

Final Document Data Visualisation

Group: Językoznawstwo

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Iris Laagland

Marleen van Gerner

Subject: Fast Fashion

Topics& Visualizations:

1.

Topic: Export

2.

Export of clothes and textile from the nine biggest exporting countries to the rest of the world

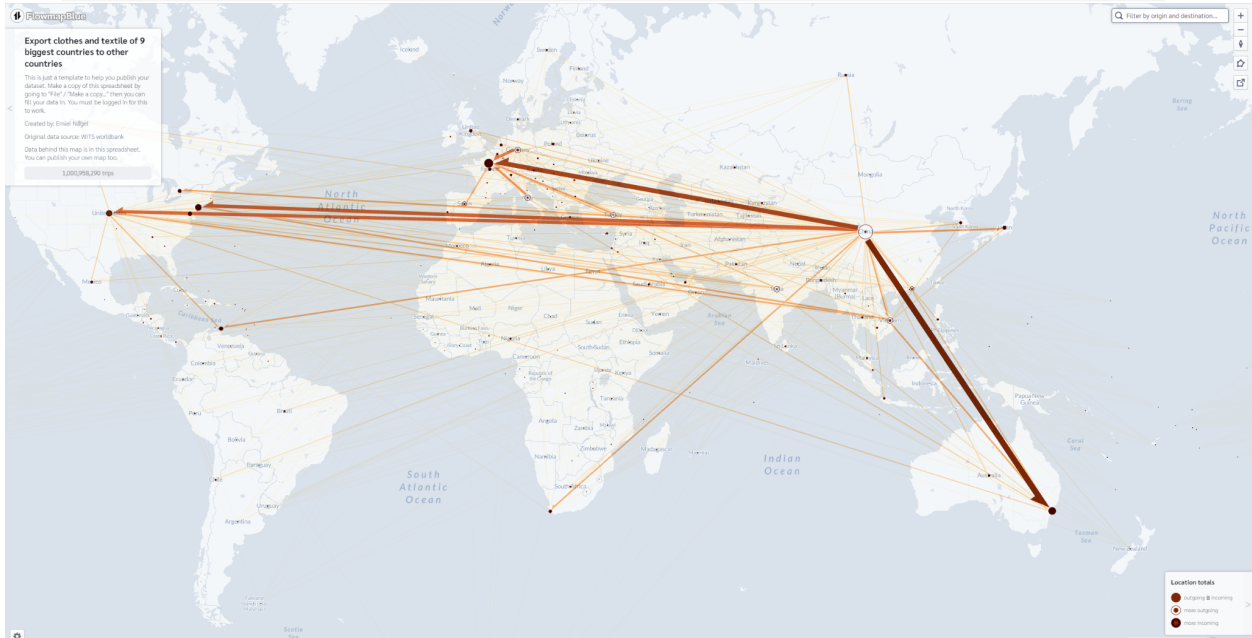
Source:

https://wits.worldbank.org/CountryProfile/en/Country/CHN/Year/2019/TradeFlow/Export/Partner/all/Product/50-63_TextCloth

Tool: <https://flowmap.blue/how-to-make-a-flow-map>

Result:

<https://flowmap.blue/1pPP-4U0FtuFoaqiqVb7ODVGXjQBQRaquzdUeKuRpFlw?v=17.671636%2C-19.464443%2C2.33%2C0%2C0&a=0&as=1&b=1&bo=75&c=0&ca=1&d=0&fe=1<=1&fm=ALL&col=Oranges&f=50>



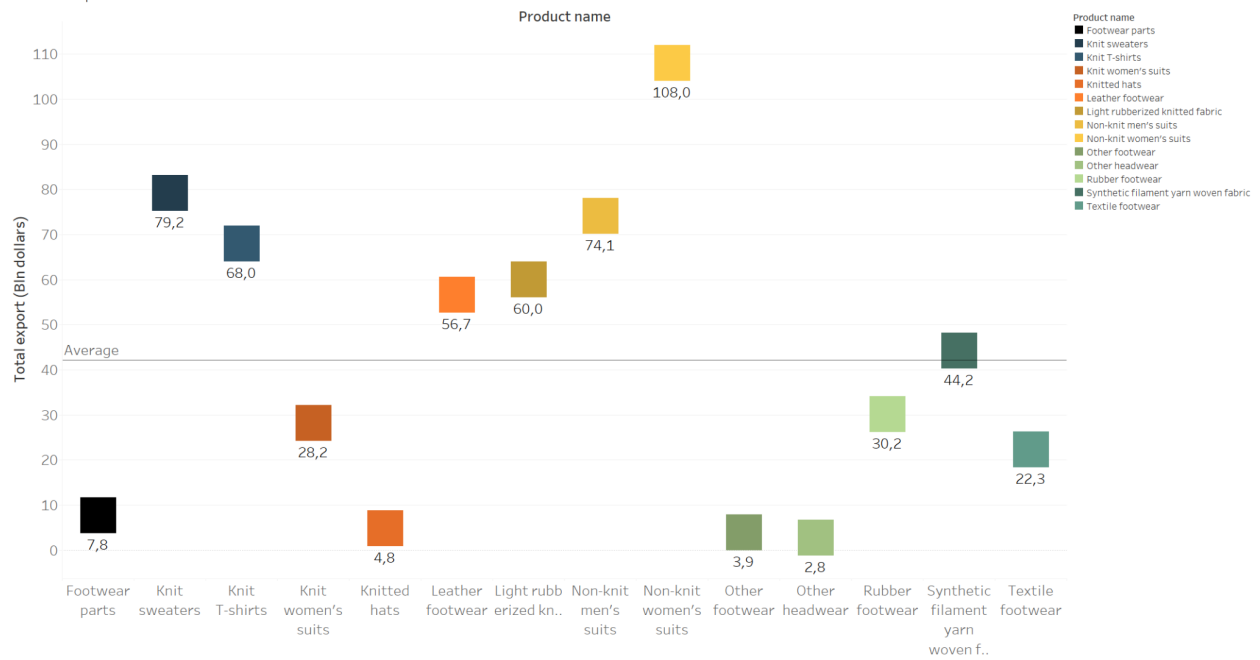
3.

