

## Sustainability and Fashion Brands a Pact for Eco-Luxury

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### *Abstract*

*The fashion industry is becoming increasingly more important in world economies. Not for nothing is it one of the industries that, despite the crisis, has continued to grow and generate profits. Natural resources are becoming scarce and those brands whose manufacturing processes do not comply with sustainability standards are now being penalized, a state of affairs that not only concerns fashion, but also any other business environment. Sustainability is the sum of environmental and social benefits that enhance global welfare. Moreover, eco-luxury is being advanced as one of the most novel trends in fashion consumption and as a balance between economic return and social awareness. The aim of this study is to show, on the basis of a real project for creating a communication agency specializing in fashion, that entrepreneurs and brands are investing in sustainability and that eco-luxury has become a corporate hallmark. Contextually speaking, this research includes a content analysis of the leading communication agencies in Spain, in order to identify the keys to entrepreneurship and to respond to the current needs of fashion brands and green consumers. The findings not only point to a renovation of materials, resources, and creation and manufacturing processes, but above all reveal changes in business behaviour as regards the way of communicating sustainability and highlighting it as an exclusive, luxury trend, both factors inherent to fashion consumption.*

**Key Words:** Sustainability, Entrepreneurship, Communication, Fashion, Agency, Eco-Luxury.

### **Introduction**

It is time for change, for entrepreneurship. It is essential to invest in new businesses that reactivate our economy and to search for new market niches where there is a need and demand. There is no lack of fashion designers or brands, but communication is indeed still wanting.

Today, sustainability is a feature of the discourse that fashion communication experts are using not only from the perspective of improving and protecting the environment, but also with the aim of creating new products that increase sales and, therefore, returns. The eco-luxury concept is one of the current fashion industry trends, inasmuch as resources are dwindling and, nonetheless, there is a growing demand for luxury goods. Thus, it is necessary to search for alternatives that respond to market and consumer behaviour.

Moreover, we are currently living in the era of the entrepreneur, as Isidro Laso (2016) explained at the European entrepreneurship event *Startup Olé*, held in Salamanca in September last year: “To create a culture of enterprise is very important and, as a matter of fact, it already exists among the young, perhaps out of necessity. [...] If something good has come out of the crisis, then that is that people are more enterprising, they have realized that they must not wait for someone else to resolve their problems. This is very positive because we need people like that to move the country forward” [our translation]. Furthermore, social enterprise is nowadays more profitable, as stated by Manuel Lencero, co-founder and CEO of the *UnLtdSpain* Foundation: “To achieve a cleaner agriculture free from chemical products, to deliver on the social and work integration of people at risk of exclusion [...] they are also the driving force behind new business models and generate a whole ecosystem of partners and suppliers who become a focal point for the generation of local wealth” [our translation].

This research project proposes the creation of a communication agency, with special emphasis on the future of fashion: sustainability. In many European countries, this is already being put into practice, so it will be a burning issue in the near future. As Continente (2016) claims, “fashion does not now only mean to be beautiful, stylish or to wear the latest trends. In the 21<sup>st</sup> century, the issue goes beyond that. The idea is to compare a series of principles, to probe into what there is behind what we wear. That is why there are more and more companies emerging in the field of ethical or sustainable fashion” [our translation]. Therefore, it is increasingly more necessary to innovate in the fashion-related communication industry and to work from an ethical and sustainable perspective.

## Objectives

The research objectives are as follows:

1. To gain an in-depth knowledge of sustainable fashion.
2. To get to know the different models of entrepreneurship on an international level.
3. To create a communication agency focusing on fashion, beauty, and lifestyle with the sustainability hallmark. To this end, the following is required:
  - 3.1. An analysis of the communication services most requested by brands.
  - 3.2. The development of a full and innovative service package for future fashion communication agencies.

## Research Hypothesis

1. Sustainability is currently establishing the agenda of fashion agencies.
2. There are many European fashion, beauty, and lifestyle brands that require the services of companies specializing in the communication of trends and new product marketing and sales techniques.
3. Major brands are gradually incorporating the concept of sustainability in their manufacturing processes. Eco-luxury is consolidating its position as a trend. It is the future and we have to be prepared.
4. Nowadays, sustainability is conceived as an entrepreneurial trend, as a concept and production model that pursues improved profitability for companies.

## Theoretical Framework

The design of a theoretical framework entails describing each one of the thematic and technical concepts that define the research. Likewise, it includes, as a scientific basis, the invaluable contribution of experts in communication, fashion, and sustainability, without dismissing those of sources and business groups that know to what extent production methods have changed in terms of a new fashion consumption model.

## What is Sustainable Fashion?

Aroca and Pérez-Hernando (2014)\* cite Gema Gómez, director of *SlowFashionNext*, who states that “sustainable fashion is that which has conducted a qualitative and quantitative analysis of the lifecycle of its product” [our translation]. Namely, it is fashion that has made the best choices in terms of sustainability, bearing in mind the impact that the industry has as regards intensive land use, biodiversity, water footprint, environmental pollution, waste, CO<sup>2</sup> emissions, and social impact; and how all this could affect the future. The term “sustainability” first appeared in 1987 in *Our Common Future*, also known as the Brundtland Report, released by United Nations World Commission on Environment and Development (WCED). It defined the sustainable concept as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development, 1987).

