

# EXAMPLES OF MARKETING CAMPAIGNS PROMOTING SUSTAINABLE FASHION

PODCAST NO. 4



Hey there! Welcome to the final episode of our podcast series dedicated to sustainable fashion. Today we'll discuss inspiring marketing campaigns that uniquely promote an ecological and ethical approach to fashion. We'll focus on activities that not only attract attention, but above all educate consumers and encourage them to change their habits.



One of the most well-known initiatives is Fashion Revolution Week. It was created after the Rana Plaza tragedy in Bangladesh in 2013, which exposed the drastic working conditions in the garment industry. The Fashion Revolution Week campaign takes place every year and encourages consumers to ask the question: "Who made my clothes?" The initiative has increased pressure on brands to be more transparent and ethical in their operations. The campaign's website and social media are full of educational materials to help consumers understand how their choices affect global communities and the environment.

Another example is H&M's "Conscious Exclusive" program. This project uses innovative materials such as ECONYL – a nylon made from ocean waste. Although H&M is one of the leaders in fast fashion, their actions in this campaign show that change is possible even in large corporations. This campaign is not limited to presenting products, but also educates consumers about sustainable practices.

Everlane has earned recognition for its Transparent Pricing policy. This approach involves disclosing the exact costs of producing each product, including materials, labor, and shipping. With this approach, Everlane



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builds customer trust and becomes a model for other brands that want to be more ethical. Customers who feel their purchases are transparent and fair are more likely to remain loyal to the brand.

It is worth mentioning initiatives focusing on the circular economy. For example, the Global Fashion Exchange organizes events where consumers can swap clothes instead of buying new ones. Such activities not only reduce waste but also promote a more conscious approach to shopping. In conjunction with the "Wear Your Values" campaign, this initiative engages communities around the world, encouraging reflection on consumption.

An interesting example of educational activities is the Reformation brand, which informs customers about the impact of its products on the environment. The website of each collection includes data on water consumption and CO<sub>2</sub> emissions related to the production of clothes. Such information helps consumers make more informed decisions and shows that even small brands can make big changes.

The role of influencers in promoting sustainable fashion cannot be forgotten. Campaigns that use their influence have a huge reach and effectively reach younger audiences. For example, collaborations with popular creators as part of the "Who Made My Clothes?" initiative helped raise awareness among millions of people about working conditions in the clothing industry.

In short, sustainable marketing campaigns not only change the way consumers look at fashion, but also inspire action. Transparency, education, and social engagement are key elements that help brands build lasting relationships with their customers. We hope that our podcasts have helped you better understand what sustainable fashion is and how we can work together for a better world.

Thanks for listening to the entire series and please share your thoughts. See you soon!



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