

**Kestävä vaatekulutus on kaikkien juttu  
– kokemuksia ja oppeja VISU-hankkeesta**

SUOMEN  
TEKSTIILI  
& MUOTI

LAU  
REA

Uudenmaan liitto  
Nylands förbund

# VISU-hanke

- VISU Village for sustainable clothing -hanke rakentaa kestävään vaatekulutuskäyttäytymiseen keskittyvää ekosysteemiä.
- Kohderyhmänä ovat nuoret kuluttajat, koulujen opettajat sekä vaatetusalan yritykset.
- Pää toteuttajana Laurea Ammattikorkeakoulu, osatoteuttajana Suomen Tekstiili & Muoti ry
- Toteutusaika 1.1.2023 – 31.12.2024
- Rahoittajana Uudenmaan liitto



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# Young People on the Road to Sustainability

Olga Gurova  
Laurea



# Data

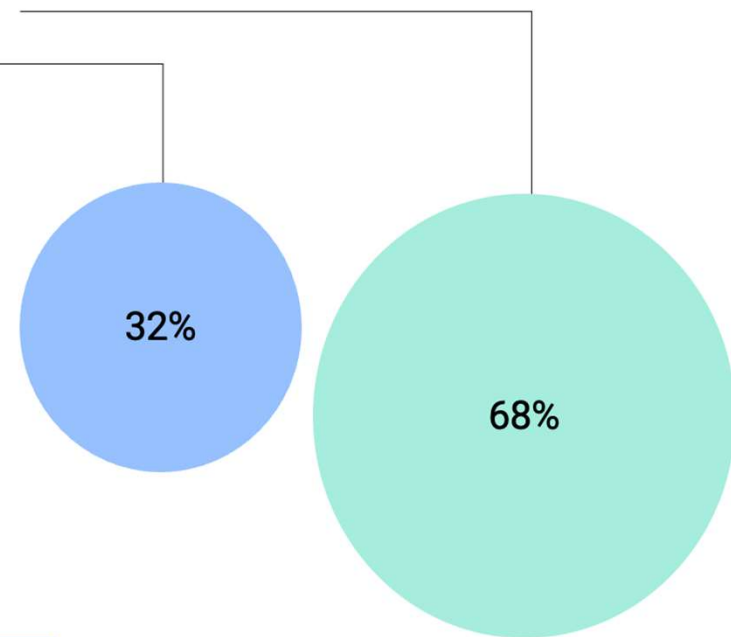
37 interviews with young consumers in Uusimaa

80% from cities larger than 200,000 inhabitants

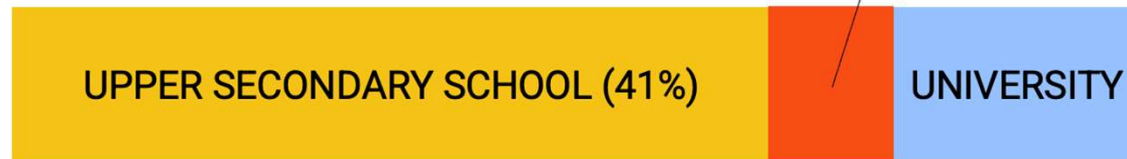


16-21, MAINLY 17-18 (38%)

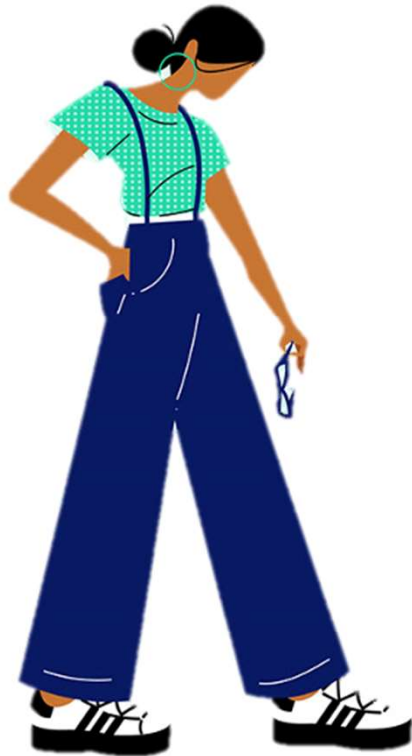
FEMALE  
MALE



VOCATIONAL SCHOOL



# What if young people stop caring about brands?



The young people interviewed **are not particularly brand conscious**

They could **only name one or two Finnish clothing brands** (Marimekko – 81%, Finlayson – 19%) and identified only a few multinational brands

When shopping secondhand, **brand names often go unnoticed**

On social media, the **focus is more on style and appearance than on brands**; they **followed influencers rather than brands**

When asked where young people buy their clothes, the answer was **primarily shopping centers rather than specific brands**

They also **prefer shopping in person rather than online**

## Finnish brands mentioned in interviews

MAKIA

Finlayson

VAMMA

nanso

VAIN

VALLILA

MINNA  
PARIKKA



MORICO  
contemporary japanese lifestyle

marimekko

PAPU



LUHTA

*Lilja* the  
label



# What if reuse of clothing becomes more popular than new clothing items?

Many young consumers **shop at flea markets and secondhand stores**

They are **price-conscious**, and secondhand shopping allows them to **save money, stay trendy, and be more sustainable**

Clothes are also often **borrowed and exchanged between friends and family**

When needed, **items are repaired or altered**  
(often mothers and grandmothers repair)

Use of **paid repair services remains low**, with occasional visits to a shoemaker or seamstress

**Renting everyday clothes is met with some hesitation**; many feel a personal connection to their clothes and prefer ownership over renting





## Secondhand stores mentioned in interviews

MOODY  
MONDAY

*Viirin Kirppis*



depop  
Etsy



FEMMATORI

Punainen Risti  
Kontti

UFF

SECOND HAND

r e l o v e

tori.fi

*tise*

emmy



Facebook Marketplace





# How to overcome a lack of trust between young people and brands?

CSR communication of fashion brands **do not effectively reach young people**

Website **information feels "distant"** and is usually accessed only when there's a specific need, for instance, when looking up details about a particular product

Environmental friendliness of a brand or product alone isn't convincing enough, as **young people are aware of greenwashing and view it critically**

They have high expectations for companies to act responsibly and are often **skeptical of brands' sustainability claims**

To reach them a brand needs to **speak to them honestly and transparently**

Young people **must be involved** in product design, feedback loops, or campaigns to foster a sense of inclusion.

**Collaborations with influencers or youth communities** can help to obtain trust



What did you think? Mitä mieltä olit?

Siirry sivulle: Menti.com

Syötä koodi: 3792 0335

Anna arviosi Mentissä:



Opitko jotain uutta nuorten  
vaatekulutuskäyttäytymisestä?



Keskustellaan! Let's talk!

Mitä mahdollisuuksia näet  
nuorten muuttuvassa  
vaatekulutuskäyttäytymisessä?