The manufacturing processes of “fast fashion”, as with those of its sustainable namesake, follow a number of stages, which are described and analysed below.

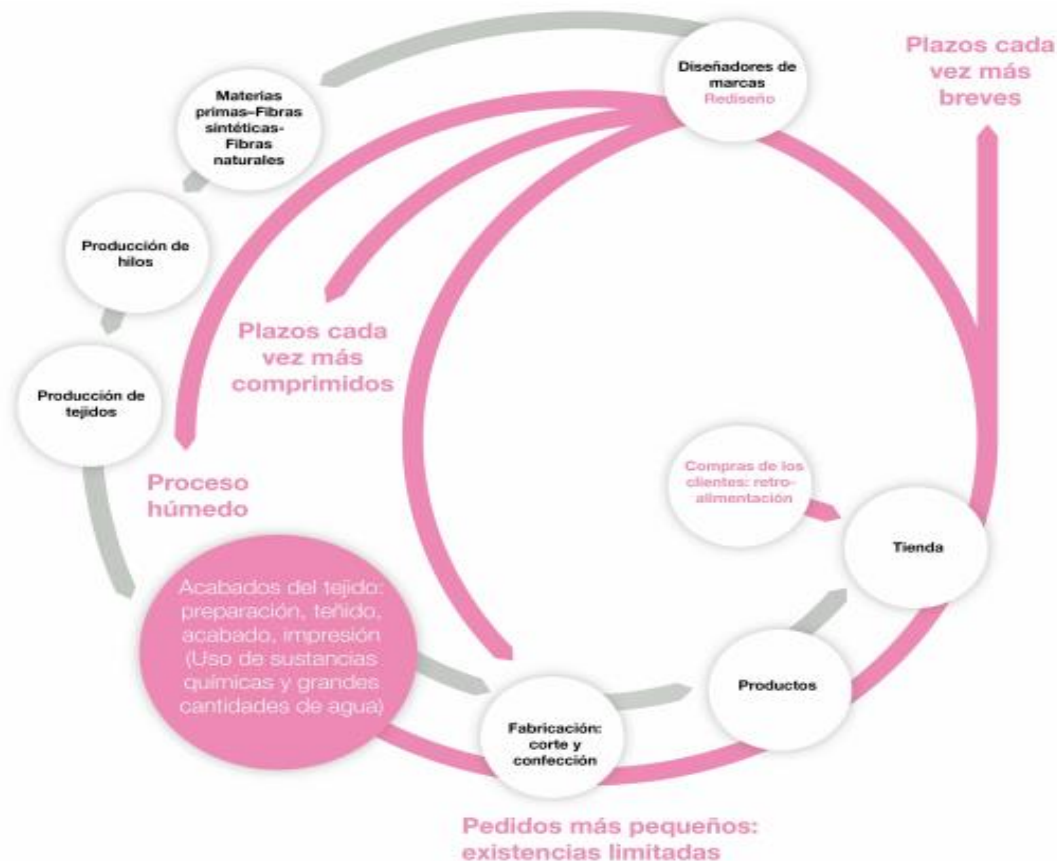


Figure 1. The fast fashion cycle. Source: “Moda Rápida” (2012)

Those involved in sustainable fashion are waging a fierce battle against an industry characterized by rapid consumption, the abuse of natural resources, and human exploitation; nonetheless the awareness of wearing responsible clothing is increasing in Spain. “Last year has been incredible. We have made inroads into the industry and the business” [our translation] (Gómez, cited in Lucas, 2016).

Led by the Waste & Resources Action Programme (WRAP) and funded by the EU LIFE programme, the European Clothing Action Plan, with a budget of €3.6 million, aims to reduce the environmental impact of clothing, and a group of 18 major distributors of fast fashion are currently supporting The Social and Labour Convergence Project to correct practices.

Furthermore, in June 2016 *Greenshowroom* and *Ethical Fashion Show Berlin* showcased the offerings of 168 brands specializing in sustainable fashion, manufactured in accordance with ethical values. In the words of Olaf Schmidt, Vice President of Textile and Textile Technologies at Messe Frankfurt, “168 international labels ensured an exhibitor record at the Postbahnhof and convinced a large audience of the design quality of contemporary eco fashion [...] The fashion industry understands the importance of sustainability as a dominant theme and takes our trade fairs as a fixed element of Berlin Fashion Week seriously” (Schmidt, cited in “Green is key in Berlin”, 2016). More and more designers are adopting this form of production, including Giorgio Armani, Jil Sander, Moschino, Stella McCartney, Yves Saint Laurent, Calvin Klein, Givenchy, Donna Karan, Ralph Lauren, and Versace (Medina, 2015). Experts predict that an increasingly greater number of the luxury-minded will embrace the green movement, thus obliging labels to be more environmentally friendly. In point of fact, an international study conducted by Havas Media indicates that consumers under 30 prefer the product, with the same quality and price, of a sustainable company.

