



Webinar

Sustainability Monthly Webinar
Solving the Textile Waste Challenge

Thursday, August 25, 2022
9:00 AM - 10:30 AM (GMT+8)

An aerial photograph of a dense, lush green forest. A wooden boardwalk or staircase winds through the trees, curving from the top center towards the bottom center. The text is overlaid on the left side of the image.

**CHINA
TO BECOME
A LEADER
OF A GREENER WORLD**

中国将成为绿色世界的领跑者



ENABLERS TO SUPPORT SUSTAINABILITY TRANSFORMATION 支持可持续性转型的推动者

The sustainable transformation of the Chinese economy is launched.

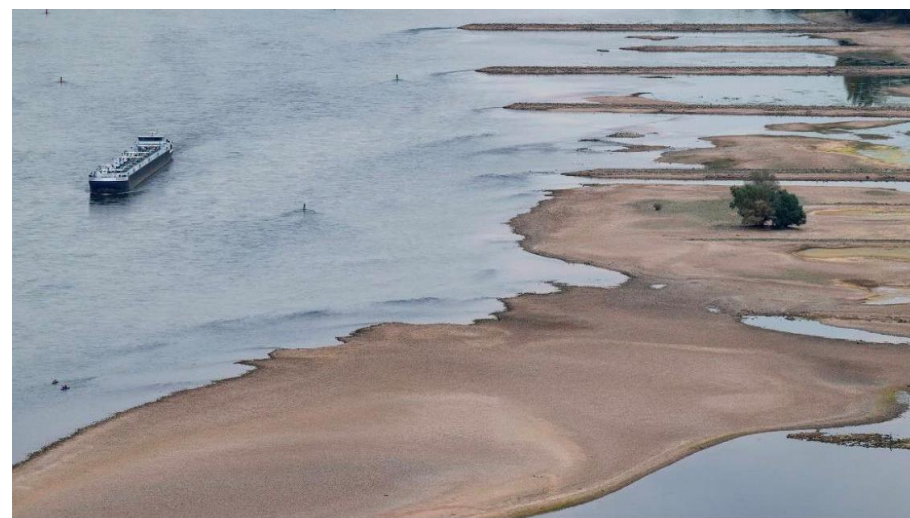
The essentials enablers to allow sustainability to succeed are in place in China.

中国的经济开始向可持续转型。

在中国，政策、基础设施、技术、投资、强有力的高层管理是实现可持续发展的关键因素。

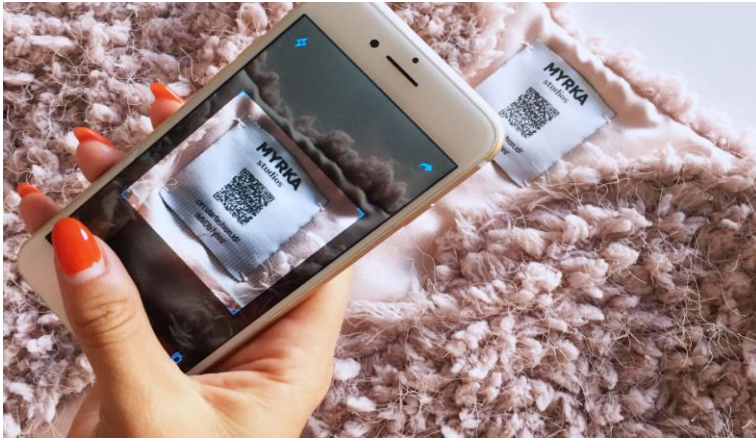
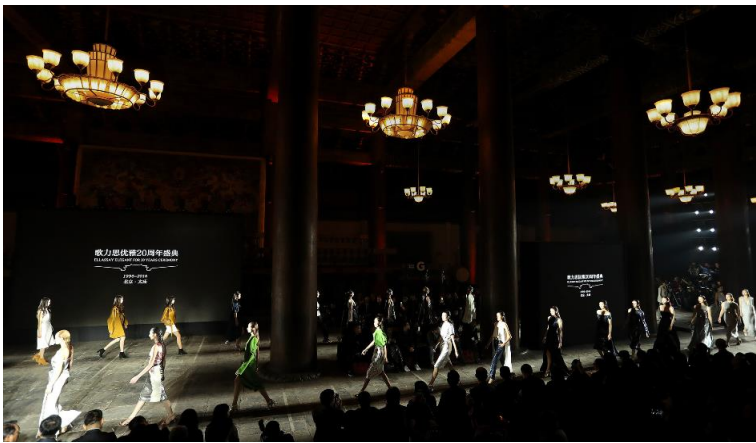
CONSEQUENTLY, FOR FASHION BRANDS, DELAY
NOW AND PAY THE PRICE LATER

现在的犹豫将会在未来付出代价





- In China, no environmental activists or climate change deniers, instead mostly openness and willingness.
- Chinese fashion consumers show an interest to issues related to climate, the environment, biodiversity and animal treatment, more than social issues.
- Among consumers, Millennials and Gen Z will be shaping the sustainable fashion demand.
- Pandemic has been a catalyst to change.
- Well above 80% are keen to spend extra (up to 20%) on environmentally friendly fashion.
- But trust is an issue.
- Personal health and safety more than “saving the world” approach.



