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## A Study on the Characteristics and Social Values of Vegan Fashion in H&M and Zara

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### Abstract

This study analyzed the characteristics of vegan fashion produced by H&M and ZARA with respect to materials, design, development, production, and marketing to create social value. The results of this study are significant because they can be used as a reference to develop a vegan fashion market. Regarding the research method, this study assessed the concept and status of veganism through a literature review and examined vegan fashion case studies by analyzing official websites and media content. The study's scope covers the period from 2005, when H&M was the first SPA brand to create a vegan product line, until 2019. The characteristics of Global SPA's vegan fashion were as follows. Regarding materials, alternative materials were developed and an expanded use of organic materials was implemented. Regarding design, development was achieved through design collaboration and upcycling. In terms of production, an animal welfare policy was adopted and a sustainable supply chain was established. Marketing employed a campaign aimed at encouraging increased consumer participation. The findings regarding the social value of H&M and Zara's vegan fashion were as follows. First, a cyclical economy was realized through circular recycling in the entire process of resource selection, production, and waste disposal. Second, because product consumption indicated the importance of ethical consumption and sustainable consumer participation, corporate financial activities were created based on shared values to accomplish the social outcome. Third, collaborations with luxury brands or vegan fashion designers built a collaborative ecosystem in which vegan fashions were released and consumer participation campaigns were implemented.

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## I. Introduction

As environmental destruction and wasteful use of resources have become serious social problems today, consumers have been trying to generate sustainable ways to more efficiently use limited resources and practice ethical consumption throughout society. Sustainability, as a new paradigm in fashion, is related mostly to ethical consumption such as consuming environmentally friendly products, promoting recycling, and practicing fair trade such as paying fair compensation for labor. In keeping with these values, there has been an emergence of vegan fashion that does not harm animals and the environment in the production process and pursues consumption that actively protects the environment. Vegan fashion originates from 'veganism,' which involves practicing a strict vegetarian diet that abstains from consumption of all animal products. It is a lifestyle that eliminates animality from all things worn, applied, or eaten, and is strictly based on ideology and practice (Jjeuluda, 2000/2004).

In Korea, there has been an interest in animal welfare since entering the 2000s as the country suffered through mad cow disease (bovine spongiform encephalopathy: BSE), avian influenza, and foot-and-mouth disease. People began to pay attention to vegan fashion especially when the declaration on vegetarianism by celebrities and fashion designers expanded to the animal rights movement. The first faux fur fashion show in Korea was held in 2012, and the first Vegan Fashion Week in the world was hosted by Emmanuelle Rienda, creative director and animal rights activist, in February 2018 at the Natural History Museum in Los Angeles. Vegan fashion, which has been presented as an alternative fashion to solve the environmental problems in the fashion industry, is now developing from a micro trend into a mainstream trend, even embraced by high-end fashion houses such as Gucci and Chanel that have declared fur-free policies, and Michael Kors who discontinued the production of leather products. In addition, many

problems of fast fashion have been pointed out in terms of ethics and the environment along with issues such as environmental pollution and animal welfare in the fashion industry. However, since 2005, it has been supported by global environmental organizations as (specialty store retailer of private label apparel) brands such as H&M and Zara, implement various policies for sustainable business models.

However, vegan fashion in Korea is mostly focused on merely releasing trendy products using fake fur and artificial leather, mostly by individual designer brands and, compared to global brands, is failing to adopt various approaches to vegan fashion apart from not using animal materials.

Previous studies on vegan fashion are on the current state and strategies of vegan brands, such as the present state of vegan brands as an alternative strategy (Kim & Park, 2018), an analysis of vegan fashion and beauty products to develop brand strategies (Choi & Yoh, 2013), and the types of dilemmas that appear in the limitations of vegan fashion design (Jung & Kwon, 2018). In addition, there is also analysis on the determinants of purchase intentions for vegan fashion products (Yoh, 2018) and a semantic network analysis on the diffusion of veganism in fashion and beauty consumption (Choi & Lee, 2019). These studies mostly analyze the currently state of vegan fashion and products as well as factors of consumption. Recently, there have been many studies on vegan fashion, but there are no case studies of the global SPA brands, which lead the fashion trends, and have an influence on the fashion industry.

