann die ökologischen Materialien die verarbeitet werden als Maßstab für die nachhaltige Haltung der Pflanzen und den schonenden Umgang mit Boden und Grundwasser. Bei den Labels die wir hier haben ist das auch ein wirklich ausschlaggebender Punkt, dass die nicht auf einen Zug aufgesprungen sondern das diese Werte sozial und Umweltbewusst Produkte herzustellen wirklich tief in deren Grundmanifest verwurzelt sind. Wir geben dabei schon darauf acht auch hinter die Kulissen zu schauen. Die Marken sind verschieden groß und haben demnach auch teilweise nur begrenzte Möglichkeiten sich z.B. zu zertifizieren. Solche Labels würden wir nicht ausschließen wenn sie trotzdem nachweislich fair und sauber produzieren. Wir sind stark daran interessiert auch kleinen labels eine Plattform zu bieten wenn sie mit der richtigen Sache kommen. Das finden wir toll und unterstützen das gerne.

Q. 15: Was ist für dich persönlich die nachhaltigste Art und Weise Mode zu machen?

Eigentlich vergleichbar wie mit den Lebensmitteln. Regional zu denken, darauf zu achten ob die Firmen auch so nah wie möglich produzieren ect. Allerdings wenn nun eine Firma total fair und korrekt in Afrika eine Produktionsstätte hat und dort für gute Jobmöglichkeiten sorgt dann ist das natürlich auch sehr zu unterstützen.

Q. 16: Welche weiteren trends und Veränderungen siehst du für die Branche der ökologischen Mode?

Ich sehe, dass es wächst in allen Facetten und Kategorien und dass da ein Verbraucherbewusstsein entsteht und das finde ich auch gut. Aus Sicht eines Einzelhändlers würde ich mir oft allerdings noch mehr „angezogene“ Kollektionen wünschen. Wir haben definitiv Bedarf an modischen und eleganten Sachen da der Markt

bis jetzt sehr geprägt ist von sportiven Designs. Wenn der Markt weiter so boomt dann haben wir da wirklich einen Bedarf. Ich habe hier in Berlin schon ähnliche Läden wie unseren zu machen sehen, weil sie sich mit der einseitigen Mode nicht halten konnten. Darin würde ich also ggf. eine Gefahr sehen.

Q. 17: Wie unterscheidet sich der deutsche Markt für ökologische Mode vom internationalen Umfeld?

Ich glaube im Ausland ist öko-Mode schon stärker vertreten. Allerdings gibt es da nicht unbedingt mehr Läden. In Deutschland sehe ich, dass es in anderen Großstädten sowie Hamburg und München viel mehr Läden als in Berlin gibt und das ist im Ausland irgendwie nicht so. Im allgemeinen denke ich trotzdem, dass die Deutschen bei dem Thema aber irgendwie hinterher hinken. Im Bezug auf Designer schießen viele Deutsche Labels aus dem Boden die einen deutschen Stil haben. Das ist vielleicht auch noch zu speziell für viele Konsumenten. Italienische Mode zum Beispiel ist irgendwie allen ein Begriff und damit fühlen sich Leute wohl aber die Akzeptanz für die deutschen Labels muss denke ich noch stärker wachsen. Und dann gibt es da die Dinge machen die niemanden mehr so richtig interessieren so wie T-Shirts mit Druck. Das will niemand mehr haben. Aber wenn ein Label sich neu gründet dann will es irgendwie logischerweise immer erstmal schauen was läuft. Aber eigentlich denke ich, dass sich das bezüglich auf Labels die Waage hält in Europa. Frankreich, Italien, Spanien, Deutschland – überall findet man green-fashion label.

Q. 18: Wie siehst du die Zukunft?

Ich sehe Konzepte wie unsere wachsen. Ich bin auch der felsenfesten Überzeugung, dass die Kunden das Konzept auf lange Sicht verstehen aber das auch aus einem Zwang heraus. Unsere Umwelt kann das nicht mehr leisten, was bisher geleistet wurde und Firmen sind dazu gezwungen umzudenken und damit auch Konsumenten mit zu ziehen. Das führt natürlich dann irgendwann dazu, dass Läden wie wir dann irgendwann die Nase vorne haben. Aber das muss halt so sein, denn wenn man schaut wie z.B. die Baumwollpreise steigen dann kann auch ein H&M es irgendwann nichtmehr so machen wie bislang. Damit werden die nicht hinterherkommen. Unter diesem Umweltaspekt ist die Branche definitiv ein Markt der Zukunft.

Q. 1: Wie kam es zu der Gründung von Wertvoll?

Judith und ich hatten den gleichen Arbeitgeber und haben uns da kennen gelernt. Wir haben schnell bemerkt, dass wir gleiche Einstellungen teilen und sind in vielen Gesprächen zu dieser Idee gekommen. Dann ging es los und wir haben Labels gesucht und getestet, Beziehungen aufgebaut, einen geeigneten Laden gesucht und dann als wir mit allem zu 100% zufrieden waren im April 2009 eröffnet

Q. 2: Was ist die Philosophie von Wertvoll?

Das alle Produkte die wir verkaufen nachhaltig für Natur und Mensch produziert sind und dadurch „Wertvoll“ sind. Den größten Fokus legen wir zunächst auf fair gehandelte Mode aber auch auf ökologische Materialien. Weitere Schwerpunkte liegen bei unserer Ware aber auch auf z.B. handgemachten Sachen oder Dingen bei denen ein Teil des Erlöses an einen guten Zweck gespendet wird. Außerdem haben wir einen großen Anteil an Mode und Accessoires aus recycelten Materialien. Für mich persönlich auch eine sehr nachhaltige Art und Weise Dinge zu produzieren die Wiederverwertung.

Q. 3: Wie entscheidet Ihr welche Marken geführt werden und welche nicht?

Öko zu sein ist nicht gleich der Grund um auch bei Wertvoll im Regal zu liegen. Wir wollen Mode verkaufen die wir selber auch anziehen wollen um damit Menschen so wie uns die Möglichkeit zu geben schön und nachhaltig gekleidet zu sein. Mittlerweile gibt es da schon eine wirklich große Bandbreite an tollen Labels die nachhaltig und sauber produzieren und die suchen wir dann aus. Dabei spielt wiegesagt der faire Handel und organische Materialien eine große Rolle aber viele Labels haben noch ganz andere Überzeugungen die in dem Herstellungsprozess und den Produkten verarbeitet sind die auch so toll sind und die die Labels auch mit zusätzlicher Glaubwürdigkeit ausstatten.

