

# Marketing of green textiles or green marketing of textiles

Successfull marketing strategies  
for different companies

„Governance and Sustainability“

IOEW summer academy

Würzburg, September 11, 2003

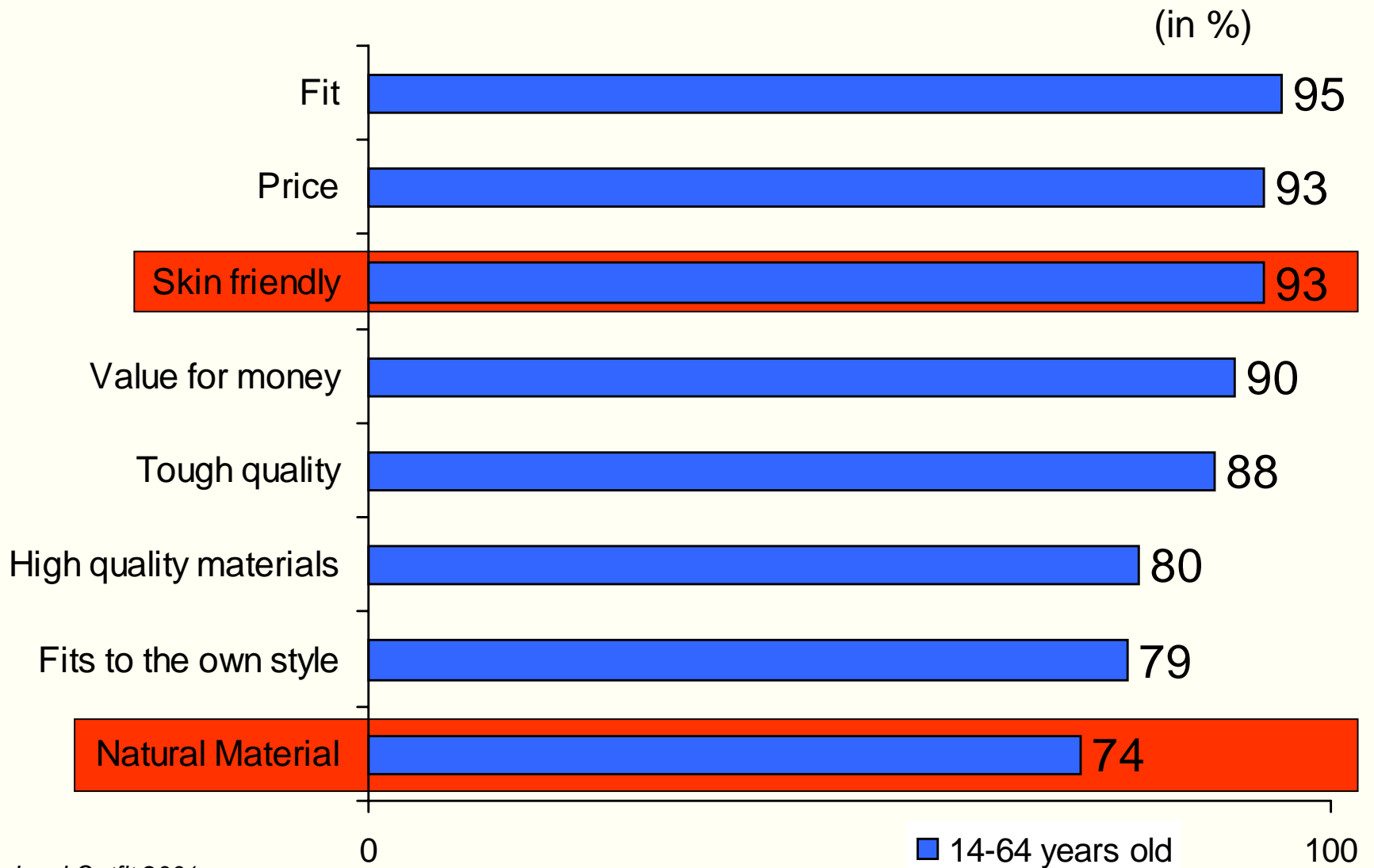
# Content

- The market for eco textiles in Germany
- Marketing mix for different target groups
- Examples

