Clear Fashion app takes off on mobile

By Matthieu Guinebault - 13 September 2019

The eagerly awaited app designed to inform shoppers on what fashion brands are doing for environmental and social causes is set to launch on the Apple and Google Play stores. Originally called Clothparency, the company has now decided on the name Clear Fashion. Around 70 brands are already referenced in the app including fast fashion giants such as Zara, Gap, H&M, and Mango as well as more upmarket brands such as Eric Bompard and Lacoste and luxury brands like Chanel.

The app’s prototype Clothparency was launched in July 2018 and allowed developments to prioritise information based on research for the last year. Today, the start-up founded by Marguerite Dorangeon and Rym Trabelsi has taken part in ShowroomPrivé’s Look Forward incubator programme and Lafayette’s Plug&Play accelerator and is now really taking off. The app is designed to be easy to use and allows consumers to look up brands to see their environmental and humanitarian commitments as well as for health and the protection of animals.

The ratings for the brands that are available on the portal are obtained by experts through an evaluation method unique to Clear Fashion. This method brings together public information on the brands with specifications on over 20 categories of social responsibility including environmental, health, and animals etc using Oeko-Tex, GOTS, European Flax, and France Terre Textile.

Conditions for membership include adhering to over 20 specialist organisations including Sustainable Apparel Coalition, Textile Exchange, Better Work, and Worn Again among others as well as as well as four sources of material impact analysis and 17 sources for analysing social risks including Global Slavery Index, Global Wage Report. Fertilizer. and Pesticides.
For its launch, the app has around 20 brand ambassadors that will promote it including Levi’s, Sandro, Maje, Claudie Pierlot, A.P.C, Petit Bateau, Okaidi, Mud Jeans, Atelier Bartavelle, and Loom. Others include Bhallot, Olly Lingerie, Lagoped, Poétique Paris, La ferme du Mohair, La Petite Fabric, The Extra Smile, Muudana, Madame porte la culotte, Phi 1618, and AVN.

No less than 90% of fashion consumers feel that there is a lack of information on the environmental and humanitarian cost of the products they purchase, according to a survey by Clear Fashion. Asked last year by the French Institute of Fashion, French fashion consumers said they question health risks (40% of survey group), social issues (37%), and environmental issues (23%). According to the institute, 20% of French consumers bought a responsible fashion product in 2018.

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