In 2011, the Runway to Green initiative was launched in which global labels – featuring, among others, Tommy Hilfiger, Gucci, Prada, Balenciaga, Manolo Blahnik, Stella McCartney, Burberry, Yves Saint Laurent, Marc Jacobs, Diane von Furstenberg, Oscar de la Renta, Jason Wu, Alexander Wang, Derek Lam, Notte by Marchesa, Marni, Michael Kors, Sergio Rossi, and Alexander McQueen – joined forces to heighten awareness of sustainable practices in garment design and manufacturing and to raise funds in favour of environmental organizations (“Diseñadores top”, 2011). The initiative was launched at the Rockefeller Center, New York, with the presentation and auctioning of the exclusive items created by those involved. The designers also agreed to participate in cleaning up and protecting the environment and to teach how to implement more sustainable practices in many aspects of their businesses, in terms of raw materials, fabric finishing, and the production of organic and recycled packaging and products.

This is also the case with the International Trade Centre (ITC), a subsidiary organization of the World Trade Organization (WTO) and the United Nations Conference on Trade and Development (UNCTAD) with headquarters in Geneva (Switzerland), which over the last 15 years has been promoting many projects under the Ethical Fashion Initiative, created and led by Simone Cipriani. The initiative of fashion labels and designers such as Vivienne Westwood and Stella McCartney, as regards the design and production of specific collections, is being carried out in collaboration with craftspeople (usually women) in small communities. These projects foster the development of local craft skills, creativity, and design capacity (Menkes 2012, cited in *International Journal of Fashion Studies*, 2014).

Continente (2016) claims that “slow fashion is currently booming consumers are not only taking note of the aesthetic aspect of clothing, but are going much further than that. How and where clothing is made is also important” [our translation]. It should be noted that “in Spain, dozens of new labels are emerging in this field and fashion with ethical and sustainable values is not only being designed and created, but is also accessible and, moreover, incorporates the trends of the major labels” [our translation].

### **International Entrepreneurship Models**

According to Hugo Gutiérrez,<sup>1</sup> “Spain is bringing up the rear as regards enterprise in Europe, according to the most recent report of the World Economic Forum (WEF), released on 13 December 2016. This

<sup>1</sup><https://goo.gl/LOIsOe> (29 January 2017).

concerns entrepreneurs who start up new projects (22<sup>nd</sup> place out of 28) and also the so-called ‘intraentrepreneurs’ (26<sup>th</sup> place), those workers who innovate with projects within a large firm. The study offers an overview of innovation in which Estonia, Sweden, and Latvia stand out as the countries where it is easiest to create new companies” [our translation].

The irony is that Europe has a large number of intraentrepreneurs. As Gutiérrez notes, what is involved is “an enterprising talent invisible until now: on average, eight out of every 100 European workers are intraentrepreneurs, a figure only exceeded in the USA, Canada, and Australia” [our translation].

For his part, Isidro Laso asserted at the European entrepreneurial fair *Startup Olé* that “five years ago, the focus was on creating an enterprise culture. There is always work to be done in this regard, but as we believe that it has been more or less embraced by the young, we are now focusing on creating a European ecosystem by creating links between the main actors of local ecosystems. To launch a start-up what is needed is local impetus, but if the idea is to grow on a European and global level, it is necessary to have contacts, for which reason we are creating networks for those starting out. When an idea is ripe, investors and the first clients can be found outside Spain and even Europe” [our translation].

Besides its importance, other more profitable forms of entrepreneurship are on the table, such as the social kind. In this respect, Manuel Lencero<sup>2</sup> underscores that “we are faced with a type of consumer who is increasingly more demanding and committed to ethical practices, environmental protection, and social improvement” [our translation] and that, according to the 2015 Forética report, 50% of consumers admit to choosing a product on the basis of ethical criteria, so their number is growing and it is important to bear this mind. Martin and Osberg (2007, cited in “Empresas que inspiran futuro”)<sup>3</sup> have come up with a very precise definition of social entrepreneurship that can help us to understand how it differs to traditional business enterprise. This definition rests on three pillars: (1) identifying a stable but unjust balance that leads to the exclusion, marginalization, or suffering of a group of people who do not have the wherewithal to bring about any transformation on their own; (2) identifying an opportunity to intervene in this unfair balance, by means of developing a value proposition, opening the door to creativity and direct action, and questioning the existing balance; and (3) creating a new balance that mitigates the deprivation of the chosen group of people and that, furthermore, guarantees a better future for society as a whole by scaling the solution.

“Corporate philanthropy and social responsibility only represent a small part of the full potential of the private sector to bring about a social impact. To have a real impact on society, we need companies to step forward and lead change by creating new types of alliances with social innovators” [our translation], says Maira Cabrini, Communication Manager at Ashoka, the largest international network of social entrepreneurs in the world which provides support to over 3000 change-makers in 90 countries. “The principal objective of social entrepreneurs is to create social impact and measure its success in terms of the number of people they help or the amount of impact generated in a specific sector, but they must also achieve this in an economically sustainable way” [our translation]. Ashoka explains that, as with any type of entrepreneur, social entrepreneurs have to overcome many obstacles: “From funding to the creation of a robust team, through the sustainability of their ideas” [our translation]. Notwithstanding the current social enterprise boom in Spain, “the fact that it is an unfamiliar model for many sectors is hindering the creation of wide-reaching alliances and collaborations” [our translation] (Martín, L)<sup>4</sup>.

