

# GLOBAL BRAND LAB REPORT

Issue no.38

April 2024



four



Our brand lab report is compiled by Four's team of retail and lifestyle experts and analyses some of the latest innovations, experimental campaigns and transformative developments, which are keeping iconic destinations, retail and lifestyle brands alive for consumers on a global scale. We also explore how consumer behaviour is changing - now and forever - and how brands are evolving to succeed during this evolutionary time.

*Images on this page and the cover are of Crete, Greece, our destination spotlight this month. See page 8 to find out more.*

# FASHION & LIFESTYLE

## SUSTAINABILITY STARTS FROM MATERIALS



### British Vogue X eBay's pre-loved auction raised £17K towards a more sustainable fashion industry

British Vogue teamed up with eBay to hold a pre-loved auction last month, featuring luxury items worn by the likes of Chioma Nnadi, Munroe Bergdorf and Jourdan Dunn, as part of the Forces For Change initiative. Vogue's partnership with eBay aims to highlight the need for a more sustainable fashion industry, and shine a spotlight on those who are pushing for change.



### Fashion exhibition using plant waste from King's garden to go on display

A range of unique outfits created with plant waste taken from the King's gardens are set to go on display at Sandringham House from 23 March – 11 October in an exhibition titled, Royal Garden Waste to Fashion Futures. The collection of 26 garments and accessories is part of an ongoing collaboration between designer duo Vin + Omi and Charles after they bonded over their shared passion for sustainability when they met in 2018.



### Copenhagen becomes highest-profile fashion week to ban exotic skins

Copenhagen Fashion Week will ban collections containing exotic skins or feathers from its runways from next year, becoming the highest profile event on the fashion calendar to take a stance against the increasingly controversial materials. As part of a broader toughening of sustainability standards, the Danish capital has carved out a strategic niche as a sustainable fashion leader, introducing a set of minimum eco-requirements brands must meet in order to show their collections.

# SOCIAL MEDIA TRENDS

## GOOGLE TESTS AI SEARCH TOOLS AND INSTAGRAM TRIES NEW ENGAGEMENT METHODS

Google is testing new shopping features like style recommendations and AI image generation to enhance product discovery and improve the shopping experience, potentially influencing how retailers display products. These features aim to personalise searches, reduce browsing time, and increase confidence in purchasing decisions, potentially promoting more sustainable consumption habits.



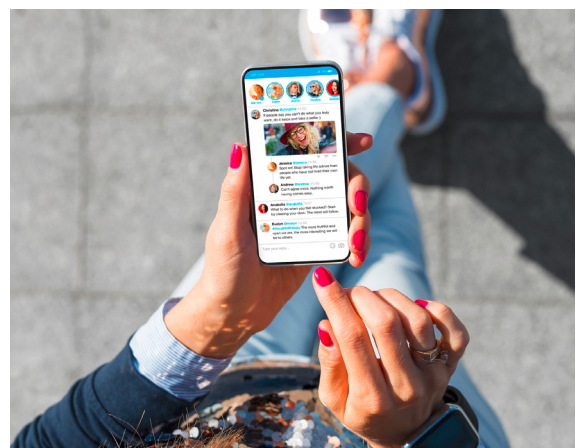
### Instagram's testing longer reels to maximise engagement

Instagram is expanding its Reels video uploads to three minutes, marking a shift from the current 90-second limit, aiming to keep users engaged and potentially exploring new monetisation avenues, following a trend seen on TikTok. This move aligns with Meta's strategy to maximise user engagement and growth, as Reels consumption rises with AI-driven content recommendations.



### Instagram tests option to comment on specific frames within a carousel update

Instagram is testing a feature allowing users to comment on specific images within carousel posts by @mentioning the assigned number of the image, potentially fostering more focused engagement and clarity in discussions around each element of the post. This initiative aligns with Instagram's efforts to enhance interaction and personal sharing, especially within carousel posts, which have seen recent innovations like collaborative posting and expanded image limits.



