

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
bought something
new specifically
for the concert.

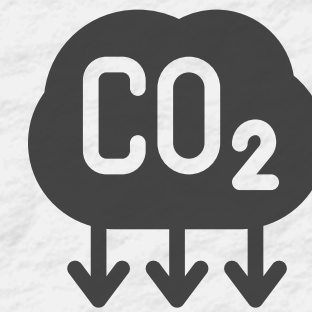


This means that roughly **1.3 million new clothing items** were purchased for these **154 concerts** — some worn for just one night.

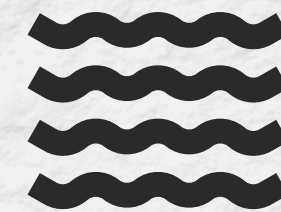


Producing clothes creates emissions and uses water.

For 1.3 million items the impact is roughly:



14,000 - 20,000
metric tons of
CO₂e emitted



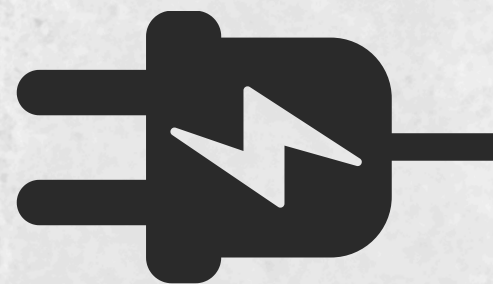
3B - 4.5B liters
of **water** used

From growing fibers, dyeing fabrics,
manufacturing & shipping the items.

The **impact** of producing these items is **equivalent** to...



or



or



Driving **3-4.3K**
gas-powered
cars for a year

Charging
one billion
smart phones

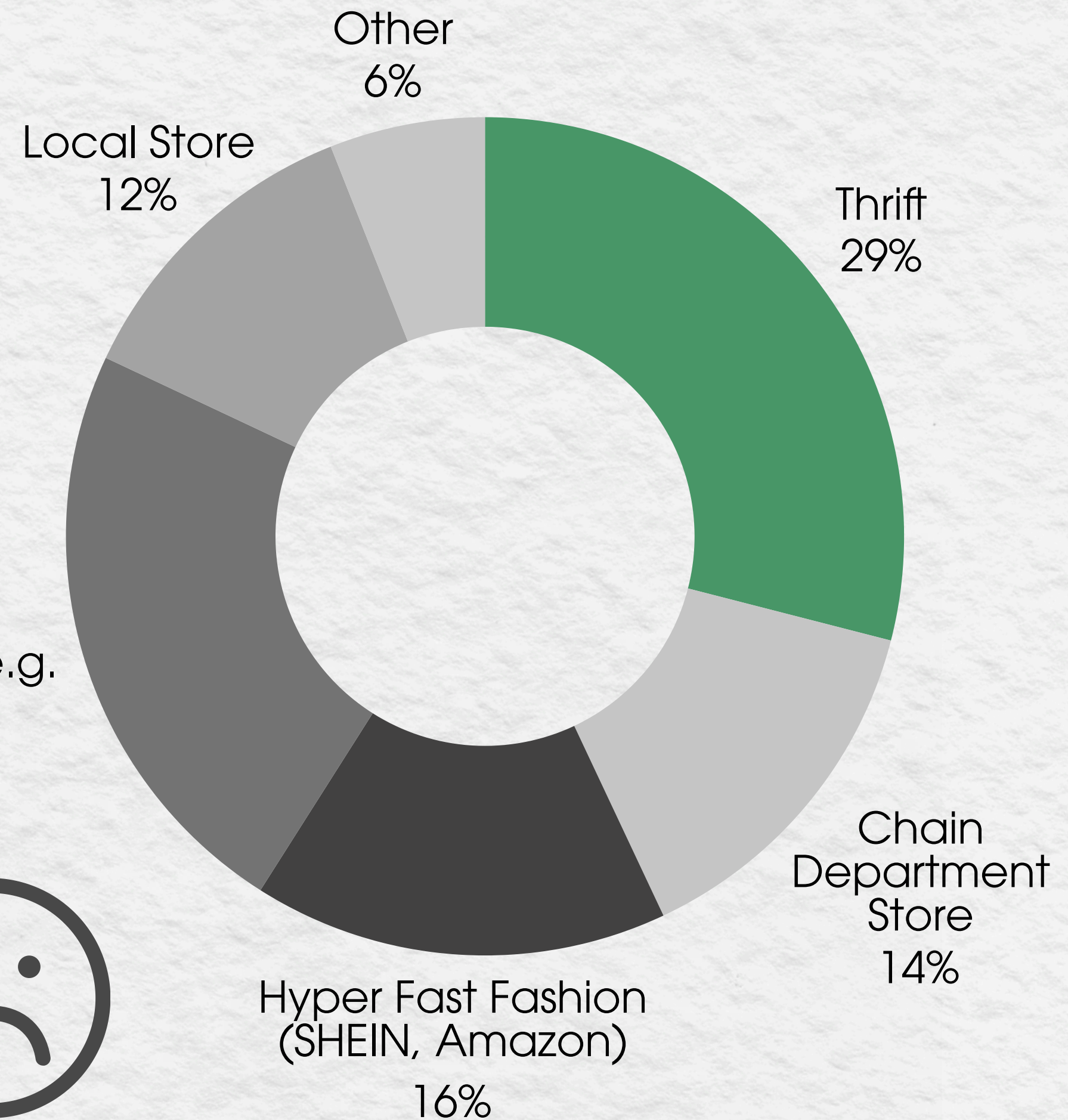
Yearly drinking
water for **4-6**
million people