Export per clothing item

Source: <https://fashionunited.com/global-fashion-industry-statistics>

Tool: Tableau

Total export of different clothes



Sum of Total export (Bln dollars) for each Product name. Color shows details about Product name.

Topic: Consumerism

4. Distinct new items added to the collection of different clothing brands, per day

<https://blog.edited.com/blog/shein-business-model/>

<https://blog.edited.com/blog/resources/fashion-nova-success>

<https://www.scmglobe.com/zara-clothing-company-supply-chain/>



5. Average prices of different types of clothing items of different brands in euros

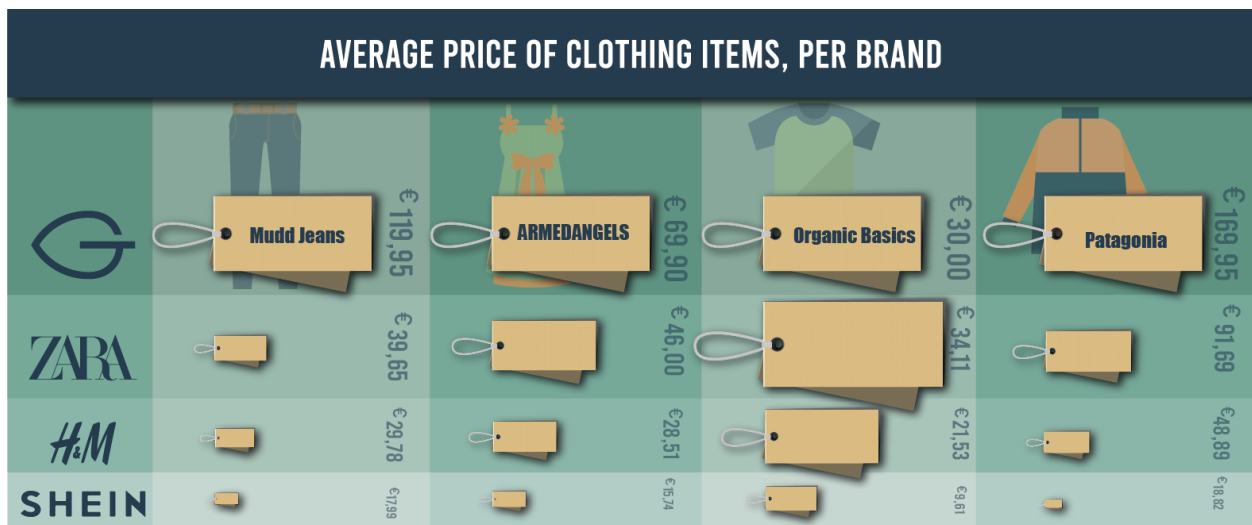
Data sources: <https://blog.edited.com/blog/shein-business-model>

<https://mudjeans.nl/>

<https://www.armedangels.com/nl-nl>

<https://organicbasics.com/>

<https://www.patagonia.com/home/>



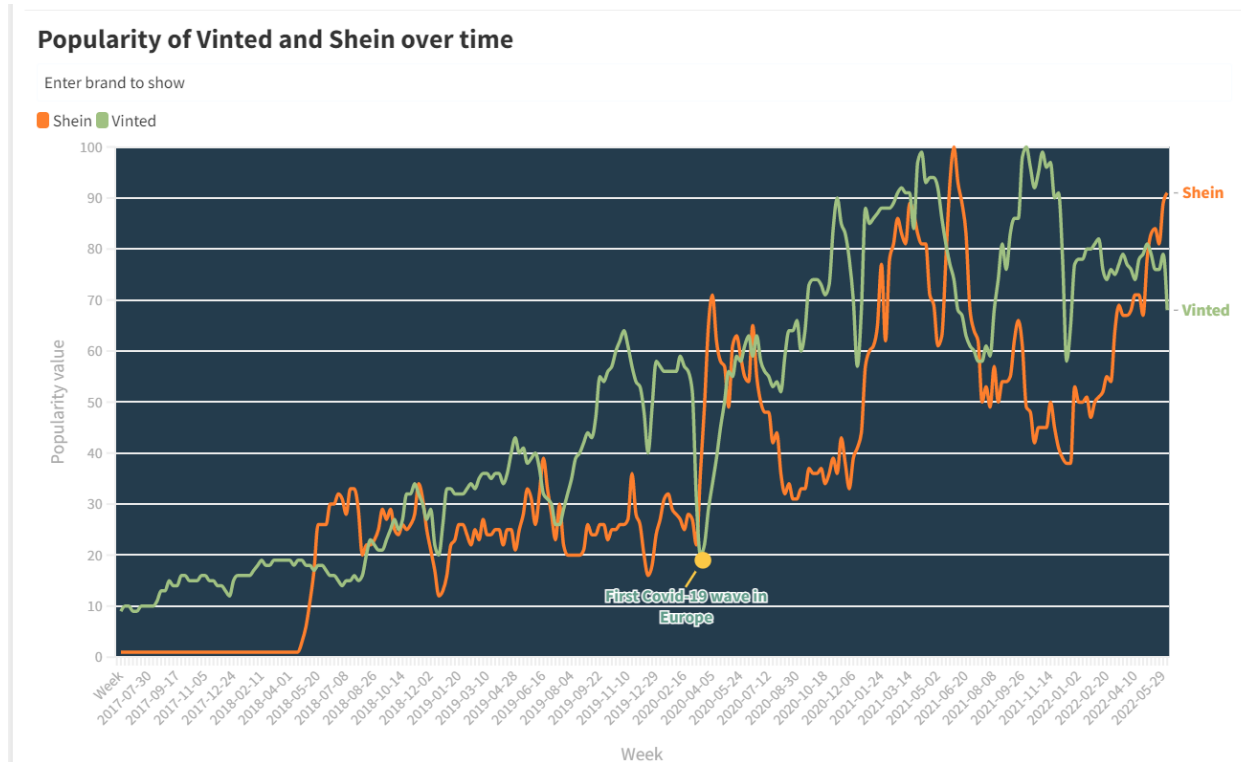
6. Popularity of Vinted and other fast fashion brands