Therefore, this study focuses on H&M and Zara among the global SPA brands because H&M and Zara have been ranked consistently among the 100 Best Global Brands by global brand consulting company Interbrand since 2008, and are ranked No. 29 and 30 in the Best Global Brands 2019 (2019). As vegan fashion has implemented their policy values, based on their strong financial position and the global supply chain, a huge impact has been felt by the fashion industry. Furthermore, H&M and Zara are also

reflecting the changes in consumer trends regarding ethical consumption and the application of these to their corporate strategies and values, thereby setting an example for other SPA brands' environmental policies.

The objective of this study is to analyze the characteristics of vegan fashion in global SPA brands H&M and Zara in terms of materials, design development, production, and marketing, and identify their social values. The significance of this study is that the results can help set the direction for vegan fashion in Korea and can be used as the data to create a new market for vegan fashion.

This study conducted a literature review and case analysis. The concept and current state of veganism based on animal rights is first examined through the literature review. The case study on vegan fashion of H&M and Zara was conducted by focusing on each brand's official website; the four top daily newspapers Chosun Ilbo, JoongAng Ilbo, Dong-A Ilbo, and Maeil Business Newspaper were chosen by the Korea Audit Bureau of Certification (ABC), which announces the subscribers and number of copies of newspapers published by each media company in Korea, and fashion magazines such as Vogue, Harper's Bazaar, W and Elle.

The scope of research includes cases presented from 2000, when the ban on fur farming in Scotland led to proliferation of fur farming prohibition in other European countries, leading to the emergence of vegan fashion into the mainstream fashion industry, to 2019.

## II. Theoretical Discussion

### 1. Peter Singer's concept of animal rights

Initially, people against cruelty to animals had been merely considered 'animal lover' with emotional and affective dispositions, and the ways in which organisms that are not human were treated were not connected to political or moral issues. Australian moral philosopher Peter Singer (1975/2012) examined animal rights in his book *Animal Liberation*, which refers to

the rights of animals, and claimed they were independent beings that can feel pleasure and pain, rather than being used as a means simply to achieve human purposes. Singer tried to fundamentally break down the Western way of thinking about animals based on the idea of animal rights, and thereby break free from the human-centered Western thought that had been maintained since the beginning of modern times. In other words, Singer claimed that it is necessary to reconsider our attitudes, through the animal liberation movement, toward suffering animals by expanding the moral universe, which had been applicable only to humans, to animals and review the customs in which unfair treatment and experiments on animals have been considered normal.

This argument is based on the principle of utilitarianism – 'minimize pain and maximize pleasure,' – that was influenced by Bentham's ideology (Singer, 1975/2012); it originates from the opposite stance to speciesism that violates the 'principle of equal consideration' in utilitarianism by giving priority to the interests of one's race and gender. Just as sexism and racism are considered evil, speciesism that distinguishes between humans and animals is also regarded as evil; people are required to have an interest in and consider the reduction of pain for all beings that have perceptions and consciousness.

There are controversies over the scope of the nervous system of beings that can feel pain, but Singer expands the concept of animal rights and defines ethical living in the twenty-first century as follows

First, people must act in a way that reduces unnecessary pain in this world. Singer claims that unnecessary experiments on animals must be abolished and recommends vegetarianism as a way to produce more food while reducing environmental damage and reducing pain. Second, people of this world have already accumulated sufficient wealth to live on, but this wealth is not distributed equitably. In particular, the food and land that must be given to humans are used to

maintain factory farms, which are inefficient in producing food and fail to contribute to resolving the issue of starvation. Third, we must enjoy a sustainable civilized life without destroying the environment, and therefore must reduce the elements of environmental destruction and suppress the use of gas and fossil fuels (“Meet Peter Singer,” 2007).

Singer’s philosophy of animal rights connotes the ethical discourse concerning how humans must live through a proper relationship with the environment beyond claiming the moral rights of animals.

## 2. Concept and current state of veganism

Veganism refers to the practice of abstaining from the intake and use of all animal products, including meat and dairy products, owing to various factors such as religion, health and personal belief; people living this way are referred to as vegans. Vegetarians avoid animal products and pursue a vegetarian diet, but they sometimes consume animal products depending on the category of vegetarianism, and thus have a less comprehensive concept (Leitzmann, 2014). For example, some vegetarians wear leather shoes and clothes, or use beauty products based on dairy products and animality. Therefore, veganism is the strictest form of vegetarianism, where the concept of diet-based vegetarianism is expanded to all living things.