Q. 4: Wie kommuniziert Ihr über euren Laden?

Nach außen zu unseren Konsumenten kommunizieren wir weitestgehend über diesen Laden hier. Wir haben hier eine strategische top-Lage in einem Gebiet was bekannt dafür ist, dass hier viele „LOHAS“ und junge Familien leben. Hier im Viertel ist Kaufkraft und ein Bewusstsein für diesen „grünen“ Lebensstil. Viele Leute werden im Vorbei-gehen auf uns aufmerksam oder sie haben bei Nachbarn, Bekannten oder Freunden was gesehen, was Ihnen gefallen hat und dann so von uns gehört. Ich denke mal der Begriff „mouth to mouth“ würde hier gut passen um zu beschreiben wie die Menschen auf uns aufmerksam werden. Des weiteren haben wir noch ne Internet Seite und seit kurzem auch einen Webshop der sehr gut anläuft. Dadurch hat sich unser Kundenkreis natürlich deutlich erweitert.

Q. 5: Wie werden Menschen auf euren Webshop aufmerksam?

Die labels die wir führen haben uns zum Teil vernetzt so von wegen „wo man uns kaufen kann“. Ansonsten stehen wir aber auch Einträge auf einschlägigen Seiten Utopia.de zum Beispiel. Das ist ein Netzwerk für alle Themen rund um Nachhaltigkeit für alle die, die es interessiert. Dort kann man auch Produkte, Läden, Artikel und vieles mehr finden – unter anderem uns mit unserem Webshop und dem Laden hier.

Q. 6: Ihr habt an allen Produkten „Labels“ die auf die Herstellungsweise des einzelnen Produktes hinweisen. Was kannst du darüber sagen?

Das sind unsere eigens kreierten Icons die dem Kunden schnell zeigen sollen was das Produkt ist/beinhaltet. Viele Labels schreiben das nicht komplett ersichtlich auf Ihre Produkte aber wir finden dass das schon genannt werden muss, weil viele Kunden ja nicht nur die Mode kaufen weil sie modisch ist sondern auch weil sie damit Ihren Beitrag zu etwas nachhaltigem bieten wollen. Des Weiteren ist das Icon so ein wenig ein Gütesiegel von uns als Laden und ich habe das Gefühl, dass wir damit an Glaubhaftigkeit gewinnen. Auch im Webshop wo der Kunde das Produkt nicht selber in den Händen hält und schauen kann was das Label zum Thema Herstellung sagt sind die Icons sehr hilfreich.

Q. 7: Wer ist die Zielgruppe von Wertvoll?

Ich würde sagen Vor allem Frauen aber auch Männer besonders seitdem wir auch eine Männerkollektion im Laden haben. Vom Alter ist es schwer da eine Abgrenzung zu machen. Es kommen junge Menschen aber auch sehr viel ältere. Ich würde von 25 – 55 sagen ungefähr. Im allgemeinen kann man aber sagen, dass die Menschen in der Regel sehr gut informiert sind und genau wissen welchen Nutzen es z.b. für die Umwelt hat, wenn sie nun ein Shirt aus bio-Baumwolle kaufen. Die Konzepte haben wenig erklärungsbedarf. Durch den sehr gut laufenden Webshop bekomme ich außerdem die Idee, dass die Menschen auch sehr technik-affin sind und Neuem offen gegenüber stehen.

Q. 8: Denkst du, dass dies dieselbe Zielgruppe für ökologische Mode im Allgemeinen ist. Teilen die die Selben Merkmale?

Das denke ich schon. Es ist der typ Mensch der bewusst einkauft, der auch gerne mal mehr ausgibt wenn er das Gefühl hat dafür Qualität zu bekommen die gleichzeitig einen Mehrwert bietet.

Q. 9: Hast du eine Veränderung in der Konsumentenstruktur seit der Gründung von Wertvoll bis jetzt erkennen können?

Ja. Also erst einmal mit der Einführung der Männer-Kollektion. Ansonsten denke ich das die Veränderung vor allem darin liegt das mehr und mehr Menschen kommen. Ich habe irgendwie das Gefühl, dass was wir anbieten mehr und mehr ein Produkt ist was viele Leute anspricht und nicht nur einen kleinen Anteil.

Q. 10: Du sagtest, dass du eine Veränderung darin spürst wer so zu euch zum Einkaufen kommt. Worauf führst du das zurück?

Ich führe das zunächst einmal auf die allgemeine „bio“ Bewegung in Deutschland zurück. Seit einigen Jahren wächst dieser Trend und breitet sich in alle Konsum Sparten erfolgreich aus. Durch diese Ausbreitung wächst das Bewusstsein für Nachhaltigkeit und mehr Menschen können damit was anfangen. Zunächst einmal geht es vielen darum, dass sie davon ausgehen bio wäre besser für sie aber meistens beinhalten diese Konzepte ja noch viel mehr sowie nachhaltige Produktion die Boden, Umwelt und Ressourcen schont und des weiteren den fairen Umgang mit den Menschen. Glücklicherweise werden Konsumenten auch bei diesen Themen immer kritischer Unternehmen gegenüber. Dadurch sind diese Unternehmen dann wieder in Zugzwang sich zu verändern und wir sehen das besonders in der Mode gerade passieren. Angefangen bei der hochpreisigen Fashion ziehen langsam auch die Handelsketten nach und bieten Produkte aus organischen Materialien an, sowie zum Beispiel H&M. Auch

Q. 11: Ist ökologische Mode ein Luxus Artikel oder ist das eine Überzeugungssache?

Wie ich schon vorher sagte der Mensch der grüne Mode kauft ist ein bestimmter Typ Mensch und der kauft aus Überzeugung. Aber natürlich ist die Mode auch teurer und ich verstehe, dass sich ein Student z.B. nicht leisten kann für jedes T-Shirt hier her zu toben. Aber ein Mensch mit Überzeugung der tut dies wenn er in der Position ist, dass er sich das leisten kann und der ohne Überzeugung, der sich was leisten kann gibt sein Geld vielleicht dann für andere Markenartikel aus.

Q. 12: Hast du das Gefühl, dass das vermehrte Angebot an Bio Materialien bei Handelsketten für euch eine Veränderung gebracht hat?

