

# Towards a brighter blue



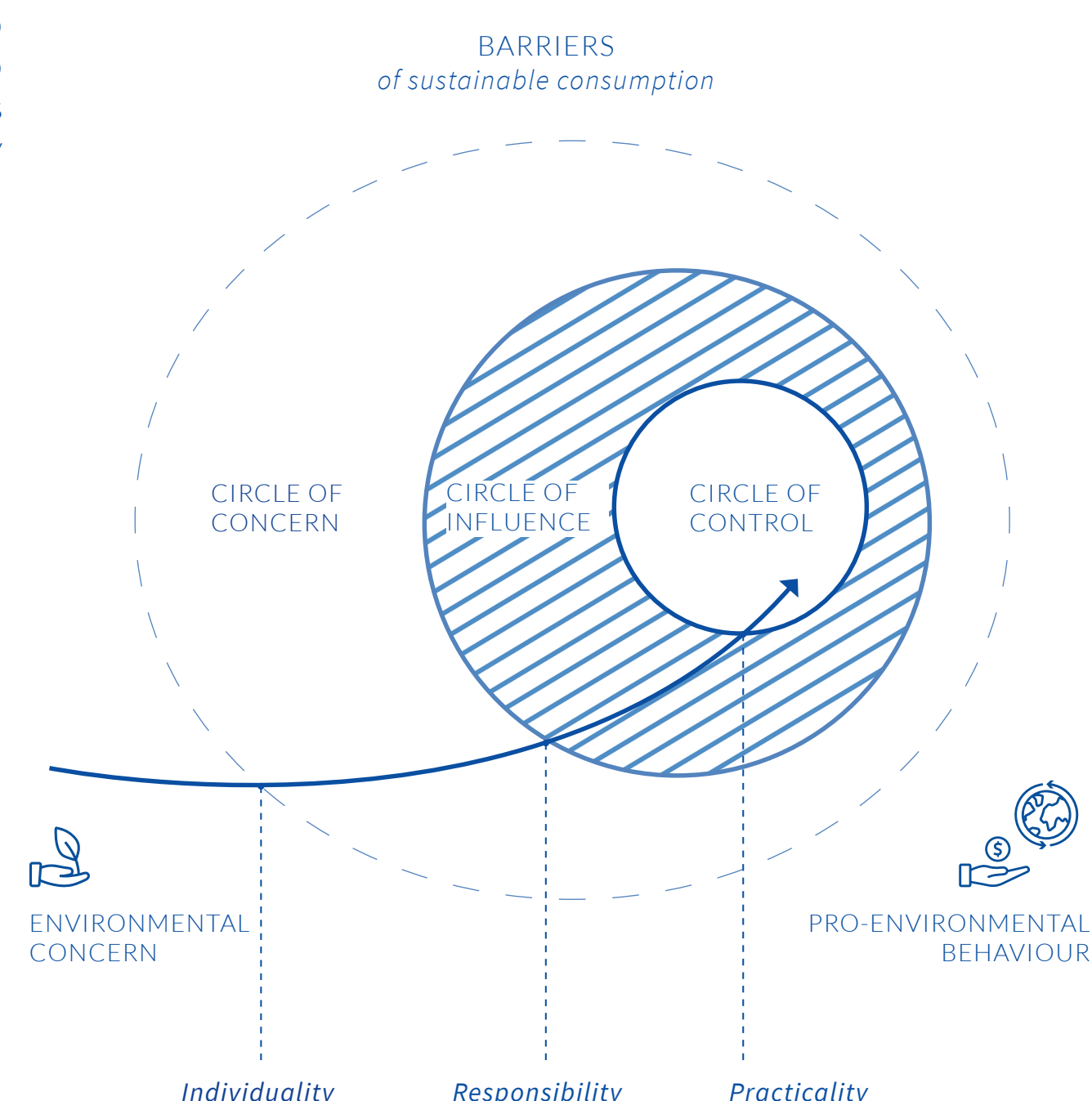
## HOW CAN WE HELP CONSUMERS BUY BETTER JEANS?

The fashion industry is the second most polluting industry in the world, mostly due to the many ways fashion is polluting the environment (Fischer, 2015). One of the most impactful garments in this industry is something most of us wear everyday: a pair of jeans. The production of a single pair uses on average 8000 liters of water (Water Footprint Network, 2016). Besides water, toxic and corrosive chemicals are used to dye and 'wash' the jeans to its desired style. Every year, more than 2 billion pairs of jeans are produced worldwide, adding to its yet existing footprint (Greenpeace, 2016).

Some brands in the industry are already putting a lot of effort into the production of sustainable denim. However, reducing the impact of the denim industry is not just up to denim brands and manufacturers anymore: consumers have to play their part as well. To raise awareness and higher the demand for sustainable jeans amongst consumers, this graduation project for House of Denim focussed on solving the following challenge: *how might we help consumers buy better jeans?*

Awareness on the impact of fashion has never been higher, but actual green purchase behaviour leaves much to be desired. But what is standing in the way of consuming more sustainably? Social and environmental psychologists have been researching this 'attitude- behaviour gap' for years, and according to the behaviour model of Blake (1999), several barriers need to be overcome to change current consumer behaviour: *individuality, responsibility and practicality*.

Together with denim experts and consumers, this graduation project developed a product rating tool and strategy to overcome these barriers in the denim industry. **Brighter Blue** is a positive and easy indicator of the best jeans out there: accessible on various levels to serve as many consumers as possible. By means of a hangtag and Google extension, the ratings are communicated to consumers, so they can look good and feel confident that they have made the right choice.



## BRIGHTER BLUE. A BETTER CHOICE.

*“BrighterBlue is a simple indicator of the best jeans out there. BrighterBlue empowers consumers to make better choices, so they can look good and feel confident wearing the change they want to see”*

### Awake.

Most consumers know about the impact of the fashion industry, but do not directly see it as their own choice. If we want to change behaviour, consumers first need to see that this impact is actually their impact. With advertisement campaigns on different sort of (social) media and in stores, we will create ownership of the problem.

### Inspire.

Consumers have a hard time believing that their choice of purchase can make a difference. By showing what difference they can make and inspiring them with best practice examples and testimonials of other conscious consumers, we will advocate the good and convince them their purchase matters.

### Empower.

To initiate internal action, tools should be available to help consumers choose better and overcome practical barriers. Brighter Blue will provide hangtags and a Google extension to make the purchase process more transparent and within reach. Other tools on the platform, like a consumer and retailer guide and best buy overview, will be available to help to make these decisions.



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**Towards a brighter blue: creating an impact index to increase the adoption of sustainable jeans.**

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Master Strategic Product Design

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