



# CLOTH

Cluster Alliance for the Transition  
to green and digital fashion

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Lifestyle & Design Cluster

# FINAL REPORT FOR THE LONDON CLUSTERXCHANGE

## STRATEGIC TREND SAFARI LONGON

28th – 30th June 2022



### Strategic Trend Safari London

28 - 30  
de Juny  
2022

Fira "Future Fabrics Expo 2022"  
+  
"Strategic Trend Safari Londres 2022"

Organitzen  
**Modacc** **tex** Fondació per a la Innovació Textil

Finançat per  
**CLOTH** Cluster Alliance for the Transition to green and digital fashion

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## AGENDA

### 28<sup>th</sup> of June

08:20 Arrival at London

08:20 – 10:30 Transfer to the hotel and then to the Expo (2h)

10:30 – 11:00 Arrive to the Future Fabrics Expo ([www.futurefabricsvirtualexpo.com](http://www.futurefabricsvirtualexpo.com))

The Future Fabrics Expo, was set up in 2011 and has now become the largest dedicated showcase of sustainably and responsibly produced fabrics and materials for the fashion industry,

11:00 – 13:00 Guided Visit of future Fabrics Expo. (3h)

The showcase has educational background information about the environmental impacts of fashion and how they can be tackled. Thousands of fabrics and materials are showcased, with each one having an explanatory card attached, explaining how the material is more sustainable, environmental certifications, and contact details of the supplier.

During the expo we will be able to attend some conferences about Plastic Free Fashion, implementing innovations, biodiversity and climate strategies.

13:00 - 14:00 Lunch (1h)

13:00 - 18:00. Free visit of Future Fabrics Expo (5h)

19:00 - 21:00 Dinner and networking opportunities with trip attendees of the different fashion environments (2h)

### 29<sup>th</sup> of June

10:00 - 12:00 Free time to complete the Visit of the fair (2h)

The main idea is to finish making valuable contacts at the fair with possible suppliers of sustainable fabrics and agree on steps to follow according to the needs of each company.

12:30 - 13:30 Networking lunch (1h)

14:00 - 15:00 Welcome to the scouting by the hunter (1h).

[www.thehunterprojects.com](http://www.thehunterprojects.com)

30-minute session to present the activity, put it in the context of the city and share the program of the day.

15:00 - 19:00 Scouting in London (4h)

Scouting to the city of London from the facilitated itinerary. Coffee break stop integrated in the itinerary. Focus on mainstream and early adopter spaces. Neighbourhoods: Kings Cross, Mayfair, Belgravia, Knightsbridge, Covent Garden.

19:00 - 20:00 Strategy/capacity building (1h)

Review of the spaces visited

- Best Practices and opportunities for improvement of learning spaces.
- First deep dive in tensions and insights

## **30<sup>th</sup> of June**

08:00 - 9:00 Ethnographic session (1h)

Ethnographic session to experience reality in the first-person cultural life of London residents

9:00 - 10:00 Debrief (1h)

Scripted strategic work session to analyse conclusions, learn and identify opportunities

10:00 - 13:00 Scouting in London (3h)

Continue the scouting in the city of London with a focus on emerging communities & retail propositions. Neighbourhoods: Shoreditch, Hoxton, Hackney (Dalston, London Fields)

13:00 - 17:00 Closing Lunch, conclusions of the best learnings & work on new joint strategies (4h).

Closing with attendees to share the big one's insights of the two scoutings, and also think about the new joint strategy for the coming years.

17:30 - 19:00 Transfer to the airport

Departure at 21:05

## EVALUATION OF THE CLUSTERXCHANGE

The activities carried out during the exchange were mainly two. The first activity was the visit to the Future Fabrics Expo. A showroom specialized in low-impact materials for the textile and fashion sector. This first activity was divided into one day and a half. Firstly, they welcomed the visitors from Catalonia, and they arranged a specific tour of the expo, so the visitors could be able to know some specific suppliers. The expo also provided the visitors with seminars so they could learn and listen to different proposals for material innovations and hear about the present challenges in the fashion industry.

