

# THOUGHT-STARTER: CAN APPS REVOLUTIONISE FAST FASHION?

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*With convenience often outweighing consciousness, deputy foresight editor Kathryn Bishop reveals the new apps integrating sustainable fashion choices into consumers' busy lifestyles.*

Convenience has become a major driver in fashion retail, especially for time-pressed consumers unable – or unwilling – to hit the high street. Launching initially in Spain, **Ethical Time** hopes to change things. The free app will connect conscious consumers directly with the country's 500 sustainable fashion labels through a single, convenient platform.

Elsewhere, modern consumers are demonstrating a desire to support fashion's circular economy, driving a **resale** market that is tipped to grow by 15% a year in the next four years. British department store chain John Lewis has introduced a buy-back app that enables customers to return unwanted clothes in exchange for a John Lewis gift card.

For more on how fashion can help consumers break free from unsustainable consumption, read our micro trend **Fast (Conscious) Fashion**.