

# STAT: MAGAZINES ARE PAYING LIP SERVICE TO SUSTAINABLE FASHION

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Magazines are not only name-checking sustainable fashion brands, but customers are buying sustainable products, according to a new report by Rank & Style. The report found a 267% increase in editorial mentions of the term 'sustainable fashion brands' among publications such as Elle, Vogue and Refinery29, between 2016 and 2018.

Furthermore, sales figures are rising too – the report found a 450% increase in sales at eco-friendly companies such as Everlane, Allbirds and Reformation in the same period. Brands must be wary of allowing the term sustainability to become tokenistic in the same vein as inclusivity, however, and ensure they are incorporating eco-consciousness in all aspects of their business. Our [Opinion](#) piece explores the dangers of marketing claims that merely pay lip service to inclusivity.