The second activity was a retail tour, this activity was also for one day and a half. This activity was divided into three phases. The first part was a first presentation about the city and the different aspects to visit in London. The second part of the day was the tour and visits to different shops, spaces and innovative businesses around the central London area. When the visitors finished the tour, they did a recap, so they could analyse together what they saw regarding sustainable practices, claims and products. On the last day of the expedition, they also did a tour, with the same phases. First, they did an exploratory ethnographic visit, so they could see new targets and kinds of people. In the second phase, they went to visit a London area where all little sustainable shops are emerging. Lastly, they merged all together so they could talk about what they saw during the two days and thought about the different aspects and new business models regarding sustainability and circular economy.

The activities done each day are the following:

### 28<sup>th</sup> of June

On the first day, it took place the guided visit to the Future Fabrics Expo where the visitors could discover new materials and fabrics, produced in a sustainable and responsible manner. Each fabric exposed was labelled with the main information of it, indicating the environmental certifications and the supplier's contact. Moreover, the fabrics were together with a QR code which gave access to the virtual exposition with the technical information of the fabrics.

Some of the expositors that the visitors could find there were attending them to answer some doubts related to the new materials.

Also, the visitors could attend different seminars related to the following areas:

- Agricultural waste
- Plastic-Free Fashion
- Implementing innovations
- Biodiversity
- Climate change
- Regenerative agriculture
- Transparency & radical honesty
- Chemical recycling
- Organic cotton in transition



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One of the advantages is that with the tickets from the Exposition, the visitors have one month to visit the Virtual Showroom where they can contact the suppliers and create new business opportunities.



## 29<sup>th</sup> of June

The visitors started the day having free time in the Future Fabrics Expo to make new valuable contacts with the suppliers and attend to new seminars.

After having lunch, the visitors started the Safari in Oxford Street where they visited Selfridges, a luxury shopping mall. The interesting things they found there are:

- The rental of party dresses.
- A haberdashery on the last floor where they promote the reparation of clothes.
- Non-conventional mannequins.



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- Adidas and Gucci collaboration. Clothes for a collector or a luxury client.



- Christian Louboutin exposition with the possibility to buy the summer collection.



After Selfridges, they visited Marks & Spencer (M&S). The opinion of the visitors was negative. In textual words „a soulless shop”. They saw a few people inside the shop.

Also, they visited the Adidas flagship. The shop tries to pretend that its clothes are sustainable, showing different panels with a sustainable message. Even, the shop has a game where visitors could eliminate plastic bags.

Even so, the shop is focused on the diversity of people, having mannequins in wheelchairs, with prostheses and also overweight.



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They visited Platform (<https://platform-store.com/>) a collaborative space featuring independent designers, artists and makers. The objective of Platform is to help small independent brands like their own reach customers. They sublease spaces for these little brands.

The real impact that this space gave to the visitors was false. Platform has a requirement that the brands must be sustainable, but many of the clothes in there were produced from BCI cotton or worst.

Another visit was to Varana (<https://varana.com>) a sustainable luxury shop from India. The labelling and the arguments of the shop assistants were not too clear related to the sustainability of the clothes.

Finally, the visitors went to Fortnum & Mason (<https://www.fortnumandmason.com/>). It is a shop exclusively focused on tourism with a big exposition of all the products they sell.



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After that, they went to Coven Garden and Seven Dials. There, they visited the following spaces:

- DAI (<https://daiwear.com>): a brand created by an executive woman who wanted to wear comfortable clothes. They have some references with different body shapes and tips to take advantage of your body.



- Allbirds (<https://www.allbirds.com/>): a sustainable shoes brand with a B Corp certification. To produce their shoes, they use natural materials like the wool from merino sheep but ensuring that the wool is held to high standards of farming, land management and animal welfare. Also, they use Tree Fiber - Tencel™ Lyocell with a FSC Certification, SweetFoam from the sugarcane and Trino, a new fibre made from tree materials + Merino wool.



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- Good London (<https://www.goodlondon.co.uk/>): a second-hand shop.