Interactive visualization: <https://public.flourish.studio/story/1600062/>

Data sources:

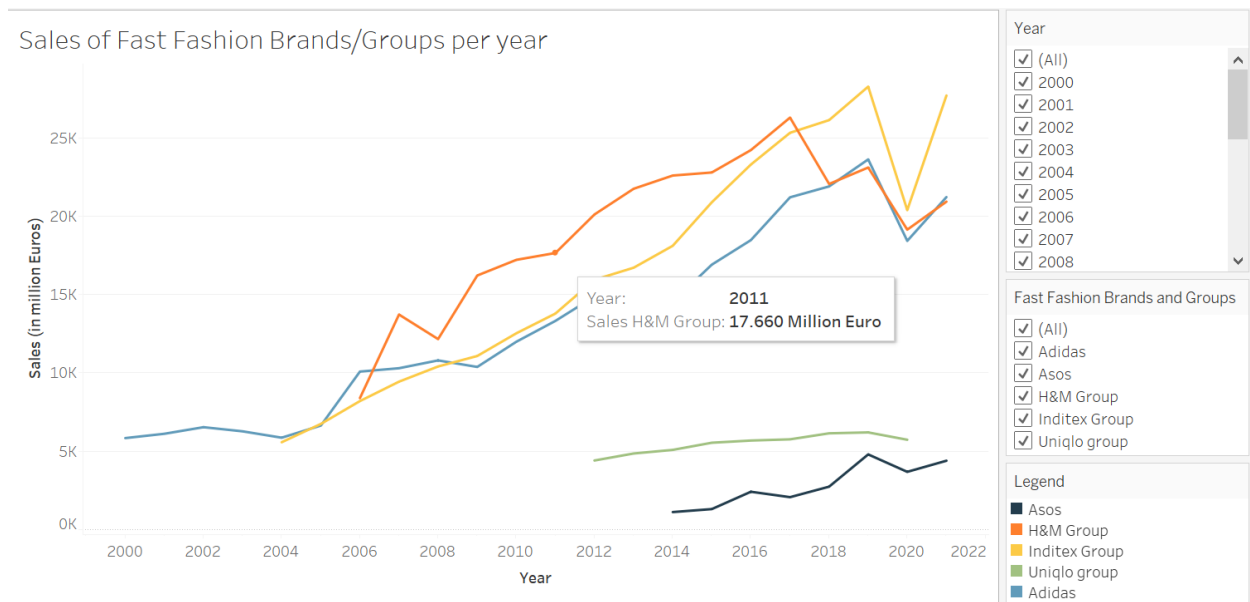
<https://trends.google.nl/trends/explore?date=today%205-y&q=vinted>

<https://trends.google.nl/trends/explore?date=today%205-y&geo=NL&q=Shein>



Topic: Money

7. Sales of Fast Fashion Brands/Groups per year



Sources: <https://www.statista.com/statistics/268817/sales-of-the-inditex-group-worldwide/>

<https://www.statista.com/statistics/252190/gross-sales-of-the-h-and-m-group-worldwide/>

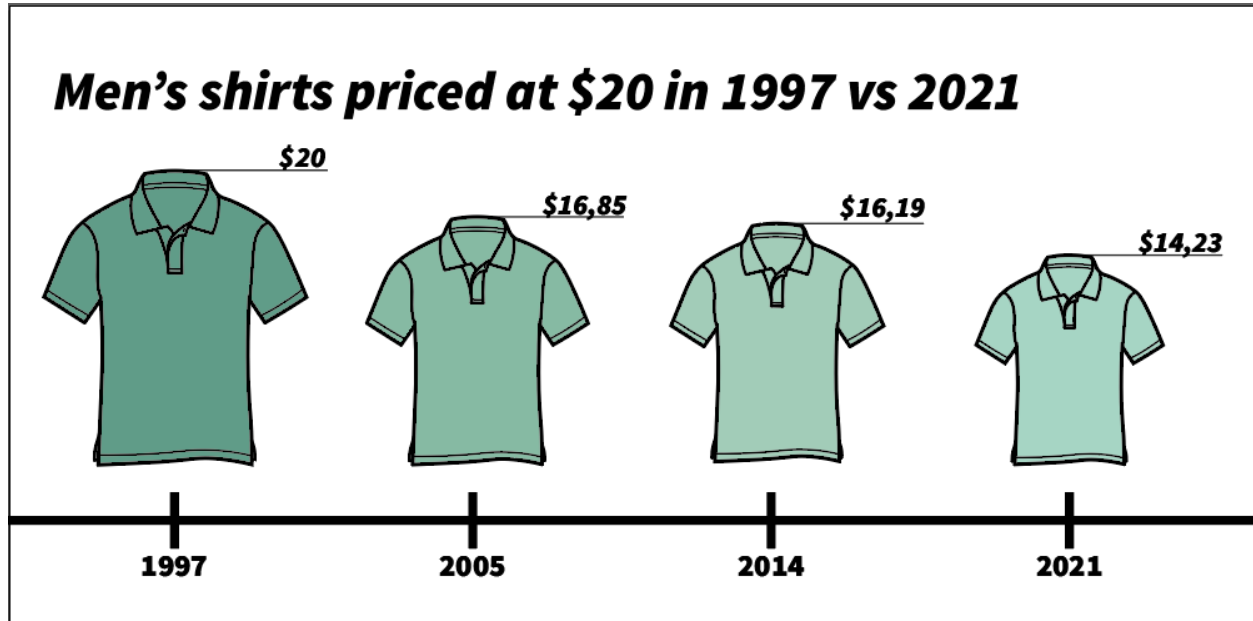
<https://www.statista.com/statistics/500739/asos-retail-sales-by-region-worldwide/>