The strategic management firm McKinsey estimates that “the global demand for clothing will increase substantially over the next decade due to the burgeoning global middle classes. However, the opportunity

<sup>2</sup><https://goo.gl/tKz16J> (29 January 2017).

<sup>3</sup><https://goo.gl/RPjzb3> (30 January 2017).

<sup>4</sup><https://goo.gl/H2XWzJ> (17 January 2017).



could pose a risk for fast fashion retail companies as it depends on the expectations of a new generation more aligned with sustainability and the environment”<sup>5</sup> [our translation]. The need for enterprise in fashion companies under the guise of sustainability is a reality. Moreover, if the global demand for clothing increases, this will lead to greater competition between brands, for which reason communication strategies will play an essential role. This study includes the design of a communication agency focusing on sustainability and eco-luxury as the basis of brand communication management.

### Communication Plan Designed by Di+

As an agency, we have designed a communication plan focusing on the world of fashion, beauty, and lifestyle under the sustainability hallmark, which, as has been noted above, is a profitable market niche in which there is still much work to be done.

What follows is a general definition of the communication agency Di+, including all the services it will provide. Di+ is defined as a communication agency specializing in fashion, beauty, and lifestyle. It will be based in Seville, where there is a palpable void in this sector, although it will compete at an international level.

### Mission Statement

The mission of Di+ is to position and raise public awareness about Andalusian and Spanish brands that are in a vulnerable situation with regard to communication. And all this employing environmentally friendly quality standards and work procedures.

### Values

Since we believe that communication ought to be ethical and grounded on brand virtues, we will be transparent and professional and abstain from greenwashing.

### Services

These are divided into three phases:

<b>1st Phase: brand analysis and consulting</b> <ul style="list-style-type: none"> <li>- Branding. Brand consulting: brand building and rebuilding</li> <li>- Internal and external communication</li> <li>- Corporate and institutional communication</li> </ul>	<b>2nd Phase: positioning</b> <ul style="list-style-type: none"> <li>- Website development</li> <li>- Positioning (SEO/SEM), usability and user experience</li> <li>- Social media management: <ul style="list-style-type: none"> <li>• Content creation</li> <li>• Social network management</li> <li>• Social network advertising</li> </ul> </li> <li>- E-commerce strategies and new sales techniques</li> <li>- Social apps</li> <li>- Sponsorship</li> </ul>	<b>3rd Phase: visibility</b> <ul style="list-style-type: none"> <li>- Online and offline communication <ul style="list-style-type: none"> <li>• Magazines, newspapers</li> <li>• Blog</li> <li>• RRSS</li> </ul> </li> <li>- Public and governmental affairs</li> <li>- Crisis management</li> <li>- News clipping <ul style="list-style-type: none"> <li>- Events</li> <li>- Showroom</li> </ul> </li> </ul>
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<sup>5</sup><https://goo.gl/mEM9DT> (23 January 2017).

This study is based on the premise that sustainability is vital for all fashion brands and, of course, for starting up any type of business. We will now analyse previously published findings pertaining to the three core topics of our research.

### **Importance of sustainable fashion**

A study conducted by the market research firm GFK (“Moda sostenible”, 2016, pp. 14-16) offers the following conclusions:

- Out of a total of 28,000 consumers from 23 countries, 76% believed that brands and companies should be environmentally responsible.
- Spain is one of the strictest companies in this regard, and India and Indonesia the most lax.

Eighty percent of the Spanish respondents thought that brands and companies should be responsible, although when asked about their personal commitment, only half of them admitted to buying products that coincided with their values. Moreover, 60% acknowledged feeling guilty when buying something that harmed the planet. “Moda sostenible” (2016) cites the study entitled, “El ciudadano y la RSE” (2016), performed by the Adecco Foundation, on the basis of 600 interviews conducted in Spain, in which the following was observed:

- Half of the respondents stated that they would stop buying a product or service if they knew that the company in question was socially and/or environmentally irresponsible.
- Ten percent claimed that they would post negative comments in forums and social networks.
- Three percent asserted that they would launch initiatives such as collecting signatures or organizing protests against the brand in question.
- By age groups, the study highlighted that the younger generations were more demanding as regards brand behaviour: 70% of the respondents aged between 18-35 stating that they would veto less responsible brands, this proportion falling to 52% in those aged 40 or over.

### **The Spanish Fashion Industry**

EAE Business School obtained some interesting results in the study entitled, “El sector textil y el gasto en prendas de vestir 2015” (2015), an analysis of the textile industry and spending on clothes in Spain by autonomous community and of the world’s leading economies.

Among other general conclusions, the study noted that the Spanish textile market had grown, with sales exceeding €23,000 million, a 0.68% increase with respect to 2013. As to autonomous communities, those with the greatest number of textile companies were Catalonia, Madrid, Andalusia, and Galicia. On the other hand, those that spent more on clothing were Catalonia, Andalusia, Madrid, Community of Valencia, and Galicia, while those that spent the least were La Rioja, Cantabria, Navarre, Extremadura, and Asturias. Each Spaniard spent €509 a year on clothing, 0.8% more than in 2013. Concerning future predications, it is estimated that by 2019 spending on clothing in Spain will have exceeded €26,137 million, a 10.6% increase with respect to current figures. Consequently, average spending per Spaniard will reach €567.