# CONSUMER TRENDS, CAMPAIGNS & BRAND ACTIVITY

## ‘GOOD TO KNOW’ BY SAINSBURYS, LIVERPOOL FC’S ACTING DEBUT & COLOURFUL COKE

Sainsbury’s is championing its sustainability initiatives in a new in-store marketing campaign showcasing the efforts made across its supply chain. Signage with the campaign name ‘Good to Know’ has been launched in stores this week, and will be followed by upcoming packaging updates and a radio campaign later this year.

In a hilarious new viral advert, the Liverpool FC team debut their acting skills in a whirlwind of a ‘team meeting’ where they discuss the importance of World Earth Month and how to promote awareness of the topic within football. Featuring Mo Salah, Darwin Nunez and Andrew Robertson.

Le Cube, the leading design and animation studio, announces its latest collaboration with Coca-Cola, alongside an extensive line up of graphic artists. This collaborative effort showcases the beauty and sustainability of returnable bottles through an innovative multi-styled animation film.



# INFLUENCERS & KOLS

## ONES TO WATCH



**93.9K Instagram Followers**

Brett is a sustainable fashion influencer whose content focuses on runway and luxury products. His focus is on tackling the impact of the fashion industry on the planet. He is also an Editor-At-Large for BOND OFFICIAL and a contributor to ethical magazine, My Green Pod, which is distributed in The Guardian.



**17.1K Instagram Followers**

Izzy is a sustainable fashion and lifestyle influencer. Unlike many influencers, everything she wears is sustainable. Izzy is well-known for her rainbow wardrobe, mixing on-trend looks with conscious purchasing.



**16K Instagram Followers**

Eshita is the founder of By Rotation - a social fashion rental app which focuses on renting, lending and selling fashion items. By Rotation is the world's largest shared wardrobe, with many influencers on board, it's an extremely popular and sustainable method of shopping.

# ARTS & CULTURE

## EARTH DAY AWARENESS IN LONDON

### Earthfest 2024

Taking place on 18th - 21st April 2024, Earthfest will be 'London's flagship sustainability event' inspiring positive action through a varied range of events such as live music, exhibitions and talks from industry experts.

'Climate Art' will be a collation of art installations, experiences and activations featuring a variety of eco-artists. The art will be spread across Granary Square, Lewis Cubitt Square and Lower Stable Street during Earthfest.

Climate Art will be featuring a variety of exhibitions such as:

- She's Electric Role Models – photography representing women breaking down barriers in micro-mobility.
- Climate Photography -photography dedicated to visualising climate change and solutions across the world.
- Facing the Public- photography by students at Westminster University, exploring Earth Day.

Through innovative solutions, live music and artists, Earthfest is an opportunity for people to foster connections through experiences, ignite ideas, and inspire change.

<https://www.earthfest.world/>



# DESTINATION SPOTLIGHT

## CRETE, GREECE



As the southernmost of the Greek Islands, Crete is also the hottest Greek Island. This April visitors can take advantage of the slightly quieter island and enjoy the spectacular landscape. The island also has plenty to offer the environmentally conscious visitor.

Crete is home to two excellent eco-resorts tucked away in the island's more traditional corners:

[Milia](#) is a mountain retreat that runs on solar energy and natural spring water and is perfectly placed for hiking adventures.

[Dalabelos](#) is a working farm that offers 10 stone cottages and two luxury villas, sweeping sea views, food grown onsite, and a chance to get involved with the wine and olive harvest.



# CONSUMER FINANCIAL PLANNING TRENDS

## GENERATIONAL GAPS, ECO-CREDIT CARDS AND SHUNNING SUSTAINABILITY



### The Green Generational Gap

Big Four accountancy firm EY have suggested that a generational gap exists when it comes to sustainable spending. The latest UK Future Consumer Index report showed that just 6% of Gen X or Boomers intentionally spent more on sustainable versions of products in the last 6 months. In contrast, 40% of Gen Z and Millennial consumers consider sustainability an 'extremely important' factor in the brands they choose.