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### 30<sup>th</sup> of June

The day started with the ethnographic session in Canary Wharf, the principal centre of bank offices and consultancy. It is the Manhattan of London. Some of the inputs of this zone were:

- Full of executive people.
- Convenience shops.
- Amazon Fresh, with a promotion of giving bananas.
- 24 hours gyms.
- Prepared food.



After that, they started the second session of the Safari.

Firstly, they visited Eataly ([https://www.eataly.com/us\\_en/](https://www.eataly.com/us_en/)). Shop for Italian products. A part of the shop is a restaurant.



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Then, they went to Spitalfields Market (<https://www.spitalfields.co.uk/>) where a market merges with luxury shops.



In the Amazon Station they could find:

- Amazon Salon. Amazon is launching its own line of cosmetics, so it opened this hairdresser to test its products. In this shop, they sell its own products and products from other brands. All the prices are digital so they can change it rapidly.



During that day, they also visited:

- The Ordinary, a natural cosmetics shop on Commercial Street with Lamb Street.



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- A very alternative commercial zone, with some painted walls announcing some brands, like the collaboration between Adidas and Gucci.



- Labour & Wait: a concept store selling home decoration.
- Anatome, another natural cosmetics shop.
- Another corner with a big painted wall, announcing Burberry.



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- Nudie Jeans Repair shops (<https://www.nudiejeans.com/es/stores/nudie-jeans-repair-shop-shoreditch/>): jeans shop with a free repairing on all Nudie Jeans denim.



- The Reformation (<https://www.thereformation.com/>): their principal focus is sustainability based on buying less. They work in a 100% carbon-neutral since 2015 and now they are verifying it with the Climate Neutral certification.

Walking around the city, they came across Halo Burger (vegetarian fast-food burgers), TokyoBike (a Japanese bicycles shop). They arrive at a street in construction where all the fences had a message related to sustainability.



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Through that street, they arrived at Saint Martins University, and to a shopping mall where they visited Wolf and Badger (a multi-brand with a B-Corp certification).



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## ACHIEVED RESULTS

The learned and analysed lessons during that trip can be divided in 3 areas:

### 1. SUSTAINABILITY:

- Sustainability is on everybody's lips, it's a universal trend but treated in an individual way by each organisation or brand.
- Everybody has a different meaning for sustainability, depending on their benefits and interests.
- In terms of the purchase funnel (awareness, interest, desire, action), sustainability is mostly present at the start of the funnel, but it's confusing if it's an element that leads to the purchase.
- Retail mainstream treats sustainability from the environmental aspect and as a distinct element.
- Visitors found some shops with a good advance sustainability proposal where services and products are connected.

### 2. DIGITALIZATION:

- Selfridges: real disconnection between native offline and their digital presence in online.
- Amazon: important leap from the online native to offline with a set of different objectives (sales, notoriety, capture of new targets) that are difficult to understand and classify
- Reformation: to create experiences to generate differentiation and express the brand promise in an offline context as a difference in an online context, doesn't imply having digital proposals in an offline environment.

### 3. OTHERS:

- Deep revision of the codes associated with something formal or something informal.

- Delegation of responsibilities to the consumer in spaces where you can see/buy/experiment products or services that are not politically correct or healthy.
- Body/mind/gender/sex positive as a communicative tool to be aligned with the actual trends (in lots of cases, disconnected from the USP of the brand).

## **GOOD PRACTICES / WHAT THEY HAVE LEARNED**

This trip was useful to know how brands are working the sustainability and digitalization concepts. There is a big gap between what the brand communicates and the product that sells. Brands use sustainability as a marketing element.

Brands that have borned with a sustainable DNA fit so much with the products they offer. Their sustainability proposal goes further than only materials, it turns around social aspects and corporative responsibility.

The globalisation process around the world has made cities have similar proposals in the city centres. In alternative neighbourhoods, there are differences between cities because of the local culture.

During the trip to London, it was a good idea to have Daniel Cordoba to explore the city with him because he perfectly knows the territory and he can perfectly explain the different trends and flows of the city.

To organise the next exchanges, it will be good to contact local people who can help to trace the best tour and trip proposal.