

BTS Négociation et Digitalisation de la Relation Client

ANGLAIS OBLIGATOIRE

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Rise in sales of second-hand party outfits

When Charlotte Ballard was shopping for something sparkly for her work Christmas party she went second hand as she knew she wouldn't wear it again.

She is one of many people choosing pre-loved party outfits this Christmas and New Year, according to fashion experts.

- 5 It is the first festive season since Covid rules were lifted, but the cost-of-living crisis is limiting spending.

Second-hand clothing apps Vinted and Depop say 18-35s are spending more. And Oxfam says demand for party wear is up.

- 10 The charity said sales of going out clothes in its shops and online was "significantly higher" this year than in 2019, before Covid put paid to party plans.

The charity's retail director Lorna Fallon said: "[This is] suggesting that people are making more conscious decisions to choose second-hand, pre-loved and vintage clothes."

- 15 According to an Oxfam survey, more than a third of shoppers have slashed their Christmas budgets this year, with 66% saying this was down to the cost of living crisis. Inflation - the rate at which prices rise - is at a 40-year high and wages are not keeping up. (...)

Social shopping app Depop said it had seen a rise in people shopping second-hand. A survey it conducted found 44% of 18-to-35 year olds in the UK were buying more clothing now than they did last year.

- 20 Some 53% said that in the face of the cost-of-living crisis, they had been turning to second-hand shopping as a way of saving money. Those who bought second hand estimated they were saving up to 25% per item, which adds up to £2.8bn a year across all purchases, Depop said. (...)

"Shopping pre-loved is not embarrassing, if anything it's amazing," she said. "You're doing something better for the planet."

- 25 The cost of living crisis is not the only thing driving the second-hand trend, many consumers are shopping more sustainably to do their bit for the environment.

The fashion industry is responsible for 8-10% of global emissions, according to the UN - more than the aviation and shipping combined.

- 30 The European Environment Agency estimates that less than 1% of all clothing worldwide is recycled.

22 December 2022, By Jessica Sherwood, BBC News
<https://www.bbc.com/news/business>