# „Eco“ in the german market

- During the 80th and 90th eco-optimized products have conquered significant marketvolumes in different industrial sectors
  - Food
  - Electricity
  - Buiding trade
- The textile sector hasn't carried out this development
  - share of sales for eco-textiles stagnates at around 0,5%
- Customer's interest seems rather to decrease

# Customer's criteria when purchasing textiles

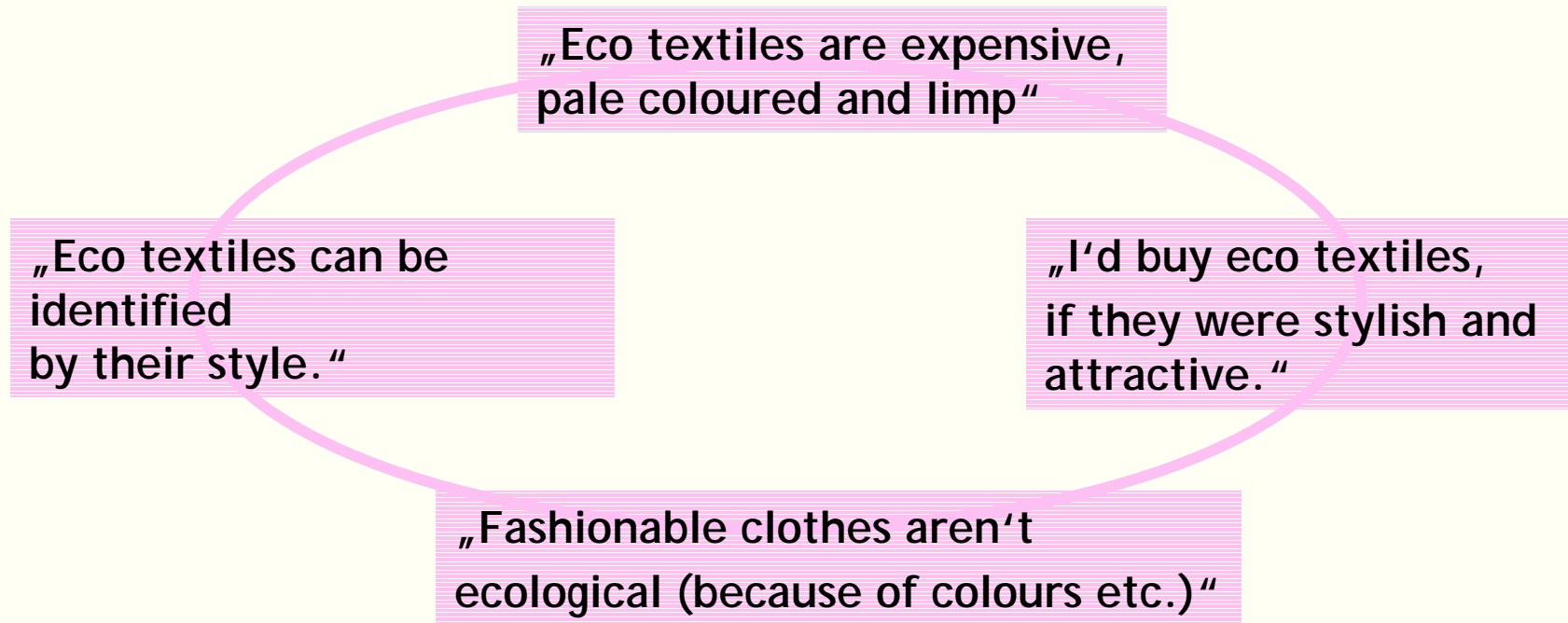


# Clothes always satisfy more than just physical needs

- Expression of one's own image
  - Age
  - Sex
  - Philosophy of life
- Membership in a social group
  - Punks
  - Dropouts
  - Businessworld
- Agreement / demarcation from political and ideological philosophies
  - „People wearing those clothes surely also go to demonstrations.“ (customer, looking at green textiles)