Definitions and classifications of vegetarianism vary in different regions and cultures, but according to the world’s first International Vegetarian Union (IVU) formed in Dresden, Germany in 1908, vegetarians abstain from eating two-legged and four-legged land animals as well as ocean and river fish, but may have milk and eggs if they choose to. Vegetarians are categorized into lacto vegetarians who eat dairy products but not meat and eggs, lacto-ovo vegetarians who eat dairy products and eggs but not meat, ovo vegetarians who eat eggs but not meat and dairy products, and vegans who do not eat any types of

animal food including meat, dairy products, and eggs (“Definitions,” n.d.).

The IVU established October 1 every year as World Vegetarian Day to respect life, protect the environment, resolve the issue of starvation, and promote health. It is based on the value that this will help solve the problems of famine by protecting over 17 billion animals that are used as human food every year, reduce the destruction of forests due to pasturing, and reduce the massive amount of feed grains. Vegetarian culture, which had been considered a personal belief among a small number of people for reasons such as environmental issues, ethics, and personal health or religion, has now emerged as a new consumer culture with many local and global celebrities declaring themselves to be vegetarian for various reasons, such as protection of the environment and better treatment for animals. Accordingly, veganism, which is commonly known as strict vegetarianism, is securing its place as a practical philosophy in everyday life that considers environmental and ethical issues beyond just matters of diet.

As of 2017, the world’s vegetarian population was estimated to be 180 million and as animal welfare became an issue throughout various crises like foot-and-mouth disease, the vegetarian population in Korea appears to have increased from 150 thousand in 2008 to 1–1.5 million in 2018 (Kim, 2017).

## 3. Characteristics and current state of vegan fashion

The expansion of veganism led to vegan fashion in addition to vegetarianism. People for the Ethical Treatment of Animals [PETA], a world-renowned animal protection group, classifies vegan materials to establish the guidelines for vegan fashion. According to the PETA, vegan fashion products refer to those that contain no leather, suede, fur, silk, wool, cashmere, or any other animal-derived fabric, but are made with vegan fabrics like cotton and yarn, biodegradable fabrics like Tencel, regenerated fiber like rayon, fiber from recycled plastic, and synthetic fiber like artificial

leather and fake fur ("How to wear vegan," n.d.).

Vegan fashion products have the following characteristics. First, vegan fashion is ethically related to animal welfare by virtue of not using any animal material. Most animals used to make materials like leather and fur are raised in "factory farms" with poor conditions just because humans need them. The process of slaughtering these animals also fails to minimally maintain the ethics of life, and thus there are constant controversies over cruelty to animals. In this respect, vegan fashion is referred to as 'cruelty-free fashion.' Fake fur, which is one type of vegan fashion, used to have the negative meaning of 'fake' or 'imitating something real,' but has now positioned itself as a new fashion trend with more positive expressions like 'eco fur' and 'high faux fur,' thus depicting the luxurious style of fur or leather without harming animals.

Second, vegan fashion is sustainable fashion with regard to environmental problems. Since the term 'sustainable development' was first mentioned clearly at the International Union for Conservation of Natural Resources [IUCN] in 1980, the world has been practicing sustainability in various ways in terms of production and consumption (Dresner, 2008). The concept of sustainability in the fashion industry has also been upgraded a notch. While it had previously focused on pursuing individual safety and happiness, the focus has shifted to the social responsibility of fashion companies in the 2000s. This includes efforts such as whether there is any destruction of the environment in the production process, how much water and electrical energy use are reduced, whether organic compounds and toxic substances are used so that the ecosystem can be protected, whether animal experiments are performed and animal skin and fur are used, or whether the products can be reused or recycled after being sold. The Sustainable Apparel Coalition [SAC] organized by world-renowned clothing companies evaluates the environmental sustainability of apparel with the Higg Index, which quantifies the impact of products on the environment in the entire life cycle of apparel, from production of materials to

processing, packaging, distribution, consumption, and disposal. This enables not only manufacturers but also consumers to practice ethical and sustainable consumption.

Typical vegan fashion products include clothes, bags, and shoes made with artificial leather and fake fur; these vegan products are those most actively produced and consumed in the U.S. market. As of 2019, the vegetarian population in the U.S. is approximately 11 million, and the population of occasional vegetarians that sometimes avoid eating animal products is 81 million (Moon, 2019). Vegetarianism is spreading quickly among leaders in the U.S., such as former president Bill Clinton or former vice president Al Gore (Han, 2013). The increase in the vegetarian population has affected the vegan fashion industry in the U.S., and a bill to prohibit manufacturing and distribution of fur products (New York State Assembly Bill No A05040) was proposed at the General Assembly in not only San Francisco and LA but also in New York. Accordingly, starting January 2021, the sale, display for sale, manufacturing, exchange, gift and donation of all fur products will be prohibited. Fur products include not only apparel made of fur but also fashion accessories decorated with fur in part or whole (D. Kim, 2019).