### Shop 'til you save the crops

Forbes have named the Sunrise Banks Platinum Card as the best American eco-credit card for 2024. Offering low APRs and no annual fees on the Platinum Card, Sunrise Banks are a B Corp Certified and socially responsible bank who focus on providing eco-friendly banking to improve communities.



### Green energy gets a chilly reception

70% of UK energy consumers are unwilling switch to green energy if it costs them time or money, according to Business Green. With three-quarters claiming they are unable to absorb a 10% increase in energy bills, the transition to clean energy will need to overcome a disillusioned consumer market.

# SUSTAINABILITY



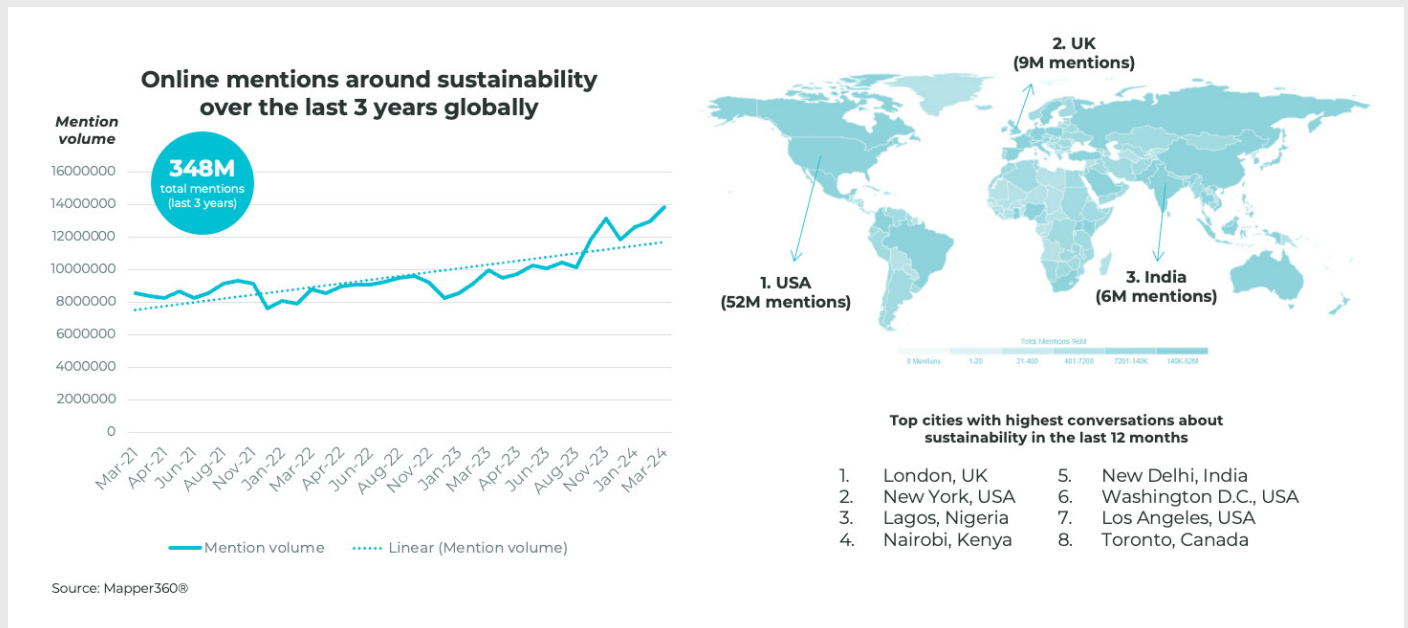
According to [Brandwatch's](#) consumer research, **52% of online mentions about sustainability and recycling also mentioned brand, products, and services** – indicating consumers are actively discussing brands' and products' sustainability performance.

A joint study from [McKinsey and NielsenIQ](#) also revealed that **products making ESG-related claims saw a 28% growth over the last 5 years**, outpacing the 20% growth for products without such claims.

