



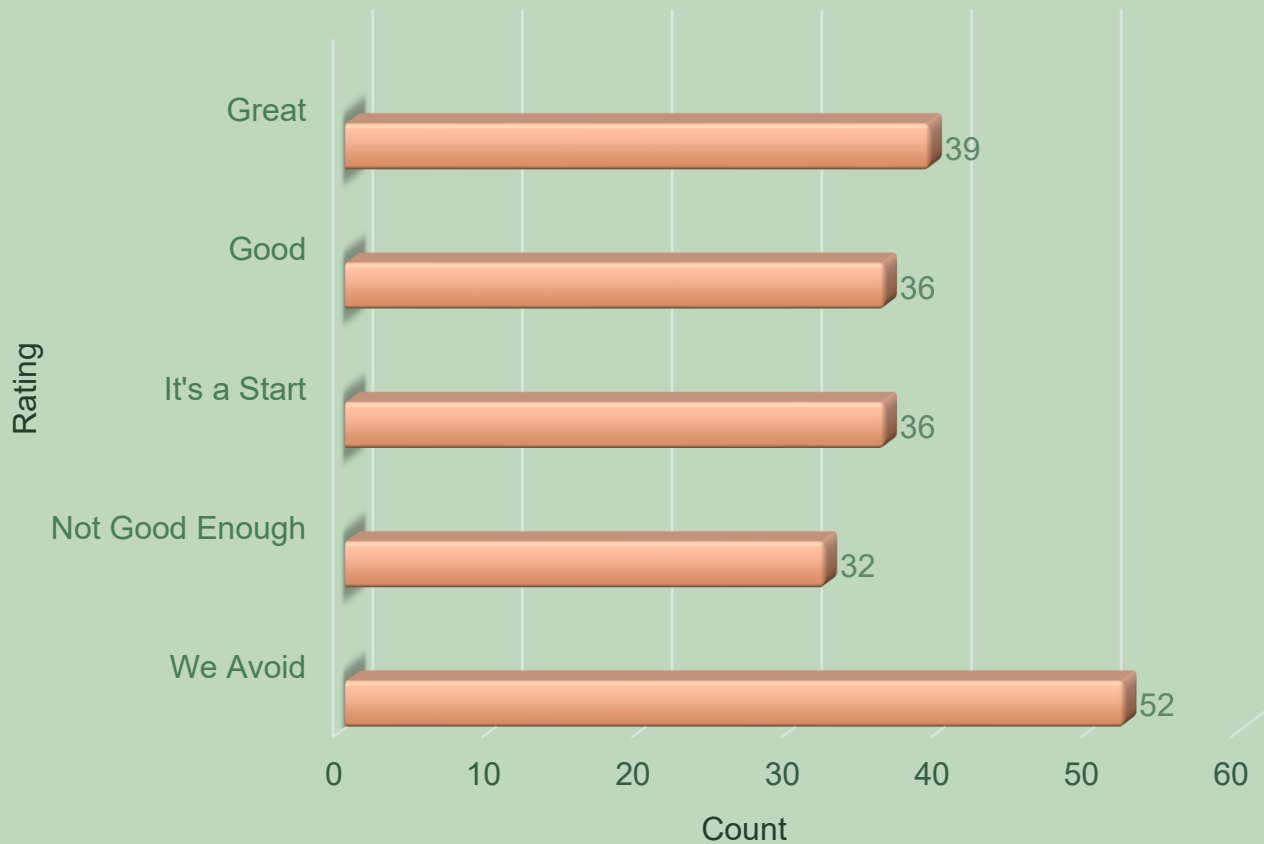
Price, Sustainability Ratings & Consumer Interest in Fashion

A Data-Driven Analysis (Good On You +
Google Trends + Index Scores)