Regulations on animal protection will become tighter worldwide and the demand for ethical fashion will also grow in the fashion industry. Currently, more and more fashion companies have declared that they will discontinue the use of fur. Typical examples include Stella McCartney who practices sustainable and ethical fashion through vegan fashion. Victoria Beckham also claimed not to use textured animal leather such as fur, python skin, crocodile, or ostrich skin (Hwang, 2019). Phillip Lim and Chanel have stopped using leather and fur as of 2019. Other high-end brands that stopped using fur include Jean-Paul Gaultier, Versace, Burberry, Michael Kors, Gucci, Coach, Giorgio Armani, Hugo Boss, Ralph Lauren, Tommy Hilfiger, and Calvin Klein (Ryu, 2019).

Despite this global trend, Korea is still in the initial stage of vegan fashion compared to other countries,

even though there are many companies producing high-quality vegan materials such as fake fur, artificial leather, and artificial suede. Vegan fashion brands in Korea include Vegan Tiger, which practices a fur-free and silk-free policy by hosting Korea's first vegan festival, Not Ours, which mainly produces fake fur products and cotton apparel, BBYB, which manufactures vegan bags, and another vegan bag brand – Meeori – that uses polyester with micro-denier fiber that measures 1/100 of hair thickness. In addition, Seung Gun Park's Pushbutton uses skin from animals slaughtered for food while broadly avoiding the use of fur, and Jain Song has abstained from using fur and leather since 2008 (Koo, 2016). As such, the vegan fashion brands in the Korean market focus on designer brands or small accessory brands that are merely limiting the use of animal materials like fur and leather, while the vegan fashion brand industry is still in the initial stage of development in terms of producing 100% vegan fashion products with consistent and well-established identities.

### III. Characteristics and Social Values of Vegan Fashion in Global SPA Brands

#### 1. Characteristics of vegan fashion in global SPA brands

As there has been an emphasis on corporate social responsibility and ethics in the 2000s, fast fashion that is quickly produced and consumed has been identified as a typical industry that causes environmental pollution due to apparel waste and one which results in global warming by increasing carbon emissions, and thereby generating many environmental problems. Thus, H&M and Zara have established strategies that differentiate them from other SPA brands by their various attempts to promote vegan fashion, and a focus on their management strategy of sustainable apparel industry at the group level to overcome the inherent limitations of fast fashion (Yang, 2015).

H&M is a Swedish SPA brand based on the corporate ideology "Fashion and quality at the best

price," which started out as womenswear company Hennes in 1947 (Bengtsson, 2008) and established the management philosophy of fast fashion today, namely, "diverse, cheap, and fast" (Pettersson, 2001). It has secured its place as a major brand of fast fashion since the 1990s and, currently, has grown into a global company with over 3,300 stores in 55 countries worldwide (Giertz-Mårtenson, 2012). Zara is a Spanish SPA brand that started out as a family business in 1963 and as of 2019 had over 2,000 stores worldwide: it has now grown into the world-renowned retailer Inditex with eight brands based on its success in the 1980s ("Who we are," n.d.).

According to 2016 Fashion Industry Competitiveness Survey(2016), the clothing industry is comprised of textile, fashion, clothing manufacturing, and retail industries, based on which this study analyzed the characteristics of the vegan fashion cases of H&M and Zara by classifying them into materials, design development, manufacturing, and marketing (Table 1).

1) Development of non-animal alternative materials and expanded use of organic materials

According to the PETA, vegan fashion is not just about avoiding the use of animal ingredients, but expanding the use of vegan fabrics like cotton and yarn. The vegan fashion industry also includes the category of developing alternative materials such as Tencel, rayon, fiber from recycled plastic, artificial leather, and fake fur to replace animal-derived ingredients.