- Total of **8.9M online mentions** around sustainability in the last 12 months in the UK
- **+59% increase in Google searches** of 'sustainability' in the UK over the last 5 years
- Consumers express their **concerns** about sustainability, with **more negative sentiment** than positive in online conversations. However, there has been a **24% increase in positive sentiment** over the last year in the UK

# SUSTAINABILITY STATISTICS

Online mentions of sustainability are on the up; with USA, UK, India being top markets driving conversations



Consumers who care about sustainability are mostly **young people** and share the interests in animals & nature

### Planet Protectors

11.2M population

Engaged environmentalists, happy to pay more for products that are good for the environment, interested in issues related to sustainability.

- Female
- Aged 25 - 35
- London
- Scientific Researcher
- Gardening
- Reading
- Health & medicine

### Price Point Green

9.2M population

Caring about the environment and making an effort to protect it, but the key factor that affects their purchase decisions is price.

- Female
- Aged 26 - 30
- Southwest
- Clerk
- National news
- Watching TV
- Gardening

Source: YouGov  
Sample: YouGov's sustainability segmentation – 1. Planet Protectors & 2. Price Point Green

# SUSTAINABLE FASHION

## HOW IS #SUSTAINABLEFASHION BEING DISCUSSED ON DIFFERENT SOCIAL PLATFORMS?

Conversations on X (formerly Twitter) involve people sharing **opinions on fast fashion impact**, as well as **promoting local events**, and **news** in the **sustainable fashion space**.

**The Women's Organisation**  
@TheWomensOrg · Follow

The @baltictriangle #SwapShop is tomorrow from 10am to 4pm. Free tickets are still available 🥰👉

Call in for #sustainablefashion and fun. Clean items only 🌟 Still time to put a wash on! 🌟

Reserve a ticket now: [eventbrite.co.uk/e/baltic-swap-...](https://eventbrite.co.uk/e/baltic-swap-...)



**Baltic Swap-Shop**

**North West Bylines**  
@NWBylines · Follow

Preston's first sustainable fashion show was held this Saturday to encourage people to make better choices for the environment.  
#sustainability #SustainableFashion @sophieswain04



The "Great Fashion Garbage Patch" Is an Environmental Crisis. Regulate Fast Fashion Now! [thepetitionsite.com/en-gb/944/771/...](https://thepetitionsite.com/en-gb/944/771/...)



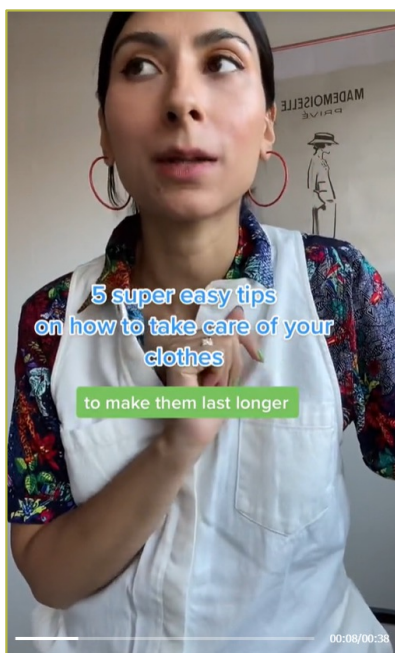
1:08 PM · Mar 7, 2024 from Yorkshire and The Humber, England

Reply Share

Read my latest article about the French government introducing a cash aid program aimed at encouraging people to repair their clothes. #RentWearShare #SustainableFashion

Delighted to welcome @paddygrant of @sewingbee fame as one of our many insightful speakers today. In his opening talk, he explained how knowledge is power when it comes to making sustainable fashion decisions.

TikTok content focuses on **sharing upcycling hacks**, as well as people **showing off their clothes finds in charity / thrift shops**.



Source: Mapper360®



Four Agency Worldwide is an independent media, marketing and communications agency and certified B Corp. Find out more at [four.agency](https://four.agency)

four