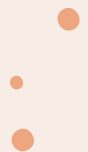


Distribution of Good on you Ratings



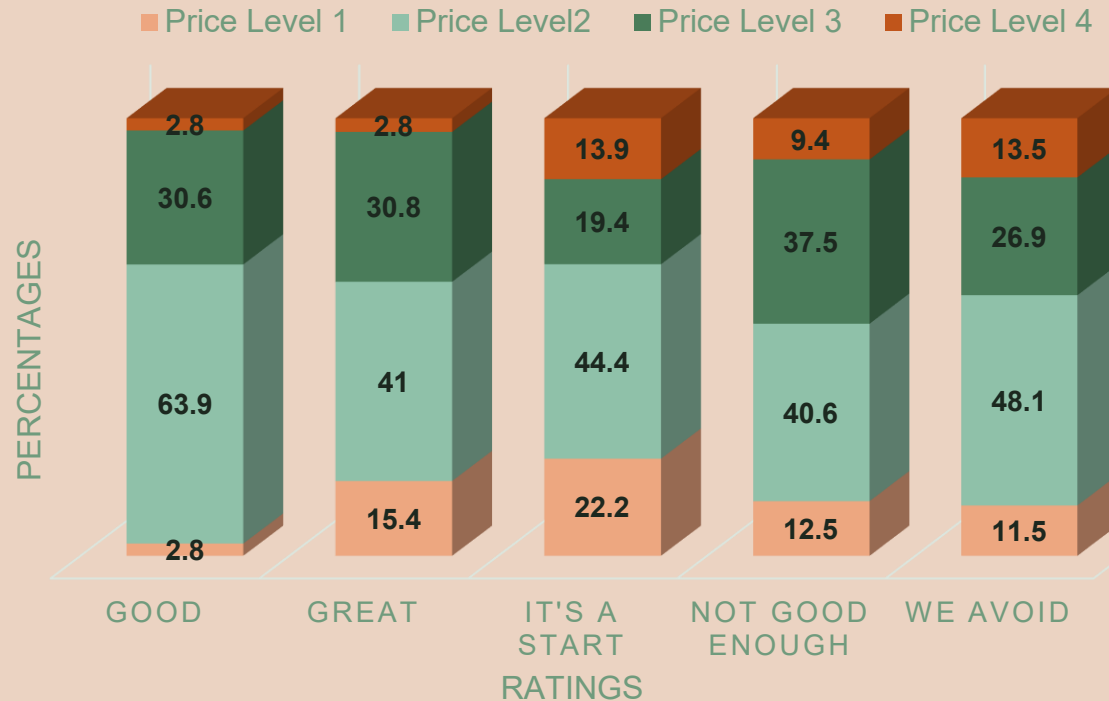


Rating	Average Price
 Good	\$ 2.33
 Great	\$ 2.41
 It's a Start	\$ 2.25
 Not Good Enough	\$ 2.43
 We Avoid	\$ 2.44





PRICE LEVEL COMPOSITION BY SUSTAINABILITY RATING



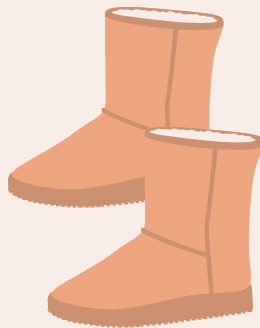
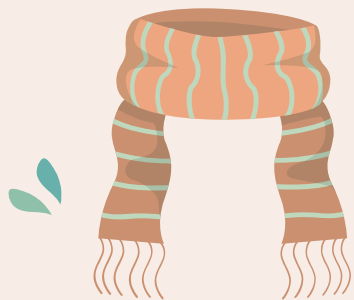