### **The Importance of Enterprise**

The 2015 Global Entrepreneurship Monitor (GEM) Report for Spain, a study led and coordinated by the Santander International Entrepreneurship Centre (CISE), with the support of Santander Bank<sup>6</sup> through

<sup>6</sup><http://goo.gl/H2CeD1> (26 June 2016).

Santander Universities and the Rafael del Pino Foundation, provides interesting data on entrepreneurship in Spain. A summary of the most relevant data enables us to provide estimates as regards this phenomenon.

As to the perception that the Spaniards had of their attributes and ability to be enterprising in 2015, it was observed that 26% of the respondents saw opportunities for enterprise in the following six months. This perception was greater in people who had already started up a business than in those who had not done so. This proportion was 22.6% in 2014, evidently because the socio-economic conditions influenced the perception of the population, although people were beginning to glimpse business opportunities.

The enterprise process in Spain in 2015 is shown below:

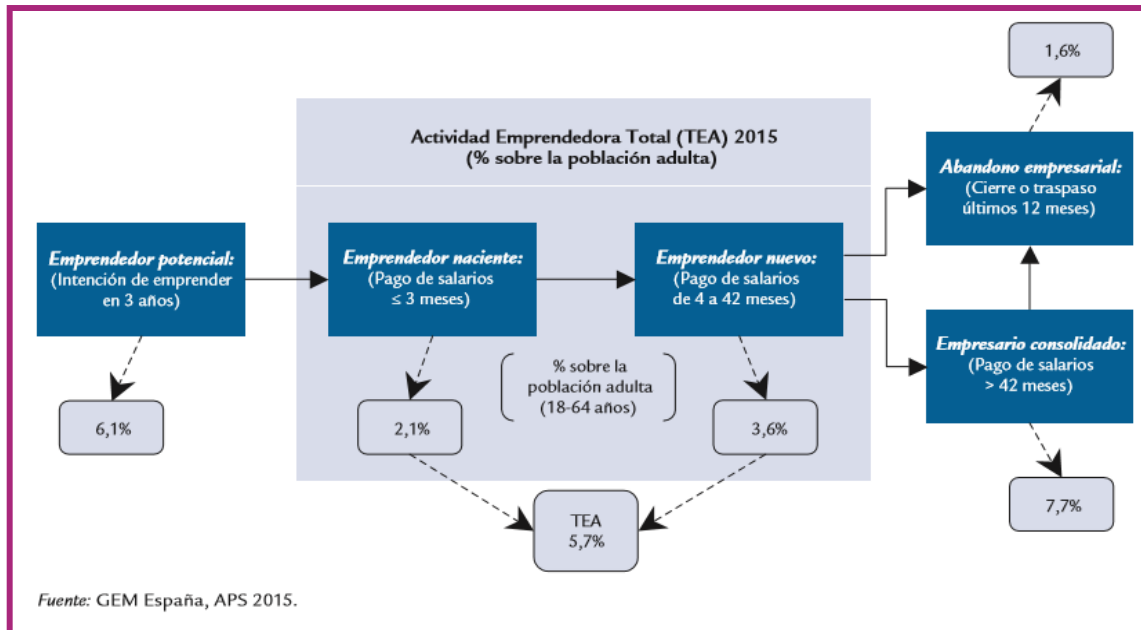


Figure 6: Enterprise process in Spain Source: GEM, Spain, ASP 2015

The newspaper *ABC* (2016)<sup>7</sup> published a summary of the report and a comparative analysis of entrepreneurship in Spain with respect to Europe:

1. Comparing Spain's situation with that in Europe, it can be said that the Total Early-Stage Entrepreneurial Activity (TEA) increased to 5.7% in the former, although this was still below the European average (7.8%), according to the 2015 GEM.
2. This constant growth had gradually allowed the population to perceive an improvement in opportunities to start up a business. Furthermore, over half of the Spaniards considered that entrepreneurship was a good occupational choice, although this appraisal was not on par with the global average (66%).
3. The TEA measures initiatives with a 3.5 year lifecycle in the market for the population aged between 18 and 64. The countries with a higher TEA were located in Africa (38.6% and 33.2% in Senegal and Botswana, respectively) and South America (33.6% and 25.9% in Ecuador and Chile, respectively). The countries with the lowest TEA were those with innovation-driven economies.
4. In Spain, nearly 50% of the respondents believed that they had the capacity to start up a business and 40% feared failure. These figures were similar to the European average (43% and 39%, respectively). With respect to growth prospects, Spain was near the bottom of the international

<sup>7</sup><http://goo.gl/ubhBEj> (28 June 2016).



ranking, together with Italy and Greece, with an index of 8.7% way below the European average (20.7%).