Das glaub ich irgendwie nicht so. Auch wenn H&M ein paar Artikel aus ökologischer Baumwolle anbietet schielt unser Käufer da kritisch auf den Rest des Sortiments. Und wie auch schon gesagt steht bei uns viel mehr als nur das Material im Mittelpunkt – ich glaube bei unseren Überzeugungskäufern auch.

Q. 13: Es gibt ja viele verschiedenen Herstellungsprozesse für ökologische Mode die ihren Fokus dann auf unterschiedliche Dinge legen. Welche sind dir da bekannt?

Da gibt es so viele verschiedene. Oft liegt es auch an der Größe und dem Geld was ein Label zur Verfügung hat WIE nachhaltig sie produzieren können. Aber fairer Handel und die organisch angebaut und geernteten Materialien die schonend für die Umwelt und das Produkt selber verarbeiten werden sind die Kernkonzepte und unumgänglich. Des weiteren ist natürlich Recycling eine tolle Methode auch in der Mode wieder zu verwerten aber auch.

Q. 14: Was ist für dich persönlich die nachhaltigste Art und Weise Mode zu machen?

Wieder zu verwerten und versuchen so nah wie möglich her zu stellen. Das ist natürlich für Labels die z.B. europaweit verkaufen schwierig, weil was ist dabei so nah wie möglich aber zumindest, das der gesamte Herstellungsprozess zentralisiert ist und nicht der eine Ärmel hier hergestellt wird und der andere in Frankreich und um es zusammen zu nähen wird das ganze nach China gebracht oder so ähnlich.

Q. 15: Welche weiteren trends und Veränderungen siehst du für die Branche der ökologischen Mode?

Ich sehe vor allem besonders in der haute Couture einen unglaublichen Anklang für das Thema und ich hoffe das sich das durchsetzt, sodass es bald auch viel mehr verschiedene öko stoffe gibt woraus vielleicht langfristig die Kollektionen breiter werden können. Momentan ist was wir anbieten zwar schick aber doch eher sportlich und sowas kann nicht jeder zu Arbeit tragen.

Q. 16: Wie unterscheidet sich der deutsche Markt für ökologische Mode vom internationalen Umfeld?

Ach nicht so sonderlich. Green Fashion Labels sind mittlerweile wirklich beinahe überall zu finden. Im Bezug auf Einzelhandel kann ich aber sagen, dass ich das Gefühl habe, das Deutschland da schon relativ weit vorne liegt. Es gibt immer mehr Läden besonders in den großen Städten die sich auf das Thema fokussieren und das spielt dann wieder den Labels in die Hand die hier eine ziemlich große Plattform haben.

Q. 17: Wie siehst du die Zukunft?

Ich sehe mir das wachsende Bewusstsein der Menschen für diese bio Thema an und denke dass es auch weiter wachsen wird. Menschen werden auch immer mehr nach fragen und fordern, dass Unternehmen transparenter werden. Das das geht verdanken wir den Medien. Wir und die Labels die wir führen sind bereits so transparent wie sich

das der gut informierte Kunde wünscht und damit denke ich sitzen wir auf lange Sicht am längeren Hebel, da wir Glaubhaftigkeit haben. Aber es ist auch einfach die logische Konsequenz und wichtig das hier Veränderung reinkommt, denn wenn der Mensch so weiter macht wie bisher dann machen wir unsere Erde schneller kaputt als uns allen lieb ist.

10.2.3. BRIGITTE VON PUTTKAMMER OF GLORE – GLOBALLY RESPONSIBLE FASHION

Q. 1: Wie kam es zu der Gründung von Wertvoll?

Ich habe Modedesign studiert und danach bei verschiedenen Modehäusern als Designerin gearbeitet. Bevor ich zu der Idee mit „glore“ kam arbeitete ich bei einem Label was in der Preistrage von Escada liegt. Die haben all ihre Sachen nicht konzentriert an einem Fleck sondern über den ganzen Erdball verteilt herstellen lassen. Stickereien und Brokat in China, einfache Nähereien in Indien und so weiter. Ich fand auch immer, wenn fertige Teile bei uns ankamen, dass die so fies nach den Mitteln gerochen haben, mit denen sie chemisch behandelt wurden und das ging mir nach einer Zeit ziemlich gegen den Strich, weil es so nicht mit meiner eigenen Grundüberzeugung zusammen passt. Ich bin ein totaler Öko auch wenn ich nach außen vielleicht nicht so aussehe. Ich bin überzeugte Vegetarierin seit meinem 12. Lebensjahr und sollte bei diesem Job dann irgendwie auch mit echten Fellen arbeiten und das widerstrebte mir total. Aber eigentlich ist die Modebranche total mein Ding nur nicht so wie es dort und bei vielen anderen großen Unternehmen gehandhabt wird. Also habe ich mich von denen getrennt. Dann habe ich 10 Jahre in Graphik Agenturen gearbeitet aber die Mode hat mich nicht losgelassen. Ich wollte wieder Mode machen, aber für ein eigenes Label fehlte mir der Mut. Bei der Recherche über den Markt von Labels für Öko Fashion ist mir dann allerdings aufgefallen, dass es ziemlich viele Labels gibt aber keinen Ort wo man die kaufen kann - zumindest in Deutschland nicht. Das war so mein Startpunkt und dann habe ich mit der Planung für so einen Laden begonnen und mir Labels angeschaut, auf Messen auch schon was gekauft und so. Und dann habe ich Bernd kennen gelernt, der gerade in Nürnberg eröffnet hatte. Ich hab Kontakt zu ihm aufgenommen und wir haben sozusagen einen Zusammenschluss gemacht. Ich habe den Namen seines Laden übernommen und bezahle ihm Monatlich dafür eine kleine Summe, aber im Prinzip sind wir unabhängig voneinander. Mittlerweile haben wir noch 2 weitere „glore“ Läden im Netzwerk die auf diese Weise zu uns gehören in Stuttgart und Hamburg. Wir alle haben aber unterschiedliche Kollektionen. Ich kaufe für meinen Laden sehr hochwertige Sachen und habe eine Babykollektion. In Nürnberg ist das Sortiment viel sportlicher und Hamburg hat fast nur T-Shirts die die Eigentümerin selber macht. Das einzige was wir zusammen machen untereinander ist der Webshop. Den bestücken wir mit dem was wir haben.