Fact:

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

According to our survey,
39% of purchases for these
concerts were fast fashion.

Fast Fashion (e.g.
Zara, H&M)
23%



A black and white photograph of a garment factory. In the background, several workers are visible, focused on their tasks. The foreground is dominated by a large, white, torn-edge paper overlay that contains text. The text is in a bold, sans-serif font, with the words 'human toll' highlighted in green. The overall scene conveys a sense of industrial labor and the human impact of fast fashion.

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

Unfortunately, **awareness** doesn't always equal **action**.



While **96%** of fans say they're **aware** of fast fashions impact, only **28%** **prioritize sustainability** when buying clothing.

The good news...?

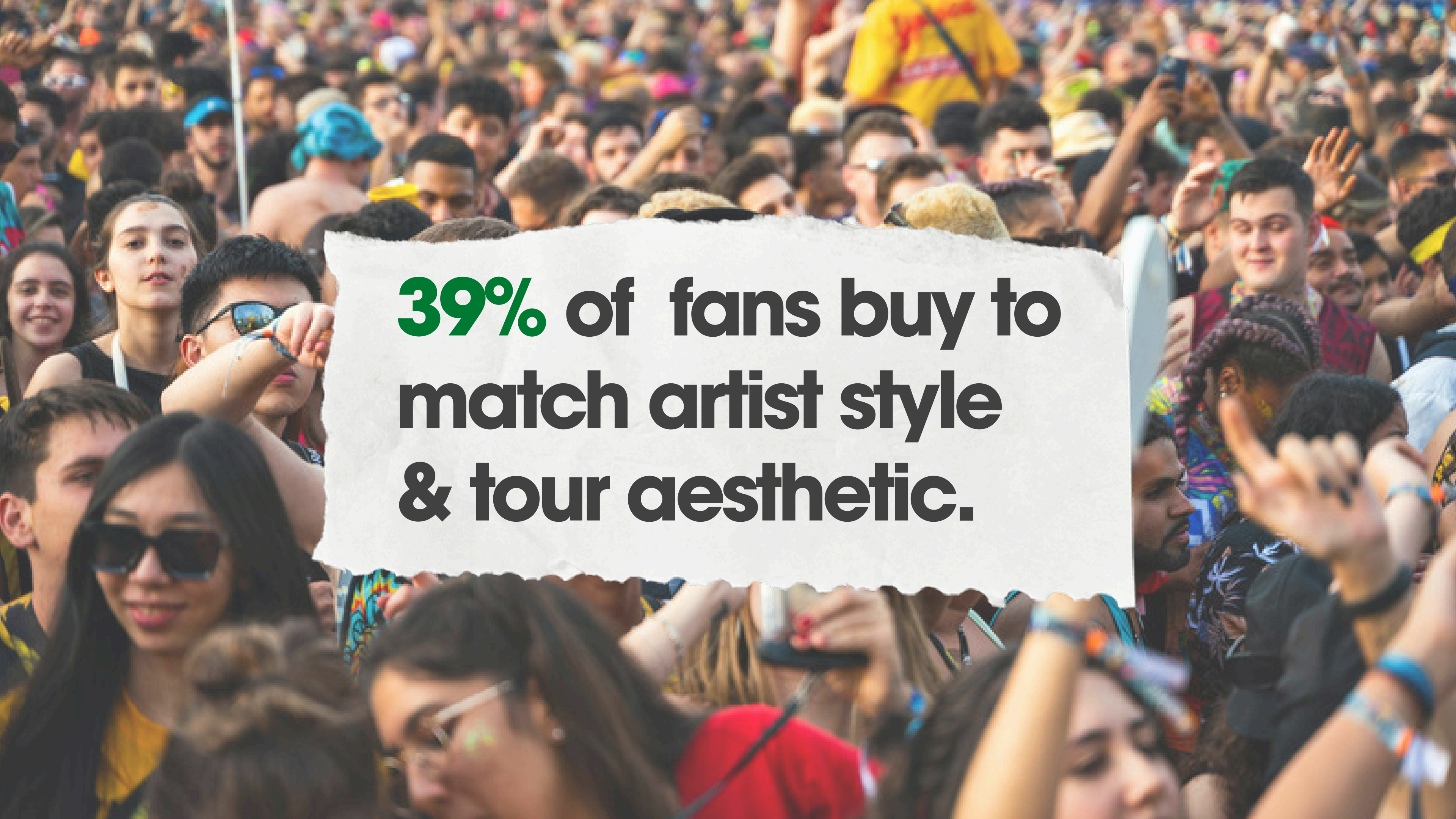


**You have the power to
influence real change.**

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 overlaying the center. The crowd is dense, with many people looking towards the camera or slightly away. Some are wearing hats, sunglasses, and festival wristbands. The background is filled with more people, creating a sense of a large-scale event.

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 public event or concert.

SO...WHAT NOW?

ACTIVATE.

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. Prioritize affordable, responsibly made merch – and explore **resale, thrift, trade-in, and upcycled** partnerships that make lower-impact concert fashion more accessible.



