

# How Wearable Technologies are a path to sustainability.

The two biggest problems for clothing companies and for the environment, are the ongoing price declines in the fashion industry and the enormous wastage in fashion production, retail and on the consumer level.

Both of these problems are connected and have the same origin, - the consumer behaviour.

To address these problems, wearable technologies will be an important tool.



# Problem 1

## Price Decline:

- Of the available household income, consumers spend less than 4% on clothing and shoes today, down from 11%, only 15 years ago.
- Today, twice as many garments are produced, compared to 15 years ago, and then these are worn only half as long on average. Average unit values are now less than half of what they were.
- It was not the fashion industry that caused this development. Compensating for declining margins with higher volumes was never a strategy for most companies. It was an act of survival, as fast fashion giants took hold of the market.
- The underlying cause was also not fast fashion. Consumers lost their appreciation for fashion and spent their money elsewhere, like in electronics. Fast fashion companies merely stepped in to fill the resulting demand for cheap clothing. Consumers bought it, not because the fashion was fast, but because it was cheap.





## Problem 2 Wastage:

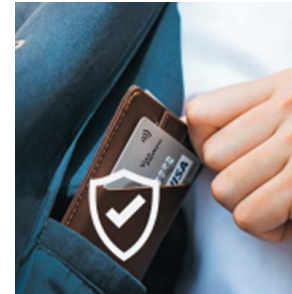
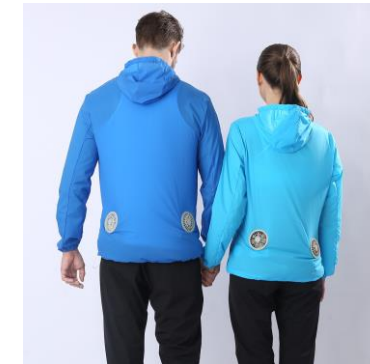
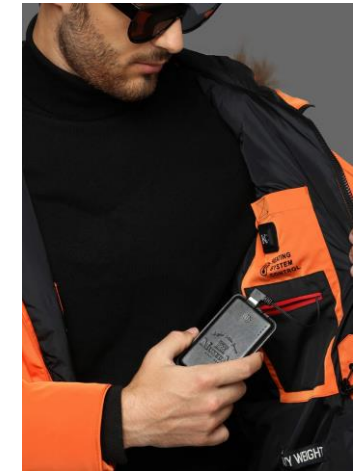
- Over 40% of all garments produced are thrown away before they even go into retail.
- Over 50% of the garments that make it to the retail level, are then sold at off-price levels or thrown away by retailers.
- Those garments that make it to consumers are worn only half as long on average, compared to 15 years ago, before they are thrown away by consumers.
- All this wastage ends up in landfills in developing countries or it is burned.
- It is mainly this waste that causes the horrifying CO2 emissions of the global textile and clothing industries. They cause more CO2 emissions than global aviation and shipping combined.



# Some of the solutions

Consumers and legislators will soon effect drastic changes. Production volumes and wastage will decrease sharply. To survive in this new environment, fashion companies will need to gradually earn more with less volume. To re-establish healthy price levels, wearable technologies will be a vital tool. In future...

- ...jackets, bags and wallets will re-charge smartphones.
- ...outerwear garments will warm or cool the body electrically.
- ...SOS alarms and GPS tracking will help to keep people safe.
- ...hats, caps and sunglasses will play music, with bone conducting technology.
- ...illuminated garments will reduce accidents.
- ...garments and accessories will contain flexible lithium batteries and solar panels.
- ...garments will be equipped with odour absorbing components.
- ...silver textiles will protect credit cards and destroy bacteria and viruses.
- ....NFC components will launch shortcuts to smartphone functions.
- ...gloves will answer telephones.
- ...and many more





- Wearable Technologies will help to increase healthy sales of longer lasting garments, as consumers are incentivized by exciting new functions.
- Price levels will increase, as consumers are given real new reasons to buy.
- The word-of-mouth effect will be extremely high. Consumers love to demonstrate their new garment functions to friends and family.
- Product lifecycles will extend significantly. Why throw away a garment that does something "cool"?
- The rate of wastage and off-priced sales will reduce dramatically. With this reservoir of profitability, forward thinking fashion companies will survive the transition.





## About us...

KC is a wearable technology specialist in Germany and Italy. We envision new functions in clothing and fashion accessories and then develop the needed components. We then manufacture these to the specifications of our customers, and supply them globally.

We have equipped our showroom with cameras and would be pleased to present and explain our products to you in more detail.



Please contact us to schedule a videomeeting.



KC – Wearable Technologies Srl. ·  
Via Isonzo 1-3 ·  
IT-25017 Lonato del Garda · Italy

Tel +39 030 5356822 ·  
Fax +39 030 7772903 ·

[www.kc-wearable-technologies.com](http://www.kc-wearable-technologies.com)  
[info@kc-textil.com](mailto:info@kc-textil.com)