Q. 2: Was ist die Idee hinter diesem Netzwerk

Also eigentlich natürlich die Idee eine etwas größere Marke zu schaffen und langfristig erhoffen wir uns auch Vorteile bezüglich Bestellungen bei den Labels. Bislang bekommen wir noch keine Massenvergünstigungen aber bei mehr shops und dadurch mehr Bedarf kann das schon kommen. Für die „Neuen“ die einen „glore“ shop eröffnen wollen ist der Name aber natürlich auch eine super Eintrittskarte, weil die Labels den Laden mittlerweile kennen und sie müssen nicht mehr so lange rumverhandeln sondern können eigentlich immer gleich bestellen.

Q. 3: Wann habt ihr eröffnet?

Diesen Laden hier im April 2008. Nürnberg war ein halbes Jahr vorher offen.

Q. 4: Ist der Standpunkt an dem du jetzt hier bist ein strategisch gewählter Standpunkt?

Ich bin Münchnerin und wollte gern in dieser Stadt bleiben. Von daher war natürlich die Frage im Raum ob München überhaupt ein guter Standpunkt für so einen Laden ist. Ich habe viel recherchiert z.b. darüber wie die Bevölkerungsstruktur in verschiedenen Vierteln ist und wie die Einkommen sind. Außerdem habe ich versucht rauszufinden wie München im Bezug auf die sogenannten LOHAS so ist. Deutschlandweit sollen Studien zufolge ja 30% schon LOHAS sein. Bei meinen eigenen Recherchen habe ich herausgefunden, dass es diese LOHAS in München auf jeden Fall gibt und das diese Viertel am geburtenreichsten und sehr hoch im Pro Kopf Einkommen ist. Außerdem gibt es in der Gegend schon viele Läden die das Bio Thema aufnehmen und außerdem kleine Boutiquen und Läden die individuell sind und besondere Sachen verkaufen. Da passte ich gut rein fand ich. Eigentlich wollte ich dann aber auf einer anderen Straße den Laden haben wo mehr Laufkundschaft ist aber freue mich eigentlich mittlerweile hier zu sein, da dort dann auch viele Leute in den Laden kommen die echt nur gucken alles anfassen und dann wieder gehen. Hier in der Nebenstraße kommen finden mich die, die echt was kaufen wollen.

Q. 5: Was ist die Philosophie von Wertvoll?

Also zu dem Thema wie „glore“ gewachsen ist gibt es keine Philosophie. Das ist einfach passiert und wir werden daraus nun auch nicht ein Franchise im klassischen machen. Die Philosophie die wir haben bezieht sich auf die Marken/Produkte die wir haben. Als wir angefangen haben war die Kombination von bio Materialien und Fair trade noch relativ schwierig zu bekommen also haben wir Marken geführt, die auf jeden Fall eines der Beiden war. Mittlerweile gibt es da aber eine breitere Auswahl (so um die 400 Labels) und von daher ist eine Kombination aus beidem relevant für unsere Produkte. Wobei ich

auch zugeben muss, dass es supertolle Labels gibt, die sich die Zertifizierung noch nicht wirklich leisten könne, wenn ich die aber toll finde, dann stell ich die auch ohne das in den Laden. Bio Materialien bedeutet für uns auch nicht nur, dass die Baumwolle ungespritzt ist. Der ganze Prozess von Pflanzung über pflege, Ernte, Verarbeitung, Färbung und Verschiffung muss nachhaltig sein. Andere Sachen die wir unterstützen sind handgemachtes, recyceltes oder Konzepte die einen guten Zweck stützen. Daneben ist mir dann auch noch die Nachhaltigkeit der Sachen wichtig. H&M Shirts sind einfach nach 3 mal waschen dahin und dann muss ein neues geholt werden. Das ist auch bei den Sachen aus organischer Baumwolle so. Ich finde das Konzept nicht sinnvoll. Für mich macht es Sinn ein Kleidungsstück jahrelang tragen zu können und wenn es nach 10 Jahren als Nachthemd ist weil der Stoff so angenehm ist. Wenn etwas keine organischen Materialien sind, aber einen dieser anderen Aspekte auf eine tolle Weise unterstützt dann können wir die auch haben und weisen unsere Kunden darauf hin.

Q. 6: Wie entscheidest du welche Marken geführt werden und welche nicht?

Ausgehend von den Kriterien die ich eben genannt habe suche ich mir die Dinge die mir gefallen und lege dabei sehr viel Wert auf Qualität und Verarbeitung und Mode. Man kann bei Bio-Mode ja auch durchaus Sachen aus dem niedrigeren Preis Segment finden. Das ist bei organischen Sachen nicht anders als im normalen Kleidungsmarkt. Die Sachen die ich habe sind vielleicht vergleichbar mit Diesel z.B. aber nicht mit H&M oder Zara. Darum sind die Dinge hier auch eher hochpreisig aber das ist eine Entscheidung, die ich getroffen habe.

Q. 7: Wie kommuniziert Ihr über euren Laden?

Zur Ladeneröffnung hatte ich eine PR Beraterin an der Seite. Die hatte sich mit den wichtigsten Zeitungen und Zeitschriften in Verbindung gesetzt und diese zur Eröffnung eingeladen. Ausserdem habe ich in kleinen Münchner Trend und Szene Magazinen Anzeigen geschaltet aber lasse das mittlerweile auch wieder, denn das ist ziemlich teuer auf Dauer und ich habe das Gefühl dass die meisten Leute die kommen doch auf Empfehlung von Freunden oder Familie kommen. Insofern mache ich nur noch aus Besonderen Anlässen Newsletter. Aber ich war auch auf „grünen“ Messen die es immer mehr gibt mit Pop UP Stores oder so. Allerdings hab ich da auch wieder Abstand von genommen, denn der Aufwand hat sich doch nicht wirklich ausgezahlt am Ende.

Aber wir haben ja auch noch den Webshop und das Internet als Kommunikation Kanal. Dort sind wir einer der ersten Hits bei Google und von daher kommen auch viele Anfragen für z.B. Vorträge oder Podiumsdiskussionen zum Thema. Sich zusammen zu

tun war von daher auch echt ne super Sache, da viele denken wir wären ein mords-Franchise Unternehmen.

Q. 8: Wie werden Menschen auf euren Webshop aufmerksam?

Die Internet Kunden sind jünger und web-affin hab ich das Gefühl. Sie sind in Gegenden zuhause, wo sie so eine Mode nicht bekommen können und wenn man googelt ist ehrlicherweise glore einer der ersten Hits. Aber wir verschicken auch Europa und sogar weltweit. Besonders für die sportlichen und jungen Produkte merken wir auch eine enorme Nachfrage die stärker wächst als die Nachfrage im Laden direkt.