Zara has been conducting sustainable activities through the eco-friendly project Join Life since 2016, through which some of its stores in the global market are recycling donated secondhand clothes to raise funds for the social projects of nonprofit organizations or develop them into recycled materials. Only 100% cotton, wool, and polyester without mixed spinning can be used as recycled fabric with the present technology, but Zara is now carrying out a recycled fabric R&D project to expand the scope to blended fabric in collaboration with the textile company Lenzing ("Bring

**Table 1. Characteristics of Vegan Fashions in Global SPA Brands**

<b>Fashion Component</b>	<b>Characteristic</b>
Materials	Development of non-animal materials and increased use of other organic materials.
	Not only cruelty-free materials, but an increasing use of vegetable fibers and alternative materials, such as Tencel, rayon, recyclable plastics, artificial leather, and artificial fur.
Design	Design collaboration and upcycled design.
	Designer collaborations with nonprofit organizations through outsourcing and development of upcycled design.
Production	Adoption of animal welfare policies and building a sustainable fashion supply chain.
	Compliance with ethical standards on the uses of animal products and building sustainable supply systems for efficient uses of resources and stable supplies.
Marketing	Campaign marketing to expand consumer participation in vegan life.
	Formal partnerships with animal protection groups and encouragement of consumer participation by implementing the upcycle campaign regarding fabric waste.

the clothes,” 2019). Zara is also using recycled polyester and nylon (“Our commitment to sustainability,” 2019), and plans to use organic materials for cotton and linen, and 100% sustainable or recycled materials for polyester by 2025 (“Our commitment to sustainability,” n.d.).

Moreover, Zara uses 90% less water and 60% less energy than ordinary cotton when cultivating raw cotton using vegetable fiber, and uses organic cotton without genetic modification, fertilizers, or chemical insecticides. Zara is the world’s fourth largest organic cotton consumer, serving as a founding member of the Organic Cotton Accelerator (OCA) to promote sustainability through organic cotton farming. The OCA uses natural fertilizers and pesticide-free agricultural techniques, and supports farms cultivating organic cotton by offering the training and follow-up programs necessary for textile management to expand the organic cotton business without the use of GMO crops (“Sustainable materials,” n.d.).

H&M is also supporting organic cotton farms in cooperation with the global nonprofit organization Better Cotton Initiative (BCI) as part of the project to

assist eco-friendly organic cotton farming, and thereby participate in improving living conditions and the global environment. The BCI is a nonprofit organization that provides know-how and the necessary tools for farmers to constantly improve raw cotton farming practices in order to simultaneously use organic cotton and minimize contamination of water and soil in the process of cultivation. H&M has been a member of the BCI since 2010 and used the BCI’s cotton for 15.8% of all cotton used by the brand in 2013; it plans to produce all cotton products with the BCI’s cotton by 2020 (“H&M group’s sustainability,” 2019). Furthermore, according to the 2018 Preferred Fiber Report (2018) by the Textile Exchange, H&M has been selected as the biggest consumer of sustainable cotton and artificial cellulose fibers and is expanding the use of vegetable fiber. Having presented organic cotton, organic yarn, organic silk, and recycled polyester through the sustainability project Conscious Exclusive Collection, H&M also developed other materials such as silver recycled from scrap metal, regenerated mesh and nylon waste Econyl, soft and silky Orange Fiber extracted from orange peels, Pinatex

extracted from pineapple leaves to replace leather, and Bloom Foam, which is foam rubber made of green algae (“Conscious Exclusive 2019,” 2019). Of all cotton used in 2018, 95% consisted of recycled or sustainable materials, and the percentage of recycled or sustainable materials is increasing every year, i.e., 20% in 2015, 26% in 2016, 35% in 2017 and 57% in 2018. Their goal is to reach 100% by 2030 (“Sustainability report 2018,” 2018).

As such, H&M and Zara are consistently reducing animal-derived materials and products, increasing the use of eco-friendly vegetable fibers, and generating eco-friendly ways to develop materials that will replace animal-derived materials.

## 2) Design collaboration and upcycling design

Product development is the stage in which products are made; it is based on the intention to present convincing ideas and values that meet market demands to achieve the goal of profit generation through product sales, or to convey the brand’s values and ideologies through the products. To develop new products, companies sometimes use external resources to share their value. H&M was the first SPA brand to collaborate with Karl Lagerfeld, creative director of the world-renowned luxury brand Chanel, in 2004 based on the idea “democratization of high fashion.” It emphasized differentiation from other SPA brands with a design approach that provided high fashion designs at reasonable prices by collaborating with a luxury brand. In 2005, the brand collaborated with Stella McCartney and launched a 100% vegan fashion line “Stella McCartney for H&M” with limited production of around 40 womenswear design products (Yang, 2015). In 2010, H&M launched the “Lanvin for H&M” women’s collection comprised of fake fur coats and jackets designed by Lanvin designers Alber Elbaz and Lucas Ossendrijver, as well as “Maison Martin Margiela for H&M” – men’s and women’s collections of fake fur coats (Yang, 2015).

