

APPAREL AND ACCESSORIES

## Quality tops quantity for emerging “Generation Less”: Positive Luxury

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*Antibad focuses on sustainable fashion. Image credit: Antibad*

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By BRIELLE JAEKEL

With the growth of sustainability and socially conscious retail at the forefront of many consumers' minds, a new generation has emerged that goes beyond the limitations of age.

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In Positive Luxury's new 2019 Predictions Report, it has identified a new demographic that spans all age groups who are expected to dominate the market by the end of this year. To cater to this growing segment, brands and retailers will likely create new positions to focus on experience, transform the supply chain and come up with new ways to take care of the environment.

“They cherish experience, convenience, personalisation, work-life balance, and are more environmentally and socially conscious than any other social group we've seen before,” Diana Verde, cofounder and CEO at Positive Luxury.

### Generation Less

The Positive Luxury report cites Edelman's 2018 Trust Barometer, which documented consumers' faith lost in the government, media and businesses. Consumers who care about their beliefs when it comes to purchasing decisions are now in the majority.

A new group, named Generation Less, will now dominate the retail market but will buy less in 2019. However, these consumers are putting quality over quantity.



*Tiffany and Co. puts sustainability under a magnifying glass*

The Generation Less demographic is defined as an ageless group of consumers who are driven by values.

In support of this, brands are focusing on experience-driven marketing and are even hiring new employees to make this happen, such as a chief experience officer. These associates focus on creating brand experiences that embody what the company stands for and believes in.

Another important aspect in attracting Generation Less is revolutionizing the supply chain. As of late, consumers are starting to realize the damaging effects of the current supply chain in retail, and more brands are adopting a more responsible way of sourcing.

Positive Luxury exemplified YSL's relationship with the women's village cooperative in Ourika, Marrakech in Morocco. Through this partnership, more than 33 women in the village are given jobs harvesting plant ingredients for makeup and are able to double their income in a safe way.

Kering is also working to establish a better network of agricultural sourcing for greater sustainability in its production.



*Kate Spade's parent company Tapestry is on a sustainability journey. Image credit: Kate Spade*

The group teamed up with charity organization Savory Institute, whose mission is to regenerate the world's grasslands, to tap the positive impact regenerative agriculture can have in the fashion industry. Kering hopes to integrate regenerative agriculture framework into the supply chains of the fashion industry ([see story](#)).

#### Reducing waste

With the focus on waste and the environment illuminated more so than ever, brands are and should look to startups and other innovations for how to deal with waste management.

Using recycled material in new products or working with resale companies to combat waste from leftover clothing are important ways these brands can attract the Generation Less consumer.

Luxury consignment platform The RealReal and fashion label Stella McCartney are strengthening their partnership to exhibit the opportunities that resale offers.

In an effort to create more sustainable practices in fashion, The RealReal and Stella McCartney are working together to keep the fashion brand's items out of landfills through consignment. The partnership offers incentives to Stella McCartney customers looking to discard old clothing ([see story](#)).

“As employees, ‘Generation Less’ represent all four generations that currently make up the workforce, meaning companies need to ensure their culture and values can accommodate all,” Ms. Verde said. “The commitment to do good for the environment and society is one of the most beneficial business strategies that a company can adopt, and one that gives employees a greater sense of purpose.”

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