<https://www.statista.com/statistics/671330/japan-uniqlo-sales/>

<https://www.statista.com/statistics/268416/net-sales-of-the-adidas-group-worldwide-since-2000/>

All these sources were combined into one Exel sheet

8. Men's shirts priced at \$20 in 1997 vs 2021

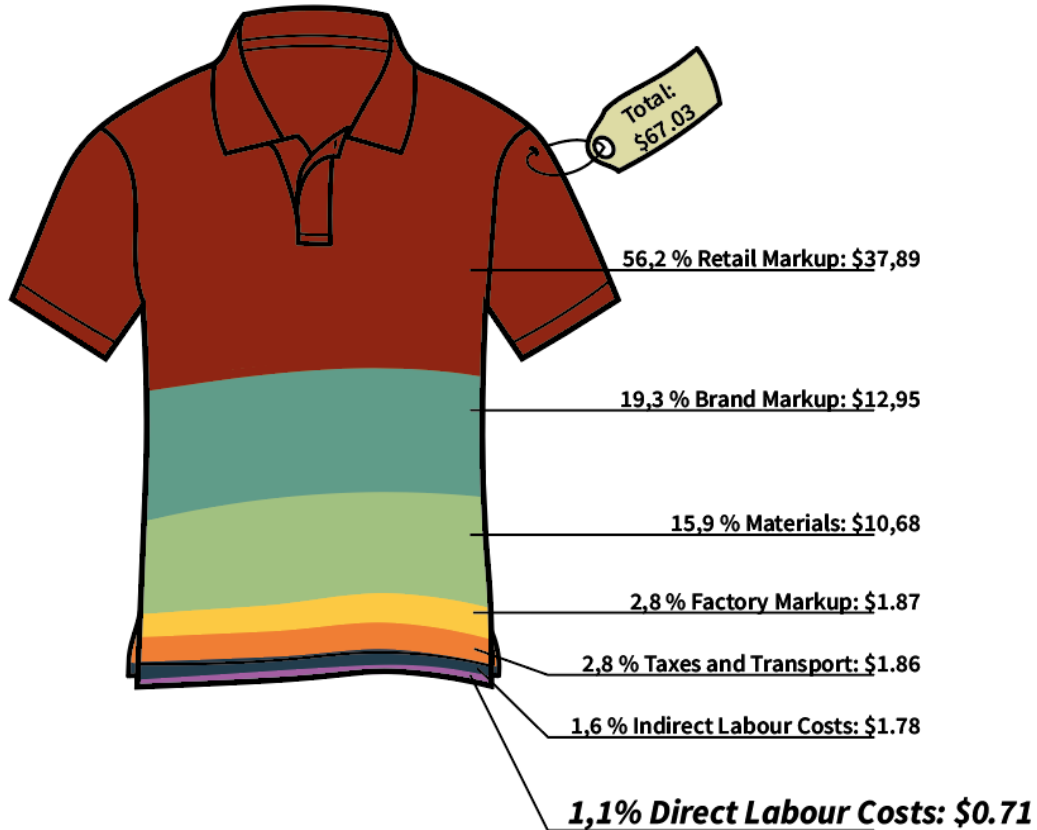


Source:

<https://www.in2013dollars.com/Men's-shirts-and-sweaters/price-inflation/1991-to-2022?amount=20>

9. Costs of Making a Sports T-Shirt

Costs of Making a Sports T-Shirt



Source:

https://www.ilo.org/wcmsp5/groups/public/---ed_protect/---protrav/---travail/documents/publication/wcms_534536.pdf

Sub-Topic: Sustainable clothing.

10.

What are the reasons for not purchasing sustainable/eco-friendly fashion items?



Source:

<https://www.statista.com/forecasts/1235895/barriers-to-sustainable-fashion-purchases-in-the-us>