5. The report highlighted that, globally speaking, the majority of entrepreneurs created their businesses driven by market opportunities and that, in all the economies, the highest TEAs were for people aged between 25 and 44. These positive data were also observed for Spain, where 73.5% of the entrepreneurial initiatives analysed were opportunity-driven and the majority of entrepreneurs were young.
6. Moreover, the report included interviews conducted with experts in entrepreneurship who, with respect to Spain, detected a lack of entrepreneurial education. Hence, it is necessary to foster this at school, in addition to promoting female participation.

According to the data published by the Global Sustainable Investment Alliance (GSIA), the USA is the country with the highest level of impact investment (i.e. direct investments, including those in funds, made with the intention of generating a positive social or environmental impact, as well as financial returns), with a figure close to €50,000 million. If we focus on the European market, the level of investment is around €20,000 million. Spain does not even account for 0.5% of the regional market, being one of the countries with the lowest level of impact investment, with a volume of €87 million. Although there is still a long way to go, we are taking steps in the right direction to promote the social entrepreneurship ecosystem in Spain.<sup>8</sup> The findings of the Global Entrepreneurship Monitor (GEM)'s special topic report on Social Entrepreneurship are optimistic about the creation of social initiatives all over the world. In Spain, there has been an increase in the number of companies with social objectives, but figures are still below the European average. According to the special report, "the number of businesses started up by social entrepreneurs has increased in the majority of the world's regions and more and more people start up businesses not only with the aim of turning a profit, but also with common good goals." The report also reveals that Peru is the country with the largest number of social enterprises (10.1%) and South Korea the one with the lowest level of activity (0.3%). Although Spain has made progress in the creation of social initiatives (0.3% in 2009), it still has a low level of activity with respect to other countries: only 0.9%, way below the European average (2.98%), but above countries such as Germany and Norway.<sup>9</sup>

	Involved in social entrepreneurial activity, start-up phase, broad measure (SEA-SJ-BRD)	Involved in social entrepreneurial activity, operational phase, broad measure (SEA-OP-BRD)	Involved in social entrepreneurial activity as nascent OR operational leader, broad measure (SEA-OP)	Involved in social goal social entrepreneurial activity, start-up phase	Involved in social goal social entrepreneurial activity, operational phase
<b>Western Europe</b>					
Belgium	3.1%	4.0%	6.2%	2.0%	2.3%
Finland	4.9%	3.5%	5.9%	3.2%	2.0%
Germany	0.8%	1.5%	2.2%	0.5%	0.9%
Greece	1.1%	0.9%	1.6%	0.8%	0.6%
Ireland	4.9%	8.4%	11.1%	2.9%	5.5%
Italy	2.3%	4.1%	5.5%	1.4%	2.3%
Luxembourg	7.4%	10.3%	13.8%	3.3%	6.0%
Netherlands	2.6%	2.2%	3.6%	1.7%	1.5%
Norway	0.4%	7.0%	7.1%	-	-
Portugal	2.7%	2.5%	4.5%	1.7%	1.4%
Spain	0.9%	0.7%	1.3%	-	-
Sweden	3.1%	5.3%	6.9%	1.4%	3.0%
Switzerland	2.4%	5.1%	6.6%	1.2%	2.5%
United Kingdom	2.3%	4.2%	5.4%	1.1%	2.5%

Figure 7: Main indicators of social entrepreneurship. *Special Topic Report: Social Entrepreneurship*.

<sup>8</sup> <https://goo.gl/WjIQOI> (29 January 2017)

<sup>9</sup> <https://goo.gl/CbbFB4> (30 January 2017)

### Importance of communication in sustainable fashion

On the basis of an analysis of most relevant communication agencies in Spain, it can be observed that there is not any specific firm specializing in fashion, beauty, and lifestyle; hence, the idea to create the agency Di+ in order to cover these niches. To this end, the most interesting agencies specializing in lifestyle and fashion in Spain (“42 agencias especializadas,” 2015) were researched and analyzed, on the basis of which the most appropriate services for Di+’s portfolio were chosen. Of these 42 agencies, only those offering services which Di+ will provide are shown below.

Figures 8-13: tables showing the analysis of the most important Spanish communication agencies and the services that Di+ will include in its portfolio. All of them prepared by the authors.

AGENCY	DESCRIPTION	SERVICES	CLIENTS	SERVICES INCLUDED IN DI+
<b>EQUIPO SINGULAR</b>	Integrated communication and PR agency. Specializing in lifestyle. Different. Singular. Unique. Planners, copywriters, journalists, producers, programmers, analysts, etc.	Media strategy External relations Digital marketing and social media Events Sponsoring	080 BARCELONA FASHION BURBERRY CALZADOS MARYPAZ DELPOZO EL CORTE INGLÉS H&M HEINEKEN LANCÔME LOUIS VUITTON MANGO ROLEX SCALPERS VERSACE	All the services
<b>3AWW</b>	360° communication agency offering a full range of communication, advertising, and marketing services to satisfy the needs of its clients.	Advertising and media planning Marketing and events PR Digital design	CARRERA FERRETI TOYOTA PARMIGIANI GO FIT	All the services
<b>AGUILAR COMUNICACIÓN</b>	Professionals specializing in different areas of communication and working together to design and implement strategies tailored to the needs of their clients. The agency implements online and offline strategies.	Digital strategy Communication and PR Events Marketing Image	EL CORTE INGLÉS BIRCHBOX TOMBOLINI PIMKIE MADRIDGOLF CARMEN HALFT	All the services