Moreover, H&M also founded the nonprofit H&M Conscious Foundation to carry out projects to support

development of innovative technologies or designs for the sustainable fashion industry. This foundation established the first Global Change Award in the fashion industry in 2016, selecting and assisting five teams that proposed innovative ideas about sustainable apparel designs and eco-friendly materials by protecting natural resources and recycling clothing wastes (“global change awards,” 2016). Italian textile company Orange Fiber, the first winning team of the Global Change Award 2016, developed biodegradable fiber with a texture like silk by extracting cellulose from orange peels discarded after squeezing juice (Min, 2019). The winner in 2019 was Le Qara, which developed lab leather, which is 100% biodegradable vegan leather with better texture and tensile strength than currently existing vegan leather, using materials derived from Peruvian flowers and fruits (“Lab leather,” 2019). As such, the materials and designs that won the Global Change Award are commercialized into Orange Fiber blouses and dresses through the Conscious Exclusive Collection (Min, 2019).

Unlike H&M developing vegan fashion products through outsourced design collaborations, Zara runs its own design office and manufacturing plant and thus manufactures vegan fashion products through upcycling by collecting and re-designing clothing waste and unused clothes through the Join Life project. A typical example is the Denim From Denim collection that upcycled old denim products that were no longer worn and turned them into new denim products. To establish a system for sustainable recycled product development, Zara is organizing a program to collect clothing wastes with nonprofit organizations, including Caritas, Res Cross, Oxfam, and CEPF. Furthermore, it will enter into a partnership with 40 nonprofit organizations by 2020 to resell secondhand clothing (“Collect, reuse, recycle,” n.d.).

Zara is also occasionally releasing vegan fashion products using various non-animal recycled materials, artificial leather, and fake fur through the Join Life Collection (“Denim from denim,” 2019).

As such, H&M and Zara are taking differentiated



strategies from other SPA brands by adding sustainable value to the latest trend products pursued by SPA brands through design collaborations or upcycling designs.

3) Implementation of the animal welfare policy and establishment of the sustainable fashion supply chain  
 Since PETA released a video in 2013 showing how angora fur is cruelly removed at angora farms in China, H&M has discontinued production of all angora products, taken the drastic measure of giving a 100% refund for all products already sold if requested by consumers, and disposed of all products that are already manufactured (Kim, 2014). Without its own factory, H&M outsources all products and set its own guidelines about animal welfare for ethical production; it has also been investigating and inspecting its suppliers regarding cruelty to animals. Furthermore, the brand will nurture outstanding factory farms and build a perfect tracking system for all supplied animal-derived materials by 2025 and use only wool products from farms certified to the Responsible Wool Standard by 2022.

H&M is implementing a specific Animal Welfare & Material Ethics Policy (2018) on the use of animal materials. The specific details are as follows.

First, H&M supports animal rights and provides the best possible treatment for them. Second, mulesing is generally practiced to obtain merino wool, which involves removing wool-bearing skin from the buttocks of a sheep to prevent diseases that may occur in transportation; however, H&M regards this as a cruel act that causes pain to animals. Third, H&M uses only products made with angora that comes from farms with favorable animal welfare practices. Fourth, H&M uses only leather originating from animals bred for meat production, requires wastewater from leather dyeing factories to be purified at sewage treatment plants, and does not use cowhide with

poor transport conditions from India. Fifth, H&M does not produce products made with exotic skins such as snake, alligator, crocodile, lizard, ostrich, etc. Sixth, H&M is a member of the Fur-Free Alliance, which does not sell natural fur products. Seventh, H&M uses only down and feathers from birds bred for meat production. Finally, H&M does not purchase silk originating from India due to poor working conditions in the silk industry (Animal Welfare & Material Ethics Policy 2018, 2018).