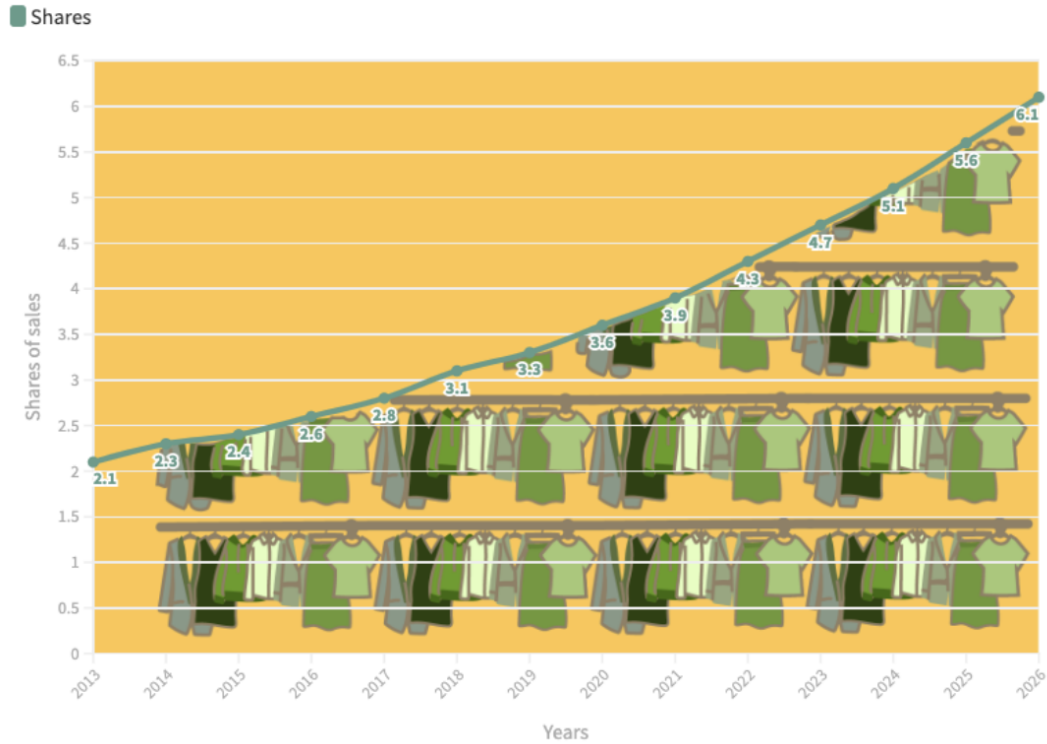
11.



Source: <https://www.sustainablecottonranking.org/check-the-scores> ,
<https://www.statista.com/statistics/1102578/sustainable-cotton-ranking-fast-fashion-companies-europe/>

12.

Sustainable clothing sales share worldwide 2013-2026



Source:
<https://www.statista.com/forecasts/1307848/worldwide-sales-of-sustainable-clothing-items>

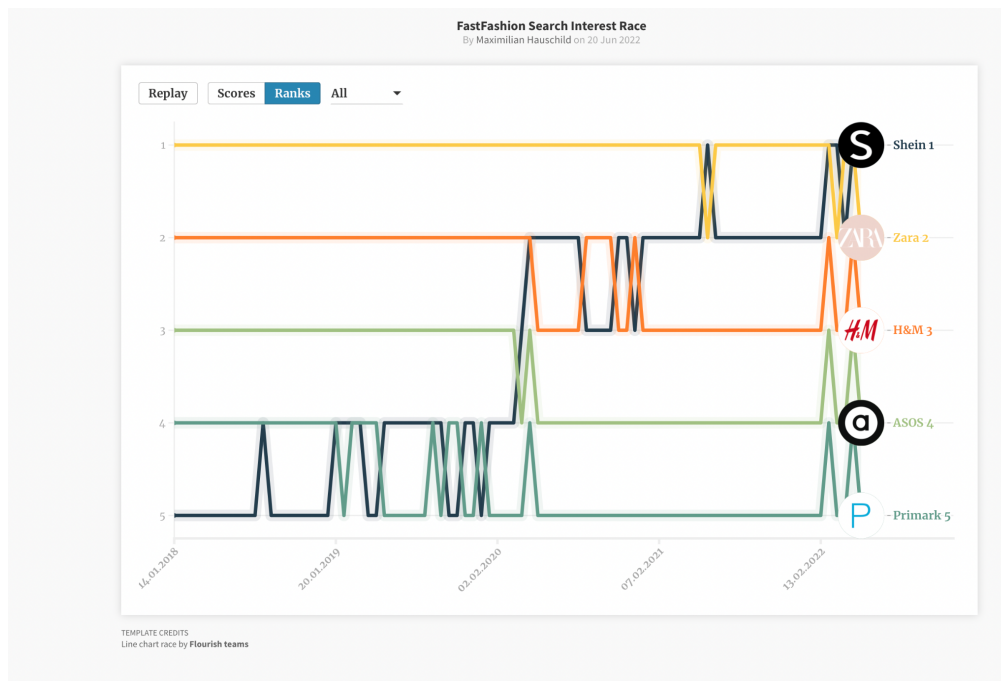
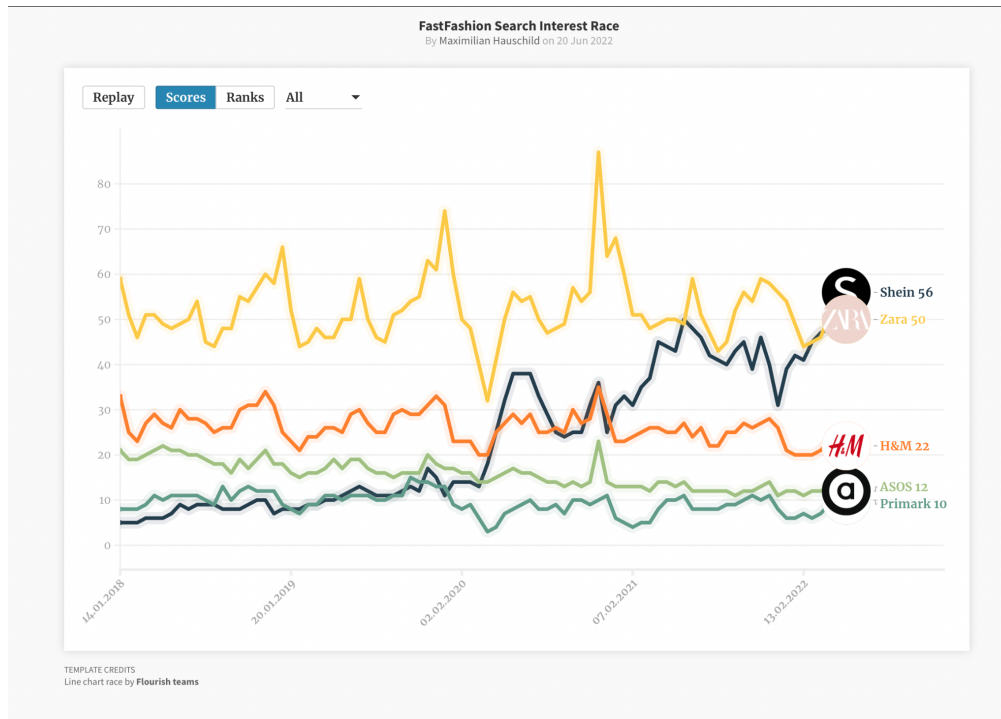
Topic: Growth and Popularity

13.