# Consumer's opinion about eco textiles

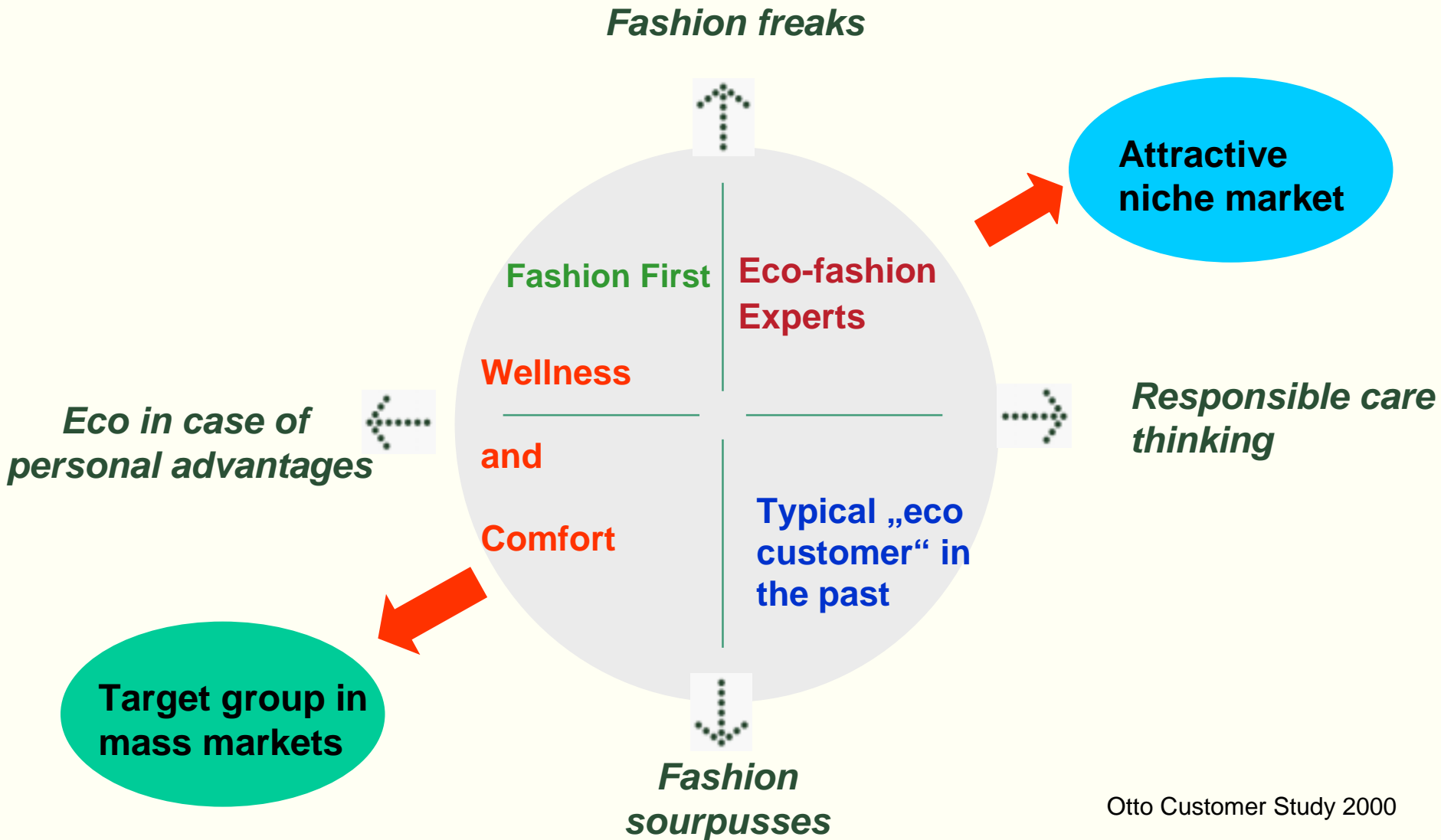
- Old prejudices about eco textiles are still alive



Typical „eco marketing“ doesn't lead to product-acceptance, but to rejection.