AGENCY	DESCRIPTION	SERVICES	BRANDS	SERVICES INCLUDED IN DI+
<b>AREA COMUNICACIÓN GLOBAL</b>	The firm analyses the needs of brands and offers them comprehensive solutions that help them to grow in value and improve their positioning.	Analysis Consulting Brand (re)building Brand positioning	RALPH LAURENT ASOS CALVIN KLEIN FURLA ERMENEGILDO ZEGNA	All the services
<b>ARENALIA</b>	Communication, PR, and event agency that contributes to a new vision of media, institutional, community, and client relations.	PR Events Marketing Support Image Social media	LEE BUGABO ARNETTE VANS SAGARDI	All the services
<b>XXL COMUNICACIÓN</b>	One of Spain's leading companies, it provides global communication services in the areas of fashion and accessories, beauty, and lifestyle, with the aim of helping brands to define their image via the media.	Strategic communication Press office PR Showroom Ad campaigns Event production Digital communication/ social networks	BOSS 080 BARCELONA CUSTO ON TIME HYM ROBERTO CAVALLI BREIL ROSA CLARÁ YAMAMAY	All the services, except for ad campaigns

AGENCY	DESCRIPTION	SERVICES	CLIENTS	SERVICES INCLUDED IN DI+
<b>PIAZZA COMUNICACIÓN ACTUAL</b>	Specializing in fashion, beauty, lifestyle, and events, Piazza has close ties with the media in order to create the greatest buzz possible with each one of its actions.	Press office Media consulting Showroom Events: social and VIP event production Endorsement Sponsorship communication Guerrilla marketing Communication 2.0 Product placement	SALSA RABANEDA UGG FOSCO STRADIVARIUS TOUS SWAROVSKI CH FURLA GUESS	All the services
<b>RB COMUNICACIÓN</b>	Designing, showcasing, publishing, creating, importing, exporting, distributing, and buying and selling products and services relating to graphic arts, advertising, communication, graphic design, computer science, telecommunications, audiovisual media, and books and other publications.	Branding Events Communication	SOLÁN DE CABRAS CERVEZA 1925 ALHAMBRA AMAYA ARZUAGA JUANJO OLIVA PROTOS	All the services
<b>THE GALLERY ROOM</b>	Communication agency specializing in fashion, beauty, and lifestyle, with over 10 years of experience in the business.	PR Press and communication Showroom Events Social media TV Digital marketing Media planning	AMITIÉ CAMELO CHLOÉ COLOUR NUDE GIOSEPPO LUXENTER MIBÚH DOLORES PROMESAS	All the services, except for media planning

AGENCY	DESCRIPTION	SERVICES	CLIENTS	SERVICES INCLUDED IN DI+
<b>EMRED</b>	In collaboration with its clients, the agency designs strategies in accordance with their values and capabilities, using all the available online tools. The firm needs to get to know its clients well so as to ensure that its actions are keyed to sales growth, branding, and online brand reputation.	Online marketing consulting Social network strategy planning Blog design Social media promotional actions Reputation with influencers E-mail marketing Competitions and apps in Facebook Mobile/iPad apps SEO and SEM Unique content creation Comprehensive e-commerce strategies Web design and communication	UNO DE 50 BDBA BARBARELLA VAN-DOS AMICHI NEW CARO GOCCO POËTE	All the services
<b>THE WHITE OFFICE COMUNICACIÓN</b>	Online and offline strategy and communication consultants.	PR office Events, product launches, trade shows, and congresses Creativity Graphic and audiovisual design Newsletter, catalogues, invitations, and audiovisual production Media planning and buying Crisis cabinet Online marketing Content marketing, blogging, SEO and SEM Visual merchandising Design and production	ROBERTO VERINO ANGELA NAVARRO MI MONEDA CÁMARA DE COMERCIO DE CÁDIZ OXYGEN	All the services, except for audiovisual production and visual merchandising



AGENCY	DESCRIPTION	SERVICES	CLIENTS	SERVICES INCLUDED IN DI+
<b>ART MARKETING</b>	Pioneering agency in incorporating communication 2.0 so as to provide hundreds of companies from all sectors and of all sizes and nationalities with a better service, thus becoming an industry benchmark.	Press releases Articles Media relations News clipping Consulting Social networks/blogs Video marketing ROI reporting Media interviews Success stories Press kits Copywriting Newsletters and mailings Media events Ad campaign management Market research	BODABOOK APLICALIA EASYVISTA PRANAROM MEWA ZENIT	All the services, except for video marketing, market research, and ROI reporting
<b>EVERCOM</b>	Agency specializing in communication and PR consulting. With offices in Madrid and Barcelona, it is currently one of the leading independent companies in the Spanish market.	Corporate communication and public affairs Financial reporting B2B Consumer and health communication Digital strategy	VENCA GRUPO CORTEFIEL GROUPALIA VODAFONE BURGER KING	All the services, except for financial reporting and consumer and health communication
<b>HAVAS PR</b>	Havas offers online and offline PR consulting, strategy and implementation. The agency's main competitive edge is the way in which it interprets PR in digital settings.	PR and communication office Digital PR Monitoring and online reputation In-house training	ALAIN AFFLELOU HERO VUELING GREFUSA KNORR DECATHLON SUITE BLANCO	All the services, except for in-house training