Relative search interest in popular fast fashion brands

Interactive “race of lines” visualization

Created using Flourish



Interactive Visualization:

<https://public.flourish.studio/visualisation/10398682/>

Video about the interactive Visualization:

<https://youtu.be/wIAIK3RSJwk>

Made with data from Google trends, refined in MS Excel to focus on relevant data since 2018. Visualization produced in Flourish.

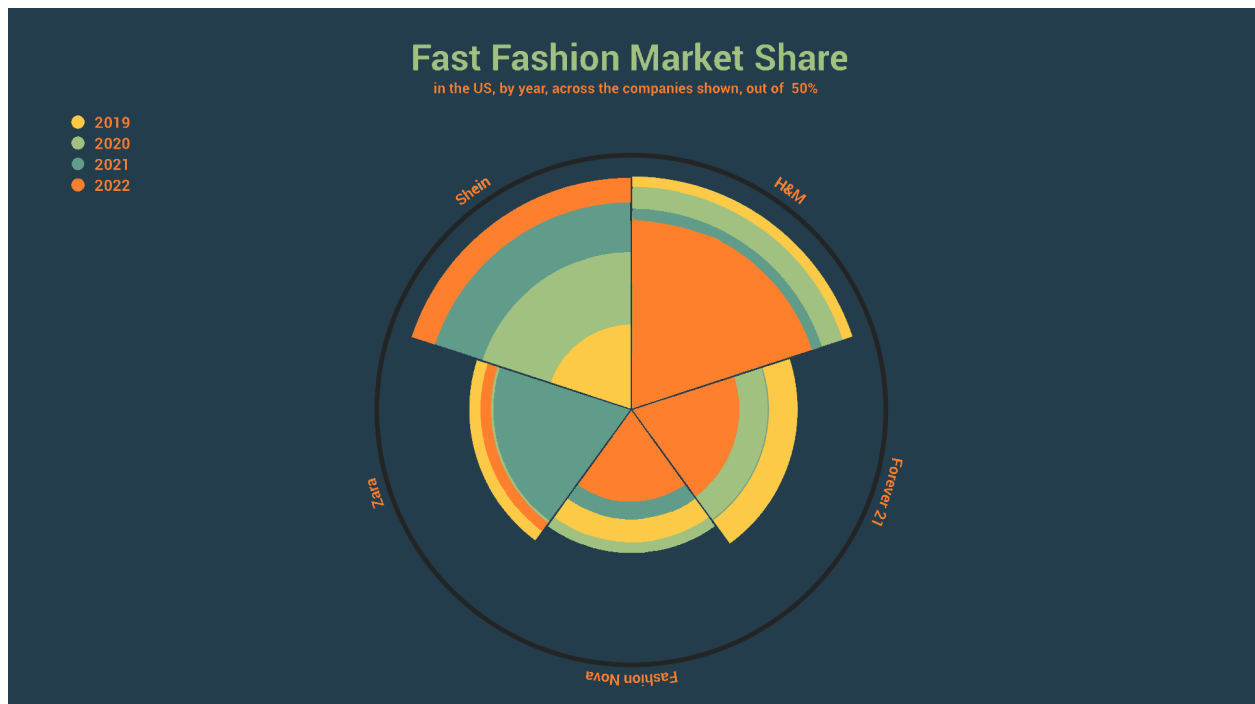
Source:

<https://trends.google.com/trends/explore?date=today%205-y&q=shein,h%26m,Zara,ASOS,primark>

14.

Market Share between major fast fashion brands in the US between 2019 and 2022. Each measurement is from march of the respective year to facilitate up to date data until 2022 with the dataset that was deducted from the text and visualization from the source article.

Created using Vizzlo, refined in Pixelmator Pro.



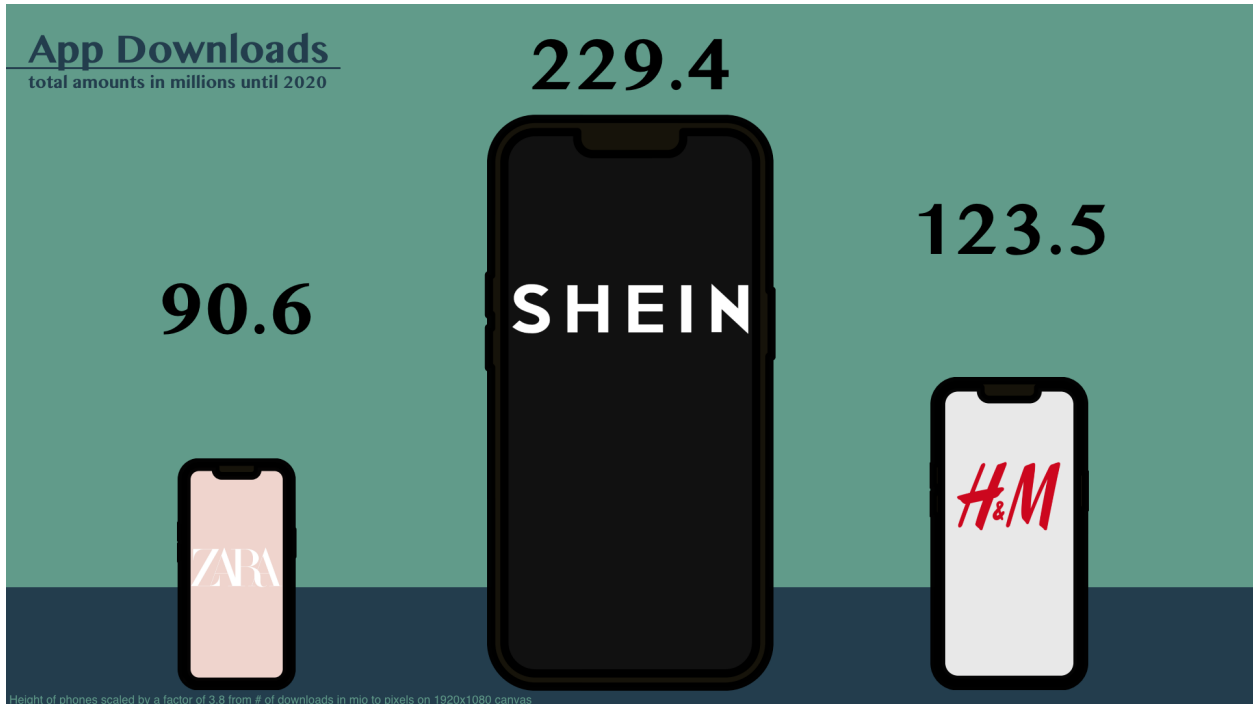
Source:

<https://secondmeasure.com/datapoints/fast-fashion-market-share-us-consumer-spending-data-shein-hm-zara/>

15.

Total number of worldwide app downloads for three major fast fashion companies until 2020. The height of each phone illustration is representative of the number of downloads in millions, scaled by a factor of 3.8 and used as the height in pixels on a 1920x1080px canvas.

Created using Pixelmator Pro

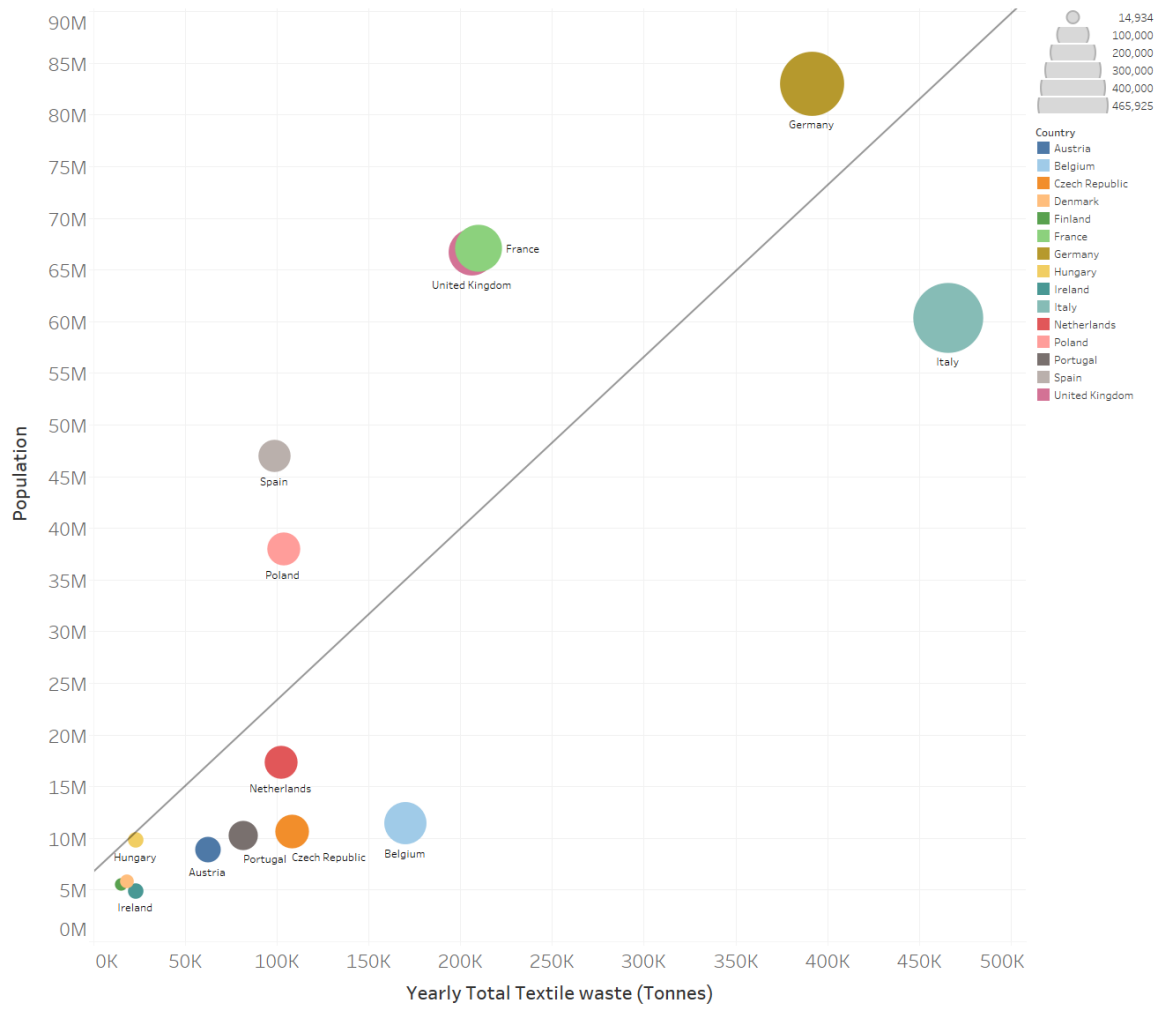


Source:

<https://www.reuters.com/article/inditex-challengers-focus-idUSKBN27104R>

Sub-Topic: Emissions and Waste
16.