Q. 9: Wie ist der Rücklauf des Webshops und ist der von daher überhaupt rentabel?

Der Rücklauf ist ca. 30%. Aber das ist normal für Mode. Wichtig ist von daher rein zu schreiben ob was groß oder klein ausfällt und dann kann man solche Zahlen etwas nach unten schrauben. So ein Shop ist natürlich viel Arbeit alles zu verpacken und zu verschicken und wenn es wieder zurück kommt es wieder ein zu sortieren. Aber es kostet halt nur Zeit aber kein extra Geld da immer direkt aus dem Laden verschickt wird und die Person die hier ist dafür verantwortlich ist.

Q. 10: Wer ist die Zielgruppe von Glore?

Also in Nürnberg sind die Kunden jünger. So Bis 35 was an de sportlichen Mode liegt die auch tendenziell günstiger ist, als was ich hier habe. Hier in München hab ich ja teurere Sachen und meine Zielgruppe ist denke ich 25-65 und Leute die definitiv bereit sind für Qualität Geld auszugeben.

Q. 11: Denkst du, dass dies dieselbe Zielgruppe für ökologische Mode im Allgemeinen ist. Teilen die die Selben Merkmale?

Das es deutschlandweit eine homogene Zielgruppe für öko Mode gibt denke ich nicht. Das Angebot reicht von Hess Natur bis hin zu echt stylischen Labels und genauso verschieden wie dieses Angebot ist auch der Konsument. Aber ich denke Grundwerte teilen die Menschen natürlich sowie z.B. die Überzeugung das ökologische Produkte besser für die Natur, Umwelt und sie selber sind. Auf diese Weise kommen Menschen in den Laden die so denken und deshalb die Sachen kaufen wollen oder aber auch die, die es einfach schön finden und dann aber total positiv überrascht von der Herstellungsweise sind. Die beiden Typen sind so 50 / 50. Ansonsten liegts am Sortiment das im Grund mehr Frauen kommen (80%) aber Männer nehmen stark zu. Ich habe nur eine kleine Männerkollektion aber die kommen auch für Geschenke oder so.

Q. 12: Hast du eine Veränderung in der Konsumentenstruktur seit der Gründung von Wertvoll bis jetzt erkennen können?

Nee im Prinzip nicht. Was mich eigentlich von Anfang an erstaunt hat ist, dass so viele echt junge Leute kommen die Teile haben wollen aus echt guter Qualität und bereit sind da auch viel für zu zahlen.

Q. 13: Worauf führst du diese Entwicklung zurück, dass soviel Junge Menschen Interesse zeigen?

Ich denke dass das Thema einfach viel mehr besprochen wird. Das bio Prinzip spielt in den Familien eine größere Rolle aber auch in der Schule fangen sie an damit. Es herrscht schon viel früher bei den Kids ein Bewusstsein dafür. Aber ich würde trotzdem nicht sagen, dass sich die Käuferschicht verjüngt hat, denn die anderen älteren sind ja nach wie vor auch noch da.

Q. 14: Hast du das Gefühl, dass das vermehrte Angebot an Bio Materialien bei Handelsketten für euch eine Veränderung gebracht hat?

Vielleicht aber ich kann den Bezug eigentlich nicht konkret machen. Vielleicht kommen sie auch wegen anderer Dinge nicht mehr. Natürlich hatte ich die Leute im Laden, die gesagt haben, dass H&M ja jetzt auch bio macht aber denen hab ich auch erklärt, dass das Material vielleicht bio ist aber dass zu einem richtig ökologischen Produkt ja auch noch der schonende Fertigungsprozess gehört und den H&M mit Ihren Massen wahrscheinlich nicht gewährleisten können.

Q. 15: Was hältst du von den Kollektionen der Handelsketten?

Ich hab es in meinem Leben immer so gehalten, dass wenn es das optimale nicht gibt, dann orientiere ich mich am nächst Besten. Bei den Kollektionen der Handelsketten ist es vielleicht anders herum. Die Sachen sind nicht wirklich optimal aber geben vielleicht Anstoß nach was Besserem zu schauen.

Q. 16: Welche weiteren trends und Veränderungen siehst du für die Branche der ökologischen Mode?

Um es böse zu sagen: mit der öko Mode machen wir es nicht richtig schlecht aber gut machen wir es auch nicht. Denn wir machen es im Prinzip nicht anders als die gesamte Fashion-Branche. Kollektionen sind nur für eine Saison angesagt und verschwinden dann wieder was nicht echt für Nachhaltigkeit spricht. Ausserdem geht da Kritik an die Materialien die verwendet werden. Auch wenn wir Bio-Baumwolle benutzen ist diese wasserintensiv und Materialien wie Hanf zum Beispiel viel weniger. Das scheint in

Bewusstsein zu treten und ich sehe einen Trend in der Forschung nach immer mehr Materialien die schonend und einfach biologisch herzustellen sind. Ich sehe auch den Trend zum recycled Cotton, was sich total angenehm anfasst.

Im Bezug auf styles merke ich, dass es immer mehr Couture gibt. Früher gab es bedruckte T shirts und nicht mehr. Da hat sich heutzutage ne Menge getan und es gibt wirklich high fashion mittlerweile. Allerdings ist die für den durchschnitts-Konsumenten nicht mal so eben zu bezahlen. Von daher kommt nun auch die Konfektion und das find ich toll, dass das langsam zunimmt.

Q. 17: Wie unterscheidet sich der deutsche Markt für ökologische Mode vom internationalen Umfeld?

Für den Abverkauf ist Deutschland super. Nun sagte ich ja schon, dass es auch noch nicht so richtig viele Einzelhändler gibt aber das läuft. Deutsche Labels auf der anderen Seite gibt es nicht viel. Die sind wenn sehr sehr klein.

Q. 18: Wie siehst du die Zukunft?

Ich sehe da keinen Rücklauf. Ich denke mit ökologischer Mode ist es so wie mit Bio - Essen oder Kosmetik. Wer einmal das andere ausprobiert hat fährt nur unter größter Not zurück auf die alte Schiene. Das liegt an dem Trage-Komfort und der Qualität die wirklich sehr gut ist. Für Kundenansprache hätte ich für diesen Laden speziell mal Lust eine große Guerilla Aktion zu machen. Irgendwas wie mit Kreide Schritte durch die ganze Stadt zu diesem Laden hin zu malen oder so was in der Art.

