

## **Sustainable Innovation 2021**

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## **The Sustainable Bra: Analysis of Lingerie Brand's Communication via Websites and Instagram**

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In the field of fashion, sustainability is a priority, and the lingerie market is no exception. According to market research firm Mintel, the 2020 global lingerie market is valued at over \$ 36.7 billion, with bras holding the most extensive market segmentation. Due to the complexity of the bras mixed materials, small pattern pieces, construction methods, and difficulty in disassembling there are significant challenges to turning it into a sustainable garment. With the rise in smaller lingerie brands that are well educated in the critical nature of sustainability, it is essential to recognise the approaches taken in the brands' communication of their sustainability through product design, material selection and messaging. This study employs a qualitative approach to examine eight sustainable lingerie company's websites, Instagram posts and hashtags applying textual and visual analysis to understand sustainability branding and initiatives. The research discusses the current sustainable approaches that lingerie brands are utilising with theoretical and practical implications.