



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

Good

Great

It's a Start

Not Good Enough

We Avoid

Average Price

\$ 2.33

\$ 2.41

\$ 2.25

\$ 2.43

\$ 2.44

PRICE LEVEL COMPOSITION BY SUSTAINABILITY RATING





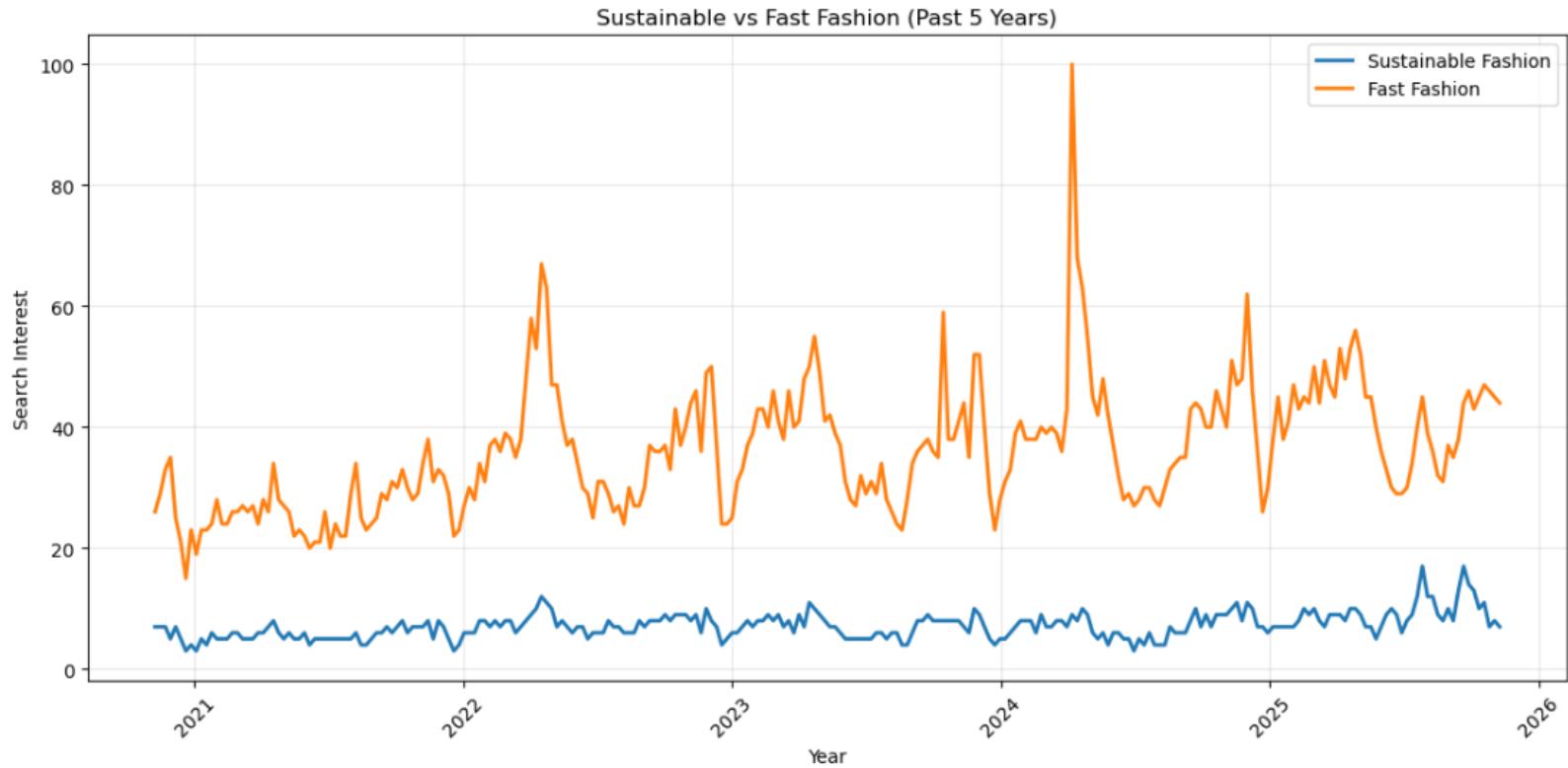
Nearly zero

No Linear
Relationship



Correlation = -0.031







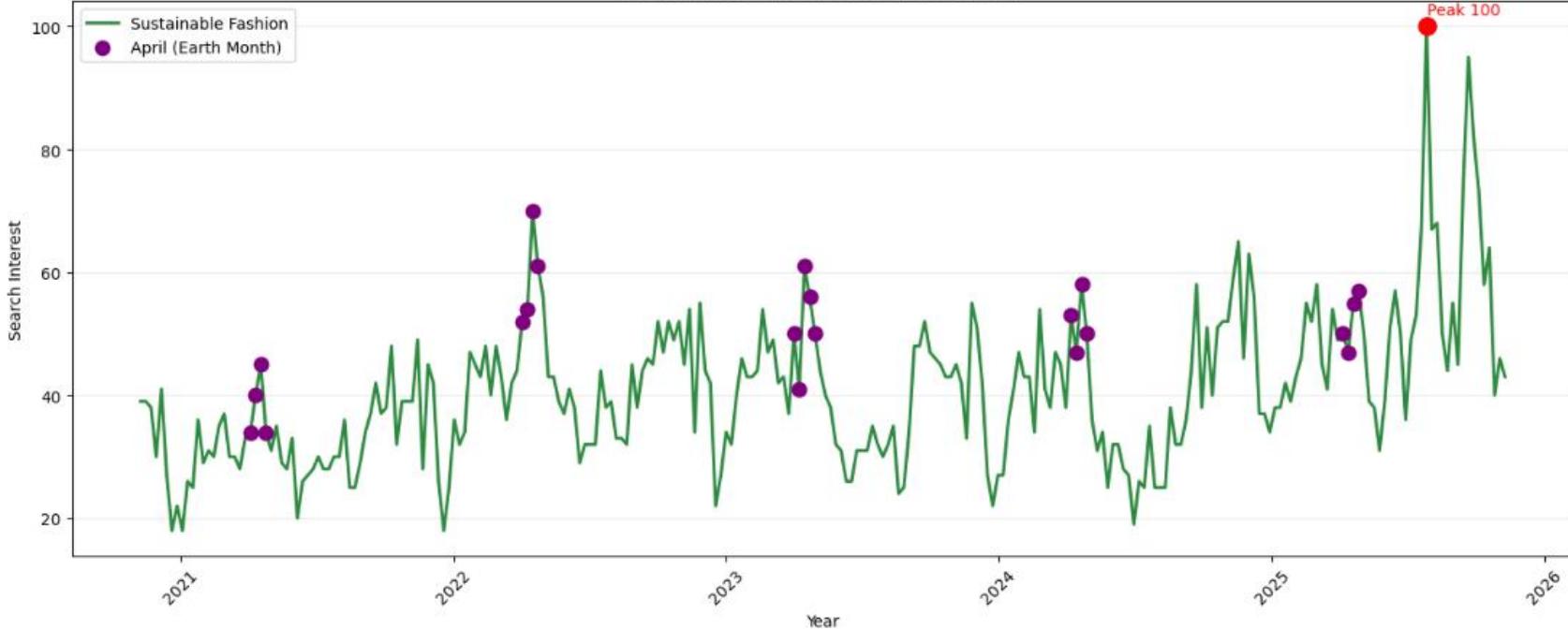
April Highlights



Short-Term Awareness



Sustainable Fashion Interest (Past 5 Years)



Fading Spikes



Interest Bumps

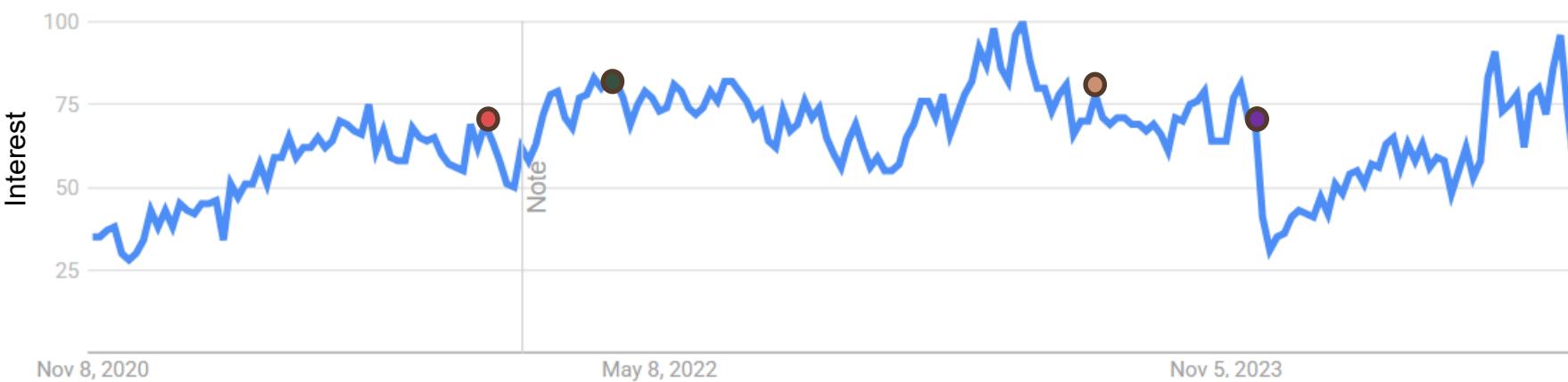


Low Engagement



Event	Before	After	% Change	Event	Before	After	% Change
Forced labor reports (Nov 2021)	61.5	59.5	-3.3%	Influencer factory trip (Jun 2023)	77.5	71.8	-7.4%

Shein Shopping Interest



Event	Before	After	% Change	Date	Event	Before	After	% Change
Forced labor reports (Nov 2021)	61.5	59.5	-3.3%	Nov 8, 2020	TikTok backlash (Apr 2022)	78.8	76.6	-2.7%
Influencer factory trip (Jun 2023)	77.5	71.8	-7.4%	May 8, 2022	Note	76.6	77.5	+1.2%
				Nov 5, 2023	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

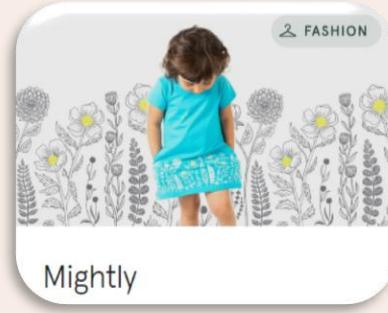
FASHION

Terra Thread

FASHION

Harvest & Mill

FASHION



Sustainable is the New Chic





THANK
YOU!!