Nearly zero

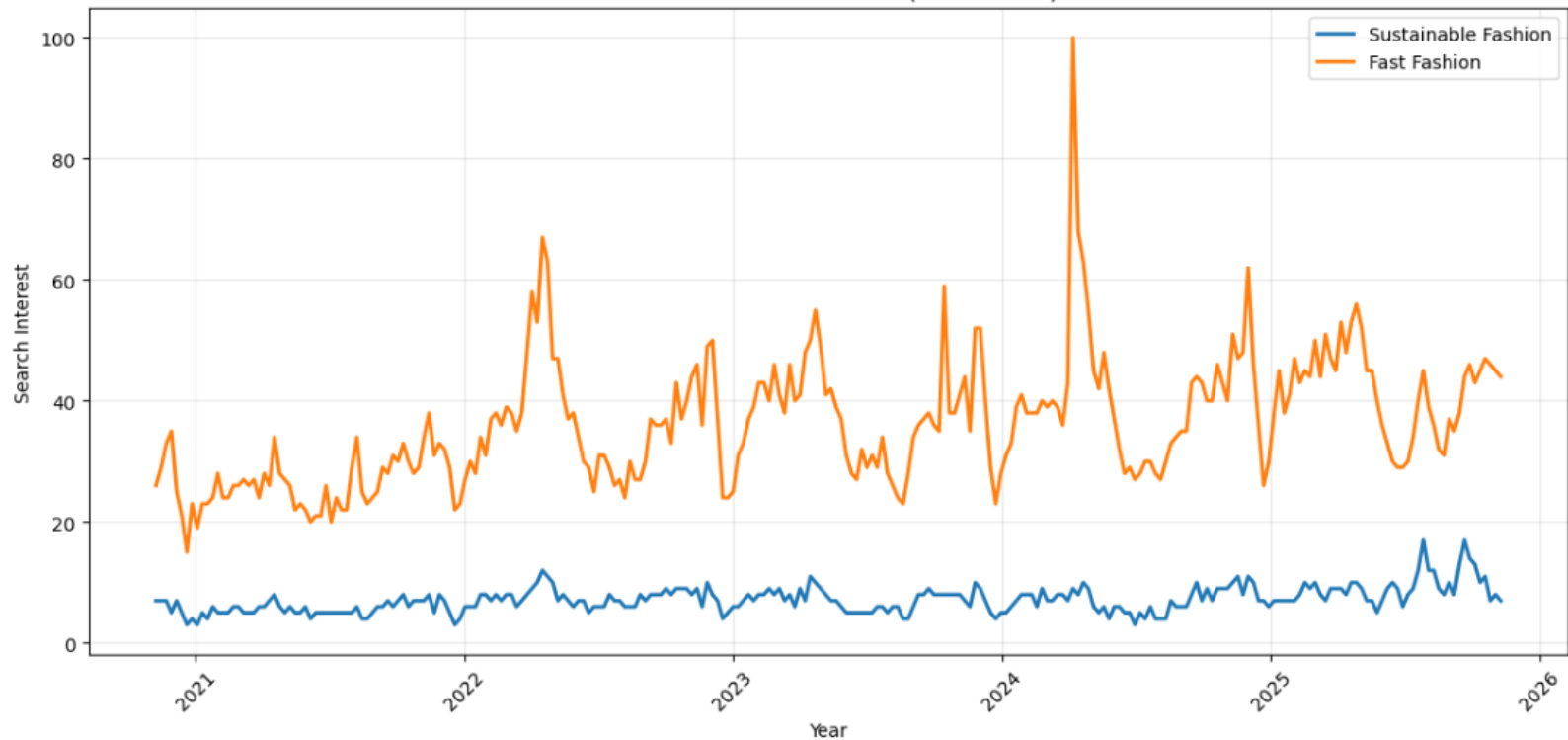
No Linear
Relationship



Correlation = -0.031



Sustainable vs Fast Fashion (Past 5 Years)