AGENCY	DESCRIPTION	SERVICES	CLIENTS	SERVICES INCLUDED IN DI+
<b>JUST LIKE HEAVEN</b>	Created by Isabel Iparraguirre and Margaret Pradera in December 2006, under the “boutique” concept, the agency’s main aim is that its clients treat it like an extension of their own company and benefit from very personal attention to reach their objectives.	Strategy and creativity development Daily press office Brand relations Ad campaign creation Media planning Events Negotiating and coordinating brand image with celebrities Sponsorship Media kit design Distributors End clients	BE+ CINFA VALMONT BODYBELL L’ORÉAL SISLEY PBSERUM	All the services, except for the daily press office and the design of ad campaigns
<b>LA TRASTIENDA</b>	The agency’s media-centric services are based on press relations and PR. Along with communication tools, innovation and creativity are essential for building solid lifestyle brands.	Brand building Events Media relations Digital PR and marketing Content creation Celebrities and VIPs Social media Campaign planning	ANA PALLARÉS AERONAUTIC A MILITARE BARADALUXURY DANIEL ESPINOSA JEWELRY LAURA BERNAL LOLITAS&L OKHTEIN PHILIPPE MODEL PARIS THE LAB MADRID MADRID FASHION FILM	All the services, except for campaign planning

To promote the understanding and awareness of the importance of communication and to bring fashion to the fore, we decided to create a communication agency to help all those brands left in a limbo, without knowing how to design a communication strategy with their clients.

## Results Analysis and Discussion

### Sustainable Fashion

In connection with the analysed data, we can say that it is possible to observe that consumers tend to be increasingly more concerned about the environment and sustainability, with over 70% of 23 countries

believing that brands should be responsible. Spain is currently ranked third as regards more demanding young consumers; so, if brands want to have a future, they must adapt to this reality.

Even the multinational giant Inditex is beginning to follow suit in this regard, with Zara launching a new collection designed by Pauls Llanos last year in September. There is every indication that fashion should embrace sustainability, as Pilar Riaño, director of the portal Modaes.es, notes: "Sustainability is an obligation with which large companies will have to gradually comply, otherwise consumers will begin to complain because they are looking for sustainable fashion [...] If large companies are picking up on this trend, it is because they see that they have no other choice. The moment will come when the entire value chain of companies will have to be governed by that value scale as regards sustainability, which will transform the industry from top to bottom and not only the major groups, but also the smaller ones, will have to begin to work in another way" [our translation].

### **Entrepreneurship**

Albeit still below the European average, the TEA has increased in Spain. More than half of the Spaniards believe that entrepreneurship is a good occupational choice and those involved in start-ups are usually aged between 25 and 44. Moreover, one of the trends that have been observed is the creation of sustainable start-ups. In major powers such as the USA and many European countries, investments are being made in this type of business and, although Spain is still below the European average regarding social entrepreneurship, it ranks above countries like Germany and Norway.

According to the 2017 BNP Paribas Global Entrepreneur Report, sustainable energy, waste, and intelligent cities constitute one of the sectors with the greatest potential this year. All of which confirms that entrepreneurship is inconceivable without sustainability.

### **Di+ Communication Agency**

Communication is a basic relationship between two entities, be they companies, people, etc. It allows us to transmit our ideas, who we are, and what we are like. In short, there can be no relationship without communication, hence the phrase, "what is not communicated does not exist". Therefore, it is essential to define this concept in a company in order that our target audience knows us and can engage with us.

There is a need to communicate what is happening in the fashion industry and to make society as a whole aware that we can buy designer clothes in a sustainable way. As a matter of fact, the major brands are already moving in this direction, including Chanel, whose fabrics are 100% sustainable and comply with manufacturing standards. "Sustainability is part of an expression of our times," Karl Lagerfeld claimed backstage, after the presentation of the Chanel Summer 2016 Couture Collection (Cenea, 2016).

### **Conclusion**

Based on the results of our research, we have been able to reach the following conclusions:

More and more fashion brands are complying with sustainable manufacturing standards, since it has been proven that this is a way of obtaining greater financial and social returns. Furthermore, it is a trend in which consumers opt increasingly more for ethical products that do not harm the environment. As to fashion brands, the eco-luxury concept is one of the most buoyant in the industry.

Since fashion is one of the most important manufacturing sectors in the national and international economy, good brand communication is vital. To this end, it is necessary to create specialized communication agencies, like Di+, concerned with highlighting the value of what is occurring in the fashion world.

Despite the global economic crisis, entrepreneurship is booming. It seems that the economy is gradually recovering, and one of its principal driving forces is the creation of new businesses. Sustainability is one of the basic requirements for embarking on this path, as in the very near future the regulations will be strict and there will be no room for businesses that do not comply.

### Acknowledgements

To those who have been able to create, innovate, and build healthier societies for the future thanks to sustainability and fashion. To universities and companies with a commitment to sustainability and fashion. To those who convert the sustainable into the luxury of fashion.

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