Customer Study, Otto GmbH, 2000, Analysis made by Arnt Meyer, Hochschule St. Gallen, Dirk Fischer, Univ. Oldenburg

# Customer portfolio for eco-textiles



Otto Customer Study 2000

# Marketingmix

Product design



Distribution

**both strategies need completely different marketing mixes**

Price

Service





# Product design

## „Fashionable Comfort“ in mass markets

- Design highly comparable to conventional clothes
- Avoid any eco-semantic
- Concentration on product ranges that touch wellness and comfort
  - Underwear
  - Children's clothes
  - Basics

## „Eco-Fashion“ in niche markets




- Use of innovative ecological materials
- Attractive added values like
  - Quality
  - Long life proposals
- Individual fashion style

# Communication

1. Use of labels
2. Content of marketing strategies
3. Channels for messages



# Different labels for textiles

	EU-Flower	Oecotex 100	„tested for harmful substances“	IVN Label
				
owner	EU	private organisation	trading company	private organisation
name recognition	very little	<b>middle</b>	<b>middle</b>	little
eco level	<b>high eco-standard</b>	focus on consumer's health	focus on consumer's health	<b>very high standard</b>
Use	very little	<b>often</b>	<b>often</b>	little

- Best known labels have just little eco-standards -> not suitable for niche markets
- Label design reminds often on „eco“, not on fashion -> dangerous effect for fashion oriented companies

# Fashion labels & eco labels

GUCCI



HUGO BOSS

UNITED COLORS  
OF BENETTON.



# Content and channels of communication

## „Fashionable Comfort“ in mass markets

## „Eco Fashion“ in niche markets

<ul style="list-style-type: none"><li>- Intensive communication about health, wellness ...</li><li>- Eco as added value</li></ul>	<ul style="list-style-type: none"><li>- Intensive communication about ecology and personal advantages as key values</li></ul>
<ul style="list-style-type: none"><li>- Little information about „eco“ around the product</li><li>- After sales marketing</li><li>- Avoidance of eco-labels</li><li>- Intensive public relations, sustainability reports</li></ul>	<ul style="list-style-type: none"><li>- Detailed product information to proof eco-quality</li><li>- Use of high-level label</li><li>- Additional public relations about projects ...as key to companies' credibility</li></ul>

# Example 1: niche market Hess Naturtextilien, Germany

- German mail order company
- App. 55 Mio € turnover / year
- Specialized in eco textiles since over 25 years



# Product design

**Key message: ecology & fashion**

- **Leadership in eco requirements**
  - organic raw fibers
  - whole production chain
- **Individual „hess natur-style“**
  - >90% own design
- **Wide range** of different clothes
- Use of **exclusive materials**
  - high functionality
  - specialities
- **Quality**



# Communication

- Use of IVN-Label
  - Highest eco-requirements
  - Independent control
  
- Detailed product declaration:
  - Example Shirt: „Cotton from Turkey, Organic, bleached Cl-free, synthetic colours, mechanical finishing, made in Denmark“





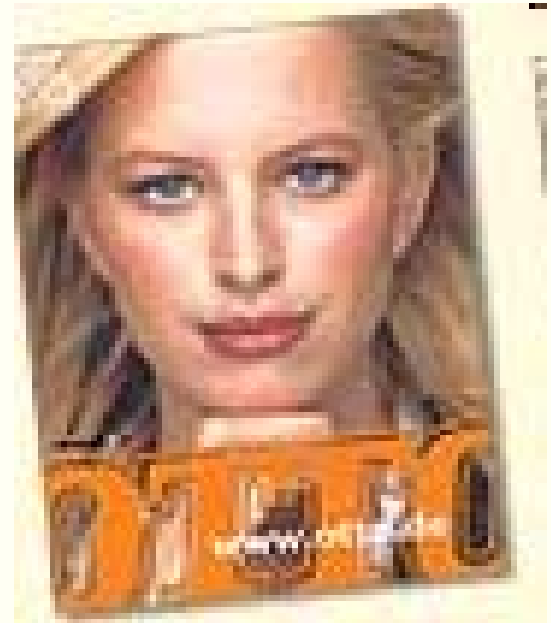
# Public relations

- Detailed information about ecological und social projects
  - Organic cotton
  - Production in Peru
  - Social standards



