

FAN FASHION REPORT

The Hidden **Impact** of Concert Fashion





We asked **29,000+ fans** across
154 shows how they purchased
clothing for concerts and found...

56% OF FANS

said they purchased something **new**
specifically for the concert.



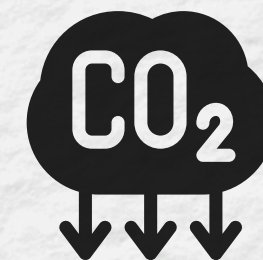
Which means...

1.3 MILLION

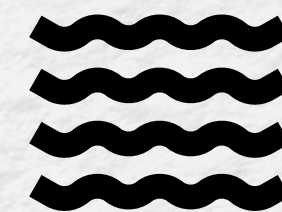
new clothing items were purchased for these 154 concerts.



**But... What does
that mean?**



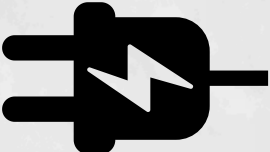
**14,000 - 20,000
metric tons CO₂e**



**3 - 4.5 billion
liters of water**

That's equivalent to...

 **3,000 - 4,300** gas-powered cars driven for one year OR

 Charging **1 billion** smart phones OR

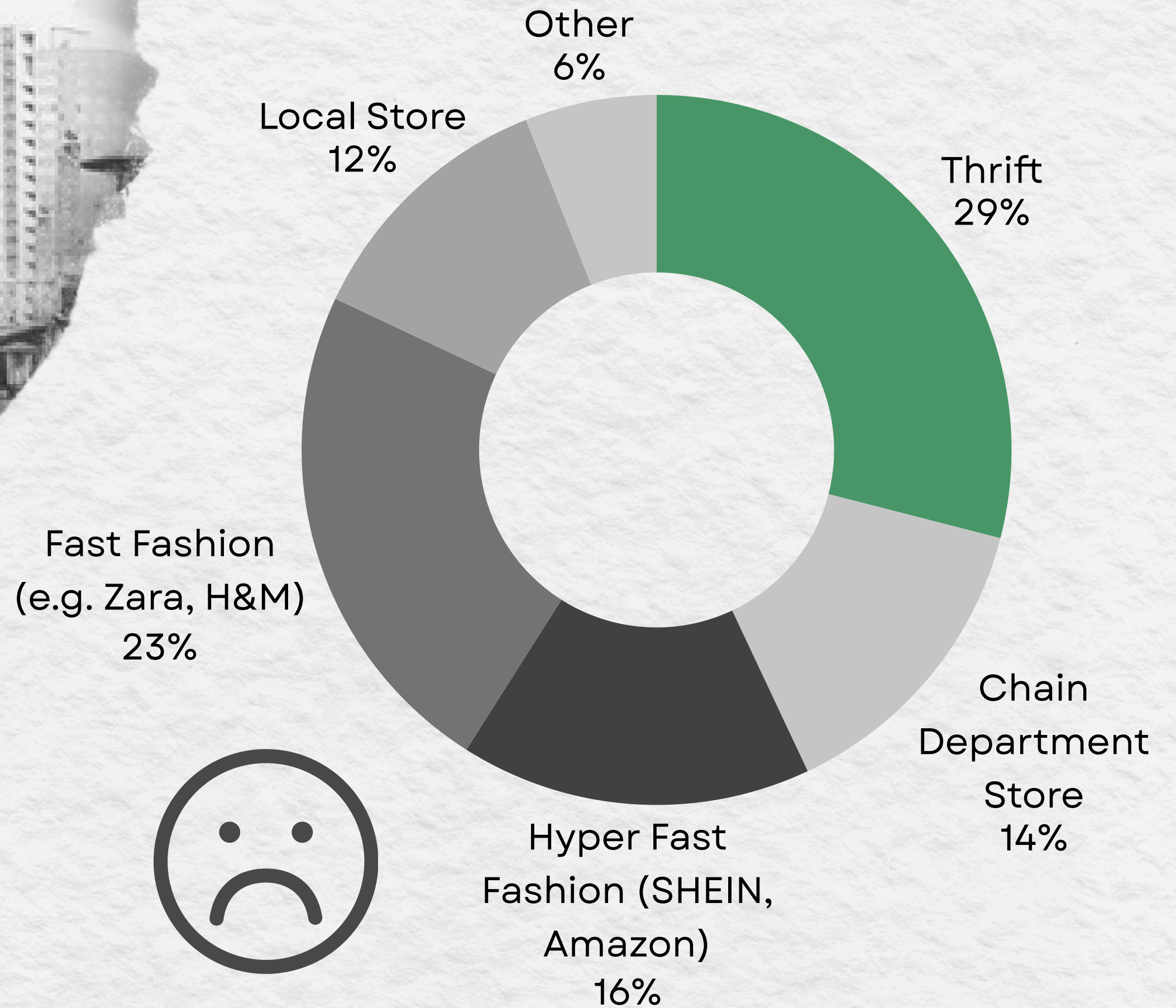
 Drinking water for **4-6 million** people for a year

to produce those items.

