

Filippa K

SLOW FASHION THROUGH MINDFUL CONSUMPTION

FILIPPA K SURVEYS CUSTOMERS ON THE WEARABILITY OF ITS PRODUCTS

Committed to sustainable fashion, Filippa K has surveyed over one thousand female consumers in Sweden about the wearability of the brand's products they own at home. From this data, they can uniquely report that customers' favourite garments are worn on average 125 times with a cost per wear of just 28 SEK. This data supports the brand's mission of mindful consumption and provides new insights for responsible, customer-centric design.

14/08/19, Stockholm - On 8th July 2019, Filippa K sent an online survey to customers to gauge the usage and wearability of the Filippa K products they own at home. The survey received nearly twice as many responses as expected, and the data that follows is from 1069 female customers based in the brand's home country of Sweden.

Since the brand's beginnings in 1993, it has stayed true to its mission of mindful consumption by responsibly creating garments that are timeless in quality and style. Today's growing trend of fast fashion makes it all the more important for Filippa K to understand consumer behaviour, and how its design ethos impacts the sustainability of its products. The data from the survey brings a number of encouraging insights that Filippa K can uniquely reveal.

Of the 1069 women surveyed, more than two thirds have been Filippa K customers for over five years, while nearly one fifth have been with the brand for over 20 years. Customers are still using 83% of Filippa K products they've purchased, and have worn each garment an average of 75 times.

When asked about their most worn item, the average number of uses increases to 125. This results in an average cost per wear of just 28 SEK. An encouraging 92% of customers believe that a Filippa K purchase is "good value for money".

One customer who has been with the brand for over 20 years remarked that her favourite Filippa K garment is "a trusted friend in the wardrobe". She has owned her denim skirt since the mid-90s, and still uses it a few times a month year-round. Another customer who has shopped with Filippa K for 5-10 years commented that her black silk top from 2017 is "classic, useful, and comfortable" – she wears it several times a week year-round.

A similar study conducted in the UK in 2015 reported that “...the majority of fashion purchases see the light of day just seven times.” Based on this research, Filippa K garments are worn on average 10 times more than what is typical for women’s fashion products¹.

Regarding the results of the Filippa K survey, CEO Kristofer Tonström commented: “This initiative goes hand in hand with our mission of mindful consumption. I am proud of the response we’ve received from our community and the significant increased wearability of our garments compared to previous studies. By providing customers with clothing they can wear and love for many years, we’re encouraging a movement of slow fashion in an increasingly fast industry. The results have given us insight about how our product is in line with our mission, while also teaching us ways in which we can continue to improve.”

For interview opportunities with the Filippa K sustainability team, please contact julia.pettersson@filippa-k.se.

¹ https://www.barnardos.org.uk/news/press_releases.htm?ref=105244

Read the full report **here**.