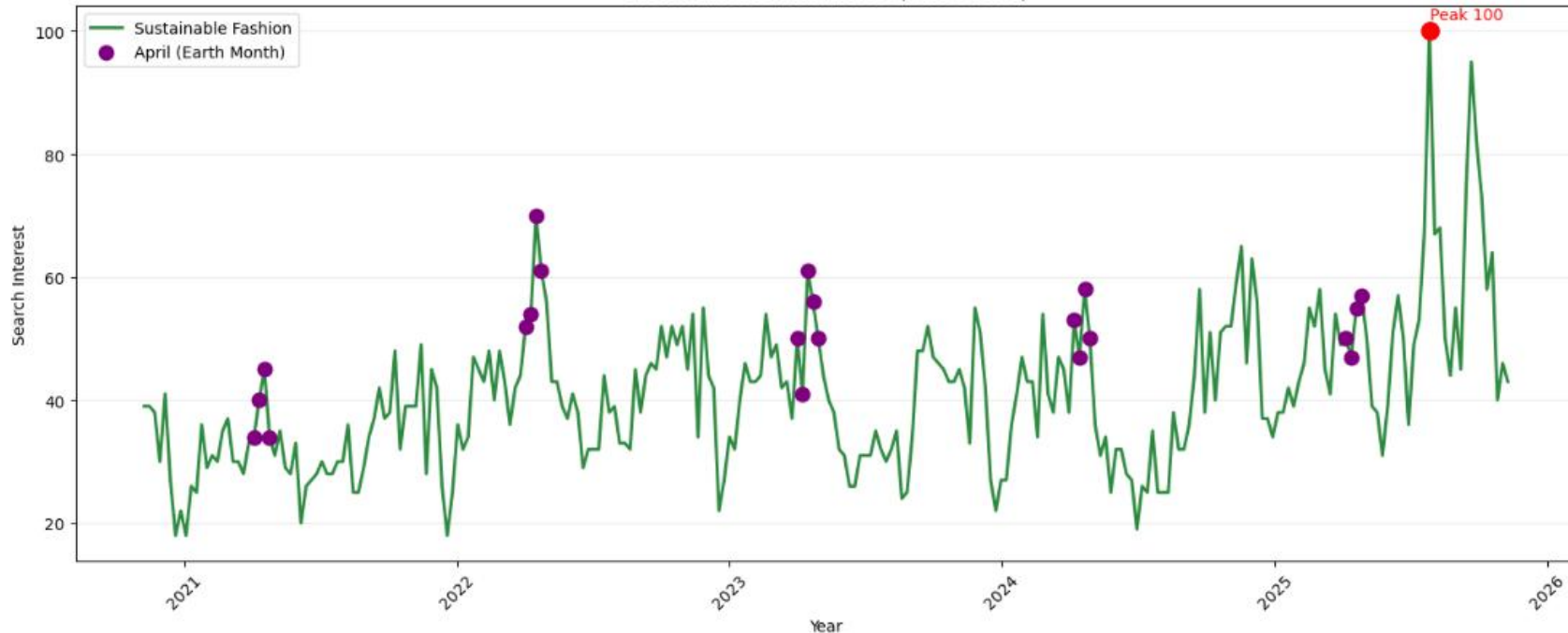
April Highlights



Short-Term
Awareness



Sustainable Fashion Interest (Past 5 Years)



Fading Spikes




Interest Bumps



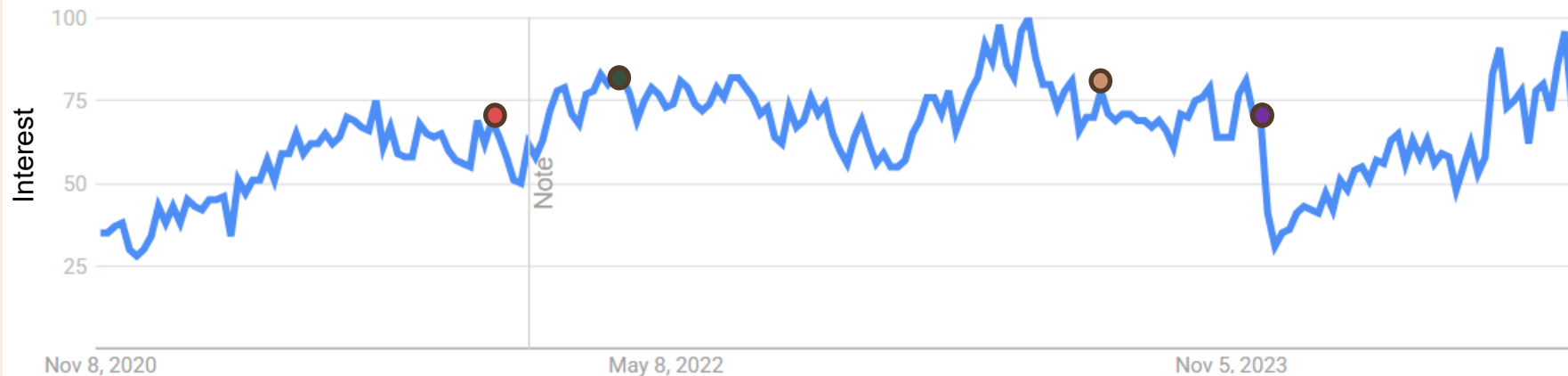
Low Engagement





Event	Before	After	% Change
 Forced labor reports (Nov 2021)	61.5	59.5	-3.3%

Event	Before	After	% Change
 Influencer factory trip (Jun 2023)	77.5	71.8	-7.4%

Shein Shopping Interest



Event	Before	After	% Change
 TikTok backlash (Apr 2022)	78.8	76.6	-2.7%

Event	Before	After	% Change
 IPO scrutiny (Dec 2023)	72.0	42.4	-41.1%



Index Scores



Characteristic	Governance	Know/Show/Fix	Policy	Traceability	Rating	Price Level	Country
H&M	10	5.71	9.01	7.43	It's a Start	2	Sweden
Marks & Spencer	3.64	4.52	7.65	2.97	It's a Start	2	UK
Puma	10	6.42	9.39	6.08	Good	2	Germany



Key Takeaways

- Price doesn't determine sustainability – all categories share similar price ranges.
- Most brands, sustainable or not, fall in the mid-price level.
- Consumers can afford sustainable options, but availability and visibility are still limited.
- Fast fashion dominates attention and search trends, keeping shoppers in the same cycle.
- Controversies cause short dips in interest but don't change long-term behavior.



Our goals



Awareness

Increasing public knowledge about ethical fashion choices



Accessibility

Making sustainable fashion more readily available to consumers



Variety

Expanding the range of sustainable fashion options



Consumer Behavior

Aligning consumer actions with sustainability values



Lola & Stella



Terra Thread



Harvest & Mill



The Good Tee



Mightly



Sustainable is the New Chic





THANK
YOU!!