10.3. CONSUMER SURVEY

10.3.1. OUTLINE OF QUESTIONNAIRE

1. What is your age?
2. Which city do you live in?
3. What is your nationality?
4. What is your regular occupation?

5. What does fashion mean to you? (Multiple answers possible)

☐ I am interested in fashion

☐ Fashion is part of my Lifestyle

☐ Fashion/Clothing can reveal a lot about somebodies Personality

☐ I do not like to occupy myself with fashion

☐ Other: _____

6. Where do you shop for clothes? (Multiple answers possible)

☐ Trade Chain Stores (such as H&M or Zara)

☐ Department Stores

☐ Mail Order

☐ Internet Platforms (Web shop)

☐ Specialized Stores (Boutique)

☐ Discounter

☐ Other: _____

7. How often do you go shopping? (Buying and just looking)

☐ Once a week

☐ Once or twice a month

☐ Every two to three months

☐ Once a season (Winter and Summer)

☐ Other: _____

8. In average, how much do you spend on new clothes per month?

☐ 0€ - 25€

☐ 25€ - 50€

-
- ☐ 50€ - 100€
- ☐ 100€ - 150€
- ☐ 150€ - 250€
- ☐ More than 250€
- ☐ I don't know

9. What are the three most important aspects for you when you buy a piece of clothing?

- ☐ Price
- ☐ Quality
- ☐ Label
- ☐ Comfort / Fit
- ☐ Style / Fashionable

10. On a scale from 1 – 5 how important is to you:



10.1. that the clothing you buy is produced in a way that is not harmful for the environment?

- 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

10.2. that you know where your clothing has been made?

- 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

11. What are your spontaneous associations (POSITIVE and NEGATIVE) with organic textiles and ecological fashion?

12. Do you know a store in or around your city that sells eco friendly clothes (from organic textiles)?

Yes ☐ No ☐ I don't know ☐

12.1. If yes give the name of the store: _____

13. Do you agree or disagree with the following statement: „If a T-Shirt is from 100% cotton it is 100% eco-friendly“

That's right ☐ That's wrong ☐ I don't know ☐

14. In my opinion, eco-fashion are clothes that...: (multiple answers possible)

- ☐ Were produced under socially correct conditions
- ☐ Followed a contaminant free production process
- ☐ Are made from naturally cultivated fibers
- ☐ Others

15. Do you own a piece of clothing made from any organic material (e.g. organic cotton)?

Yes ☐ No ☐ don't know ☐

16. If YES, what were in your opinion central reasons for purchasing these

- ☐ Socially correct production
- ☐ Environmentally friendly
- ☐ Natural and therefore good for me and my skin
- ☐ Durable
- ☐ Fashionable
- ☐ Others

17. If NO what hindered you to buy a piece of ecological-fashion? (Multiple answers possible)

- ☐ Unattractive - Style / „Jesus – Look“
- ☐ Hardly available
- ☐ High Price
- _____

- ☐ It is a cheat
- ☐ I have no interest in it
- ☐ Others

18. A conventional T-Shirt costs 20€. Would you pay 10% more (22€) for the same Shirt when it is from an organic material?

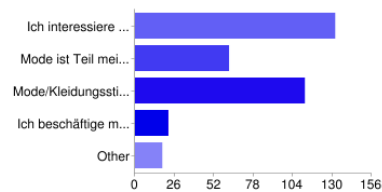
Yes ☐ No ☐

19. If a eco-quality seal is on a product I trust the product to be 100% eco-friendly

Yes, I trust eco-labelling ☐ No, I see eco labelling sceptically ☐

10.3.2. OVERVIEW RESULTS

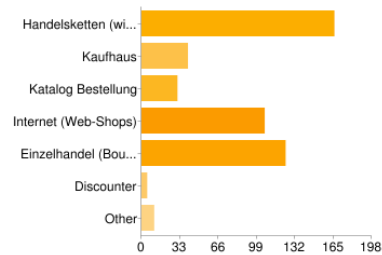
Was bedeutet Ihnen Mode?



Ich interessiere mich für Mode	132	72%
Mode ist Teil meines Lifestyle	62	34%
Mode/Kleidungsstil kann einem viel über Personen verraten	112	61%
Ich beschäftige mich nicht gerne mit Mode	22	12%
Other	18	10%

People may select more than one checkbox, so percentages may add up to more than 100%.

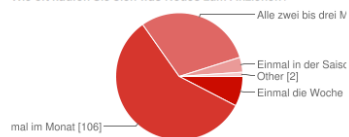
Wo kaufen Sie Ihre Kleidung?



Handelsketten (wie zb. H&M / Zara / ect.)	166	90%
Kaufhaus	40	22%
Katalog Bestellung	31	17%
Internet (Web-Shops)	106	58%
Einzelhandel (Boutiquen)	124	67%
Discounter	5	3%
Other	11	6%

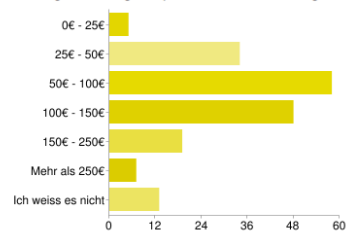
People may select more than one checkbox, so percentages may add up to more than 100%.

Wie oft kaufen Sie sich was Neues zum Anziehen?



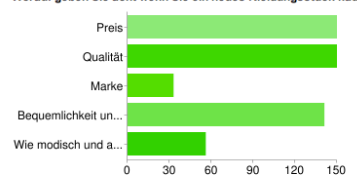
Einmal die Woche	14	8%
Ein- bis zweimal im Monat	106	58%
Alle zwei bis drei Monate	55	30%
Einmal in der Saison (Winter und Sommer)	7	4%
Other	2	1%

Wieviel geben sie ungefähr pro Monat für neue Kleidung aus?



0€ - 25€	5	3%
25€ - 50€	34	18%
50€ - 100€	48	32%
100€ - 150€	48	26%
150€ - 250€	19	10%
Mehr als 250€	7	4%
Ich weiss es nicht	13	7%

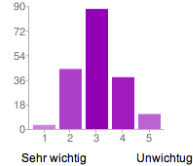
Worauf geben Sie acht wenn Sie ein neues Kleidungsstück kaufen?



Preis	150	82%
Qualität	150	82%
Marke	33	18%
Bequemlichkeit und Passform	141	77%
Wie modisch und angesagt das Kleidungsstück ist	56	30%

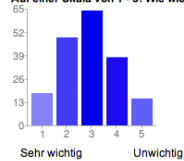
People may select more than one checkbox, so percentages may add up to more than 100%.