## Example 2: mass market Otto GmbH, Germany

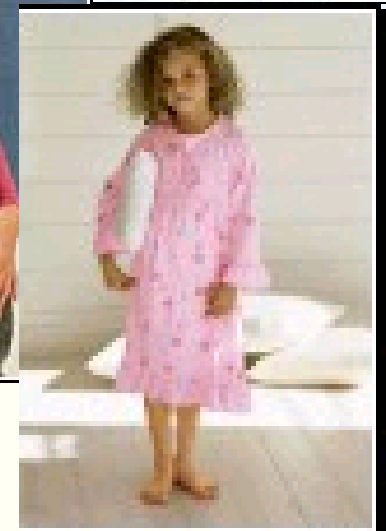
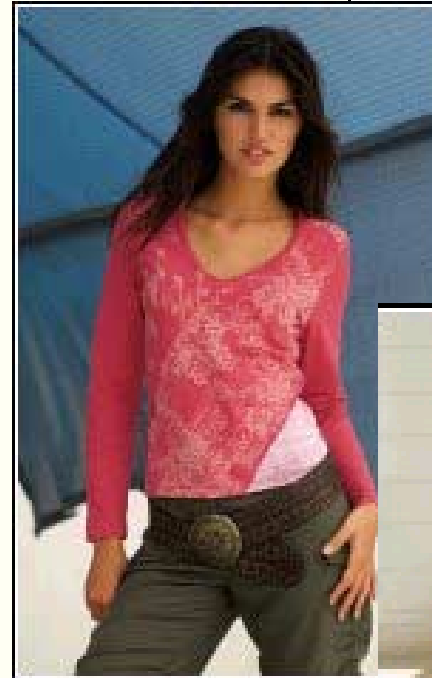
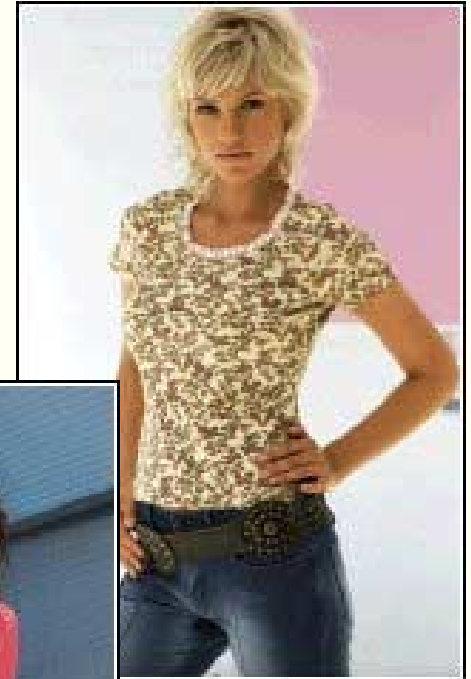
- World's biggest mail order company
- App. 3.300 Mio € turnover / year
- 18 Mio catalogues in Germany
- Core message:
  - „Fashion leader in textiles“
- Oriented to sustainability development since 15 years
- Eco textiles since 1999 (organic cotton textiles)



# Product design

## Fashion and Wellness

- Products with **typical Otto-design**
  - Fashionable
  - Young
  - Leisure time
- **Reduction of production costs**
  - Concentration on a small segment like Shirts & other jersey articles
- **Children's wear** as additional attractive segment



# Communication

- **Label:**
  - Private label PUREWEAR
  - Core message: wellness, individual advantages
  - Design follows fashion labels
- **Little eco-information at POS**
  - „free of harmful substances“
- **Additional after sales information**
  - Emotional wording
  - Confirmation of consumers decision\*



*\*"PUREWEAR is our highest standard for ecological optimized and tested textiles. All articles labeled as PUREWEAR are made from organic cotton and optimized free of harmful substances. Therefore they are especially skin-friendly." (Otto GmbH)*

# Public relations

- Additional information about PUREWEAR is available
  - Internet
  - Brochure
  - Special offers for media / journalists



Thank you!