Textile Waste per Country

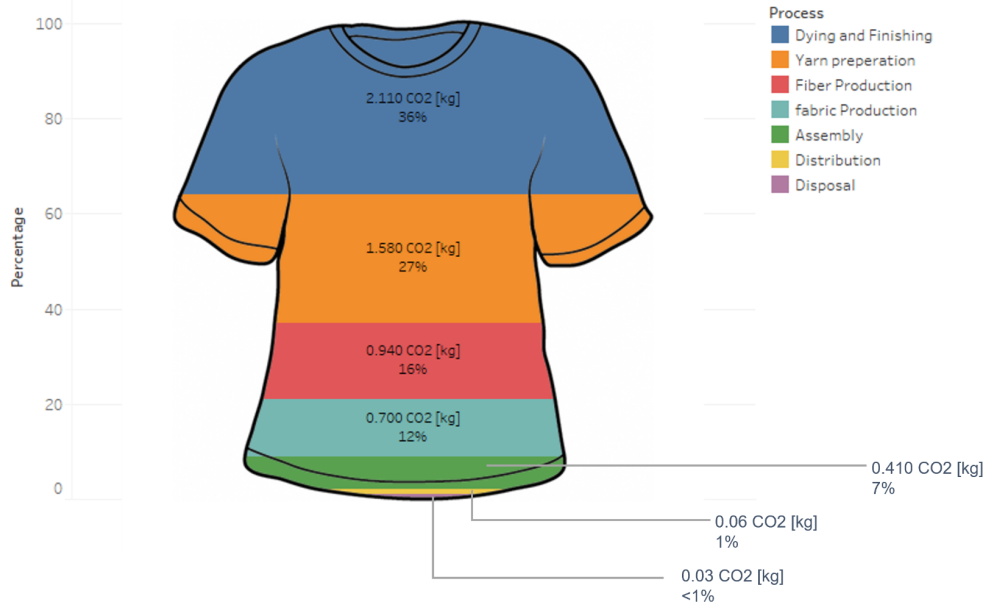


Sum of Yearly Total Textile waste (Tonnes) vs. sum of Population. Color shows details about Country. Size shows sum of Yearly Total Textile waste (Tonnes). The marks are labeled by Country.

Source: <https://labfresh.eu/pages/fashion-waste-index?currency=USD>

17.

Environmental cost of producing a shirt

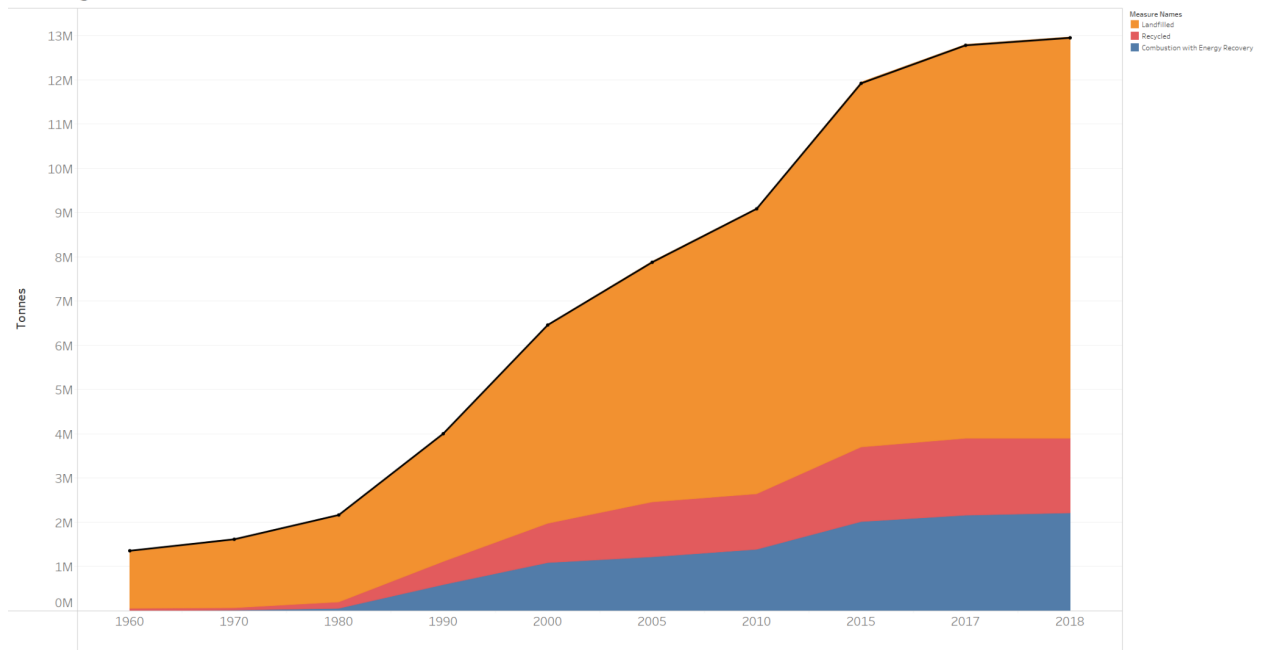


Source:

<https://refashion.fr/eco-design/sites/default/files/fichiers/Measuring%20Fashion%20Environmental%20Impact%20of%20the%20Global%20Apparel%20and%20Footwear%20Industries%20Study.pdf>

18.

Clothing waste in USA



The trends of Landfilled, Recycled, Combustion with Energy Recovery and sum of Total Waste for Year. For pane Measure Values. Color shows details about Landfilled, Recycled and Combustion with Energy Recovery. The view is filtered on Year, which keeps 10 of 10 members.

Source: <https://edgexpo.com/fashion-industry-waste-statistics/>