Auf einer Skala von 1 - 5: Wie wichtig ist Ihnen, dass die Kleidung die Sie kaufen auf umweltfreundliche Art und Weise hergestellt wurde?



1 - Sehr wichtig	3	2%
2	44	24%
3	88	48%
4	38	21%
5 - Unwichtig	11	6%

Auf einer Skala von 1 - 5: Wie wichtig ist Ihnen zu wissen WO Ihre Kleidung hergestellt wurde?

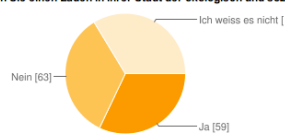


1 - Sehr wichtig	18	10%
2	49	27%
3	64	35%
4	38	21%
5 - Unwichtig	15	8%

Was sind Ihre spontanen Assoziationen (positiv sowie negativ) mit organischen Textilien und ökologischer Mode?

umweltfreundlich Beim Kauf ökologischer Mode und organischen Textilien etwas Gutes tun. Etwas teurer als anorganische Textilien aber es lohnt sich! Super, wenn es auch noch gut aussieht! umweltfreundlich gibt es nicht so häufig teuer "gutes tun" umweltfreundlich Öko, gut für Umwelt, typische Kunden gut für die Haut, keine allergischen Reaktionen, atmungsaktiv almodisches aussehen, nicht so trendy wie andere Mode, teuer - immer trendiger, aber häufig nicht wirklich schick sondern eher langweilig/ rustikal - größtenteils verlässliche Qualitätssiegel - Image verbessert sich stetig, oftmals aber no ...

Kennen Sie einen Laden in Ihrer Stadt der ökologisch und sozial produzierte Mode verkauft?

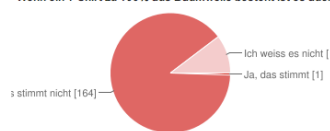


Ja	59	32%
Nein	63	34%
Ich weiss es nicht	62	34%

Falls Ja, nennen Sie den Namen des Ladens

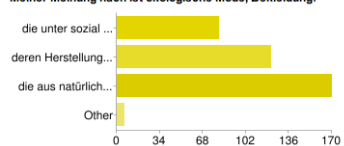
Flowers&Birds, Angelos, weltladen, H&M, American Apparel, H&M, verschiedene Boutiquen in der Nähe, gerade, h&m, Otto, Kunayala, Marlowe Nature, Todoot, Paletti Naturwaren, tadellos, Fairtragen, H&M, NIKE, grüne wiese, Mis, ...

"Wenn ein T-Shirt zu 100% aus Baumwolle besteht ist es auch 100% ökologisch produziert"



Ja, das stimmt	1	1%
Nein, das stimmt nicht	164	89%
Ich weiss es nicht	19	10%

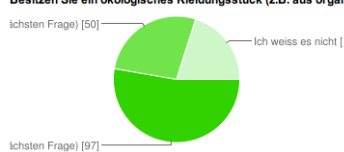
Meiner Meinung nach ist ökologische Mode, Bekleidung:



die unter sozial ...	81	44%
deren Herstellung...	122	66%
die aus natürlich...	170	92%
Other	6	3%

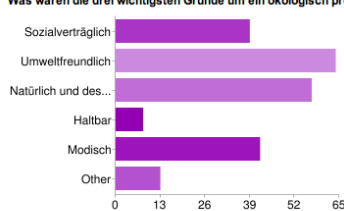
People may select more than one checkbox, so percentages may add up to more than 100%.

Besitzen Sie ein ökologisches Kleidungsstück (z.B. aus organischem Material wie Bio-Baumwolle)?



Ja (weiter mit der nächsten Frage)	97	53%
Nein (weiter mit der übernächsten Frage)	50	27%
Ich weiss es nicht	37	20%

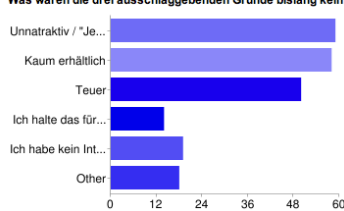
Was waren die drei wichtigsten Gründe um ein ökologisch produziertes Kleidungsstück zu kaufen?



Sozialverträglich	39	36%
Umweltfreundlich	64	60%
Natürlich und deshalb gut für mich und meine Haut	57	53%
Haltbar	8	7%
Modisch	42	39%
Other	13	12%

People may select more than one checkbox, so percentages may add up to more than 100%.

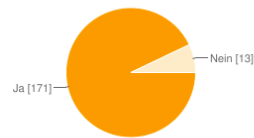
Was waren die drei ausschlaggebenden Gründe bislang kein ökologisch produziertes Kleidungsstück zu kaufen?



Unnatraktiv / "Jesus-Look"	59	51%
Kaum erhältlich	58	50%
Teuer	50	43%
Ich halte das für Schummellei	14	12%
Ich habe kein Interesse	19	17%
Other	18	16%

People may select more than one checkbox, so percentages may add up to more than 100%.

Ein normales T-Shirt kostet 20€. Würden sie 10% mehr (22€) für dasselbe T-Shirt bezahlen wenn es ökologisch produziert wurde?



Ja 171 93%
Nein 13 7%

"Wenn ein Öko Siegel auf einem Produkt ist vertraue ich darauf, dass der Inhalt 100% ökologisch ist!"



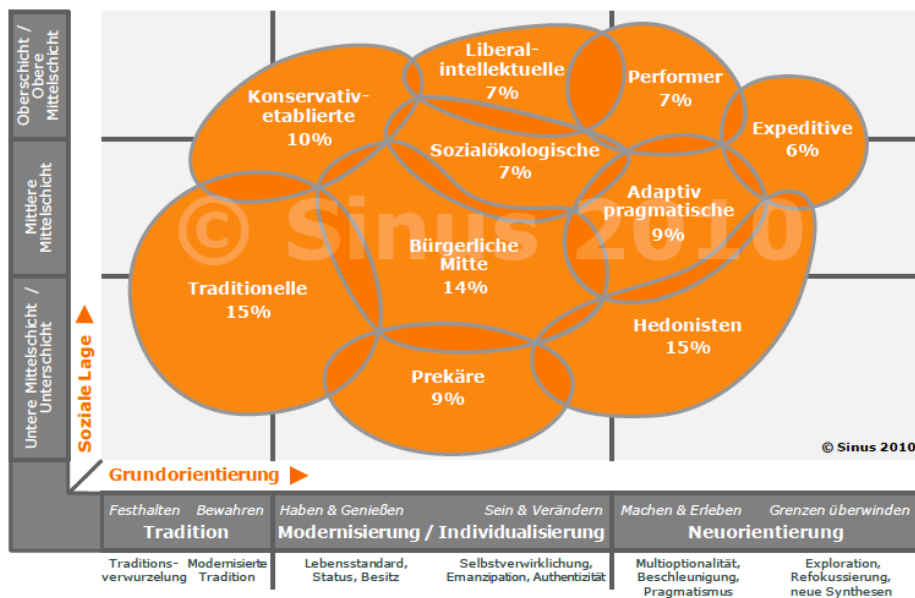
Nein, ich bin Öko-Σ 86 47%
Ja, ich vertraue den Öko-Siegeln 98 53%

