MODULE 2 Worksheet

Giveaways:

1. Fashion brands need to understand evolving consumer demands for transparency, personalization, sustainability, and convenience. Success hinges on aligning strategies with these demands, maintaining a strong brand reputation, and keeping pace with the 'slow fashion' trend.

2. Fashion consumer behaviour is shaped by online shopping, social media, AI, and influencer marketing. Brands should harness these tools for tailored experiences and targeted advertising. Staying current with trends, offering competitive pricing, and leveraging digital insights are critical for success in the contemporary fashion market.

Activity for self-reflection: *Reflecting on **online shopping***

Use the following questions to explore your **online shopping behaviour** and **patterns**.

Convenience: How has it affected your shopping habits?

Discovery: Mention a brand or style you discovered online.

Personalization: Have you ever customized an online purchase?

Pricing: Does comparing prices online influence your purchasing decisions?

Social media influence: Has a social media post ever led you to make a purchase?

Case study

Social media and digital platforms can be powerful tools for activists and campaigners, allowing them to expose unethical practices and mobilise support for their cause. **Venetia La Manna**, a leading advocate in the fair fashion movement, co-founded Remember Who Made Them, a campaign that uses digital media to promote a solidarity economy in the fashion industry, prioritizing worker wellbeing, fair wages, environmental responsibility, and community empowerment, thereby demonstrating the power of activism to create sustainable change in the fashion world.

Find out more in Module 2 through the online cooperative platform https://tecofash.erasmus.site/