- For local fashion brands we are just only at the beginning of their sustainability transformation.
- With lack of trust from consumers, opportunity for brand: More transparency!
- Sustainability transformation becomes a way to reach out to younger consumers base and elevate your brand for “older brands”.
- Foreign brands: Chinese consumers are now expecting brands to implement their sustainability strategy to China too. Some of the initiatives may be slightly different.
- Eco-tainers may be a way to go for communicating. Be aware of green washing but inject some fun and togetherness should be included in some of the initiatives.
- Collaboration with local tech partners to increase convenience and reduce waste through innovation.
- Preserving China’s textile cultural heritage, a great way to participate in social sustainability.

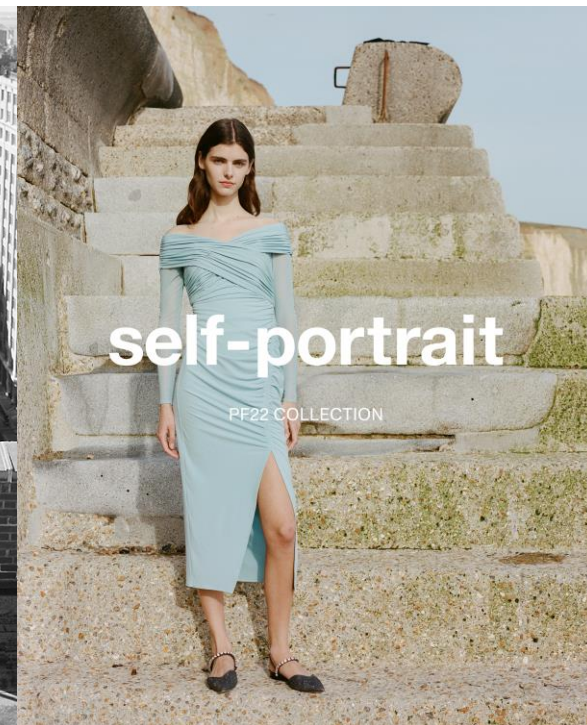
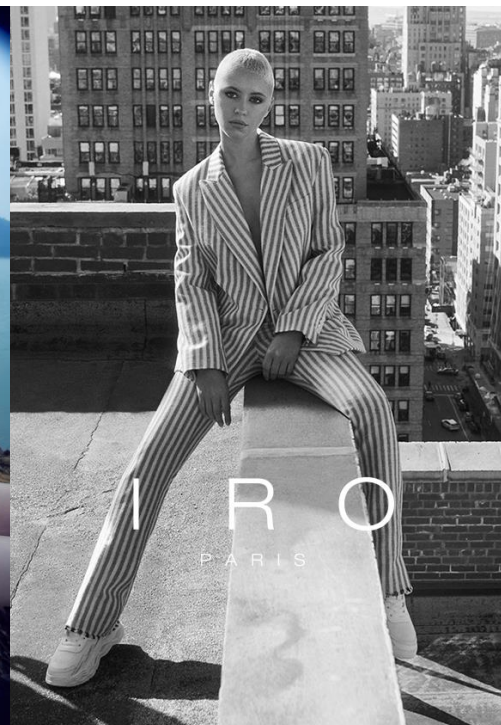


A BUSINESS OPPORTUNITY

- China throws away 26 millions tons of clothes every year.
- Only 1% reused or recycled.
- Second-hand business: An amazing opportunity!
- But stigma against it still strong!
- Nevertheless, 20% of Gen Z have bought before and another 50% keen to do it!

ELLASSAY group aims to be working proactively and closely with other brands to lead the sustainability transformation of the industry, jointly promoting responsible consumption and assuming our due social and environmental responsibilities for a greener world.

在全世界对可持续发展热情高涨的当下，歌力思集团决定成为积极参与这一转变的公司之一，在产业变革中发挥建设性作用，共促负责任消费，为建立一个更加美好的世界承担起我们应有的社会与环境责任。





ICICLE



PEACEBIRD

太平鸟



ZUC
ZUG

klee
klee





- Fashion sustainability transformation, is more than just replacing some conventional materials into organic or recycled options.
- Brands should aim to link sustainability effort to government's policy.
- With most of their supply chain located in China, local brands have also to get prepared for future disruption caused by climate change.
- As this new to much staff, brands should especially emphasis developing a company culture around sustainability.

A tremendous opportunity to launch its own sustainability transition and be recognized as leaders by the authorities, investors, consumers and employees.

企业迎来了一个巨大的契机：开展可持续转型，并成为政府、投资者、消费者、员工眼中此领域的领导者。