According to these standards, 49% of leather used by H&M is cowhide from organic livestock bred for meat production ("Animal welfare & material ethics policy," 2018). In addition to these ethical policies to improve animal welfare, H&M has also presented the Conscious Collection every year since 2011 to pursue sustainable fashion and minimize resources wasted in the production process ("Conscious action sustainability report 2013," 2013). The products of the Conscious Collection use only eco-friendly materials such as organic cotton grown and produced in cotton farms where pesticides have not been used for at least three years, recycled polyester fabric made by recycling approximately 90 million PET bottles, lyocell that is used instead of silk due to its soft and light texture made from eucalyptus certified by the Forest Stewardship Council, and Denimite that consists of compressed and reproduced denim and industrial wastes ("Sustainability report 2016," 2016).

Zara is also a member of the Fur-Free Alliance along with H&M and has adopted the welfare rules on animal materials by strictly complying with the Fur-Free Retailer Program to establish a sustainable supply chain.

First, according to the five globally recognized conditions about animal welfare, animal products must be made with animal-derived materials that have the following freedoms: freedom from hunger and thirst, freedom from discomfort,

freedom from pain, injury and disease, freedom to express normal behaviors, and freedom from fear and distress. Second, animal-derived materials must be derived from species bred and slaughtered in farms for meat production. Third, materials from animals that are bred and slaughtered to obtain leather, horns, bones, feathers or down are not used. Fourth, cosmetic products with animal-derived ingredients or that perform animal tests in any part of the production process are not sold (“Animal welfare,” n.d.).

Moreover, Zara completes the cycle of zero waste by collecting, reusing and recycling unnecessary clothing wastes and using them to develop new materials and products to extend the lifespan of products through the Closing the Loop project. This enables Zara to efficiently use its resources and build a stable and sustainable supply system.

As such, although H&M and Zara are not 100% vegan fashion brands, they set strict ethical guidelines on the use of animal materials in the production process and are expanding the use of recycled and natural materials to replace these materials. Moreover, they choose partners that share these values by building a sustainable fashion supply chain and providing it with fundamental support, thereby aiming to effectively achieve their goals of equal partnership with suppliers and employees.

4) Campaign marketing to increase consumer participation  
H&M entered into a partnership with a global animal protection group, the Humane Society International [HSI] in 2015 for animal protection and welfare: this prohibits animal testing on all materials used within the group and H&M serve as HSI’s partner in promoting perception, training, and education of consumers through the ‘Be Cruelty Free Campaign’ to prevent cruelty to animals (“HSI and H&M Collaborate,” 2015). H&M is already implementing the policy to prohibit animal testing within its beauty brand, and is

participating in developing guidelines for ethical production of animal materials with H&M as well as in the campaign to develop an act to prohibit mulesing – a cruel wool production method – plucking animals alive, or feeding them by force (“Animal welfare & material ethics policy,” 2018). Moreover, H&M held a Garment Collecting Week for the first time in 2013 during which they collected old garments to reuse or recycle them, in a campaign to get rid of clothes that are discarded in landfills and protect natural resources over the long term.

Compared to other global SPA brands, Zara has as much as 85% of its products being sold at full price and has less than 10% of stock that remains after discounts. They also spend remarkably less than others in marketing and sales promotions. While retailers generally use 3–4% of their sales for marketing, Zara uses only 0–0.3% (A. Kim, 2019). This indicates that Zara is constantly seeking to implement plans with consumers regarding the environment by pursuing an upcycling campaign rather than using direct advertising.

H&M and Zara have promoted their brand image based on various campaigns, such as establishing a code of ethics regarding the use of animal materials and collaborating with animal protection groups. This not only enables them to differentiate themselves from other global fast fashion companies in a context of fierce competition, but also helps them achieve the new goal of sustainability, which is the ultimate aim of the companies.

## 2. Social values of vegan fashion in H&M and Zara

H&M and Zara have been carrying out various activities from multiple directions to practice vegan fashion in each of the structural phases of production and distribution in the apparel industry, to fulfill their social values. These values are as follows (Table 2).