Fact:

The fashion industry is one of the largest consumers of water, and causes 10% of all global emissions.

According to our survey,
fast fashion is **39% of**
purchases for concerts.



A black and white photograph of a garment factory. In the foreground, a woman is focused on her work at a sewing machine. Behind her, several other workers are visible, also engaged in their tasks. The scene is industrial and busy. A white, torn-edge paper overlay is positioned in the center of the image, containing bold text. The text reads: "Fast fashion takes a **human toll**. Workers face unsafe conditions, low wages, and health risks." The words "human toll" are highlighted in green.

Fast fashion takes a **human toll. Workers face unsafe conditions, low wages, and health risks.**



Awareness $\neq$ Action.

While 96%

**of fans are aware of fast
fashion's impact.**

Only 28%

**prioritize sustainability
when buying clothing.**

The good news...?



**You have the power to
influence real change.**

70% OF FANS

**say artists strongly influence
what they buy for concerts.**



A large, diverse crowd of people at a music festival, with a white torn-paper graphic overlay containing text.

39% of fans buy to
match artist style
& tour aesthetic.

A close-up of a silver microphone on a black stand, positioned against a blurred background of a crowd. The microphone is the central focus, with its mesh grille clearly visible. The background shows a large gathering of people, suggesting a concert or public event.

SO...WHAT NOW?

POWER ON STAGE

You have a unique **opportunity** to lead by example and **encourage** fans toward more **sustainable actions**.

But how can you use that **power** to implement real **change**?

Price is the **#1 barrier** for fans. Partner with **affordable** brands that implement social and **environmental** practices and **thrift/resale** platforms for merch tie-ins.



CAMPAIGN

Remind fans on socials, in pre-event emails, in-person at merch stands, and **promote responsible options** in-venue.

- **STYLE FROM YOUR CLOSET CAMPAIGN**
- **VENUE OR LOCAL CLOTHING SWAP EVENTS**
- **SUSTAINABLE BRAND POP-UP**
- **PRE-LOVED MERCH DROP**
- **LOCAL REPAIR WORK SHOPS OR THRIFT SHOP PARTNERSHIPS**

EXEMPLIFY

You can actively model **responsible** choices by wearing **thrifted** pieces publicly and calling it out.



Artists are already taking action.

A close-up portrait of Billie Eilish with long dark hair, looking slightly to the side. She is wearing a light-colored t-shirt with a blue graphic. Her right arm is extended towards the right side of the frame, showing a tattoo on her forearm.

BILLIE EILISH

in partnership with BLACK PEARL and REVERB

Released city specific **Sustainable Fashion Guides** for
each stop in the **HIT ME HARD AND SOFT: THE TOUR.**

Kacey Musgraves

in partnership with DePop

Launched a **curated resale shop** featuring pieces from her personal wardrobe, giving fans access to **iconic looks** while extending the life of **existing clothing**.





Chappell Roan

in partnership with costume designer Paul Tazewell
and stylist Genesis Webb

Created a custom **Met Gala look** made entirely
from **upcycled vintage materials** sourced on
the eBay.

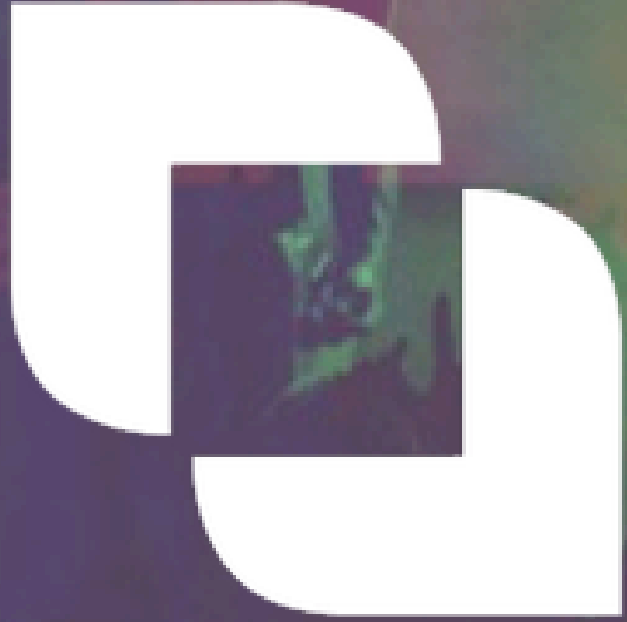
SOCIAL MEDIA CHALLENGE

Before your next show, encourage your fans to make sustainable fashion choices!

- **MAKE A "SHOP YOUR CLOSET" POST**
- **INSPIRE WITH DIY OR THRIFTED OUTFITS**
- **HIGHLIGHT A LOCAL THRIFT SHOP**
- **REPOST FAN UPCYCLED OUTFITS**

Set the tone, inspire millions.



 REVERB