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/LOCAL CLOTHING SWAP EVENTS**
- **SUSTAINABLE BRAND POP-UP**
- **PRE-LOVED MERCH DROP**
- **LOCAL REPAIR WORKSHOPS OR THRIFT SHOP PARTNERSHIPS**

EXEMPLIFY

A woman with long, wavy brown hair is smiling and adjusting a pair of round, silver-rimmed sunglasses. She is wearing a black wide-brimmed hat and a teal-colored sweater. The background shows a clothing store with various garments hanging on racks.

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

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**

**Artists are already
taking action.**



BILLIE EILISH

In partnership with BLACK PEARL & REVERB, **Billie Eilish** released city specific **Sustainable Fashion Guides** for each stop on **HIT ME HARD AND SOFT: THE TOUR**.

Local thrift & vintage stores were asked to put out racks of “Billie” themed outfits to encourage fans to shop secondhand.

KACEY MUSGRAVES

In partnership with DePop, **Kacey Musgraves resold 20 pieces from her personal wardrobe**, using her style and platform to introduce more fans to **resale and make secondhand shopping exciting.**





CHAPPELL ROAN

In partnership with costume designer Paul Tazewell and stylist Genesis Webb, **Chappell Roan created a custom Met Gala look made entirely from upcycled vintage materials.**

**REVERB can
help you put
sustainability
into action.**

**Environmental strategy.
Targeted campaigns.
Measurable impact.**



**Set the tone,
inspire millions.**



REVERB