10.4. SINUS MILLIEU GERMANY 2010

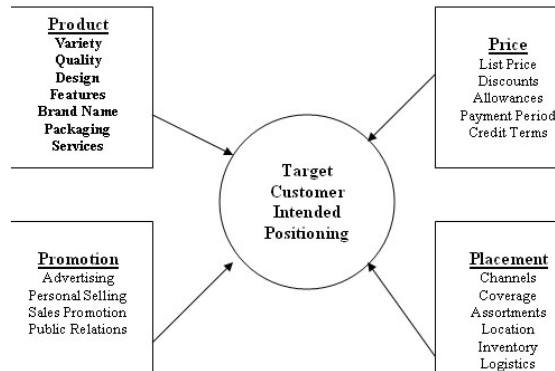
SINUS:

Die Sinus-Milieus® in Deutschland 2010

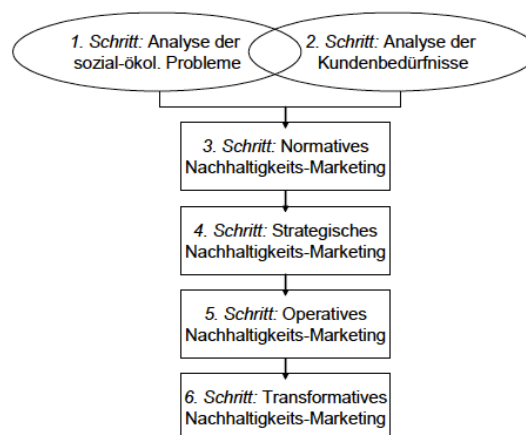
Soziale Lage und Grundorientierung



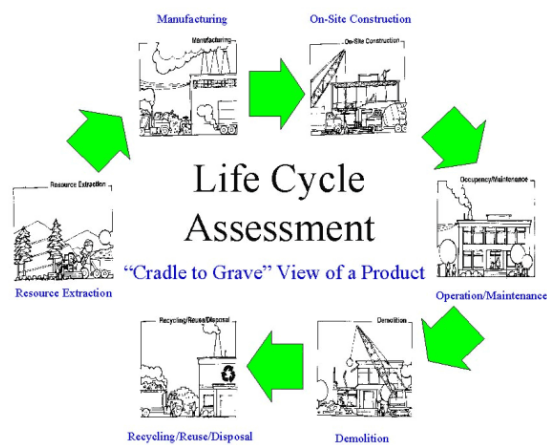
10.5. THE FOUR P'S OF THE MARKETING MIX



10.6. SUSTAINABILITY MARKETING ACCORDING TO BELZ (2005)

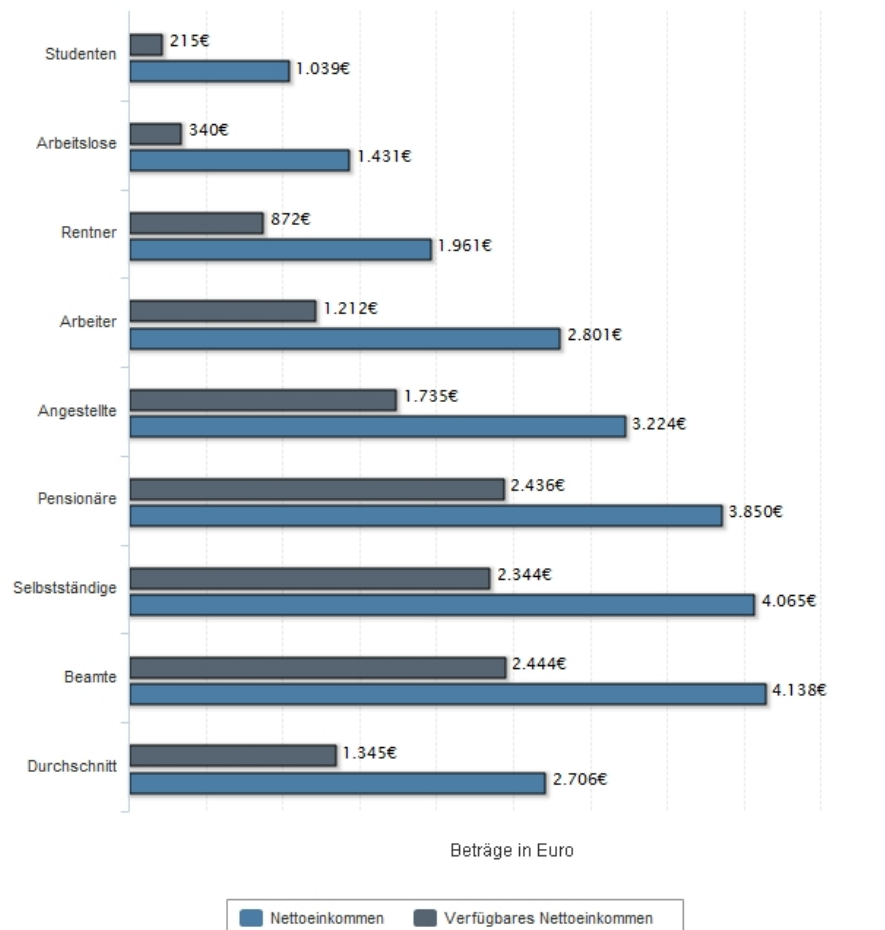


10.7. LIFECYCLE ASSESMENT ACCORDING TO HEISKANEN (2008)



10.8. OVERVIEW NETTO-INCOME IN GERMANY

Nettoeinkommen und verfügbares Nettoeinkommen privater Haushalte nach sozialer Stellung in Euro



i Deutschland; RWI

Quelle: Spiegel Online