First, they are acting in accord with the circular economy. The circular economy is a cycle with recycling as its heart, which minimizes the influence of the environment in the entire process from selecting

**Table 2. Social Values of Global SPAs' Vegan Fashion**

Social Values	Contents
Realize financial circulation	Create a circular cycle structure with recycling as the focus to break free from the linear pattern of mass production and mass consumption and minimize effects on the natural environment during the entire process from selection of resources to waste disposal following production
Create shared value	Accomplish corporate profit activities and social benefits through consumer purchases of products produced by solving environmental problems by using non-animal organic and recyclable materials and by marketing an ecofriendly product collection
Build a collaborative ecosystem	Continue collaborating with luxury brands and famous high-end fashion designers based on the democratization of high fashion while emphasizing differentiation from other SPA brands

resources and manufacturing to disposal of wastes; it thus breaks free from the linear pattern of mass production and consumption. Such a cycle is based on an ecological perspective which regards the Earth and nature as one single organism, and the structure can be seen as a part of the zero-waste movement. The zero-waste concept means extending the life cycle of resources for their efficient use by preventing waste from being produced across the entire process of production, distribution, and consumption. In particular, vegan fashion is a thought- and practice-based life strategy which leads people into a simple and humble attitude of life by avoiding indiscriminate factory farming for mass production and mass consumption and minimizing the impact on the Earth's environment, eventually granting humanity a peaceful life (Jjeuluda, 2000/2004). Zara, which declared it will install drop boxes in all stores worldwide by 2020 to collect clothing wastes, and H&M, which has released the Close the Loop Collection with a focus on recycled materials since 2014, are both completing the cycle by developing the collected clothing waste into recycled fabrics and turning them into new products.

Second, it is creating shared value. This indicates that firms pursue economic value as well as value that contributes to the community at the same time so that the value pursued by the firms and the community are not in conflict but are harmonious. Corporate social

responsibility (CSR) activities not only increase sales and profits but also solve social problems, which are thereby integrated into economic activities. In particular, vegan fashion not only suggests alternatives to various problems in the current fashion industry by combining environmental solutions and sustainable business models, but also satisfies the needs of consumers who want to pursue value consumption ethically (Jung, 2019). Value consumption refers to practicing beliefs and values through consumption activities M-focusing on the products which satisfy consumers' values or with which consumers show a high level of satisfaction. This suggests that as firms sell the values contained in the product as well as the product itself, consumers can obtain emotional satisfaction through consumption and at the same time, the economic activities of large corporations can continue. H&M and Zara are striving to resolve common social issues related to the environment by developing and using organic or regenerated materials and presenting and releasing collections of eco-friendly products. By having consumers purchase products manufactured through this process and inducing their participation naturally in social contribution and ethical practices H&M and Zara are fulfilling social interests and values through their profit-seeking activities.

Third, they are building a collaborative ecosystem. In 2004, H&M first collaborated with a luxury brand, a

first for an SPA brand, based on the idea of 'democratization of high fashion,' and since then it has been emphasizing differentiation from other SPA brands by constantly collaborating with famous high-end fashion designers. This improves the brand image and gives consumers the satisfaction of buying expensive designer products as well as anticipating next seasons' collaborations. In particular, collaboration is used as a way to predict market response when launching new categories of product, such as vegan fashion, and this provides consumers with the opportunity to encounter vegan fashion products in an easier and more comfortable manner (Lee, 2016). In addition, H&M is hosting various campaigns that involve the participation of musicians and artists creating videos and collaborative fashion from many different fields.

#### IV. Conclusion

Recently, the increasing consumer needs for guilty-free consumption and the issue of CSR have caused ethical consumption to position itself as a social trend, which increases interest in vegan fashion along with the increasing vegetarian population. Vegan fashion based on Peter Singer's animal rights is significant in that it presents a moral reflection on animal treatment and various alternative forms of consumption.

This study analyzed the vegan fashion cases of H&M and Zara by classifying them into materials, design development, production, and marketing. First, the two brands are developing non-animal alternative materials and recycled fabrics, and increasingly use eco-friendly organic materials to minimize resources wasted in the production process and reduce environmental pollution. Second, they are presenting and releasing vegan fashion products in collaboration with vegan fashion designers or famous high-end fashion brand designers and are developing and manufacturing products with upcycled designs by collecting clothing waste. Third, they are producing ethical and cruelty-free products, and using animal materials in accord with animal welfare policies thereby

building a sustainable fashion supply chain with organizations, suppliers, and manufacturers that pursue sustainable values. Fourth, they hold campaigns about animal treatment in cooperation with animal protection groups and animal welfare organizations and try to fulfill their responsibilities for environmental pollution by implementing a distribution system that minimizes product inventories.

The social values of vegan fashion in H&M and Zara are as follows. First, the two brands fulfill the circular economy through a circulating structure involving recycling to minimize the influence on the environment over the entire process, from selection of resources and manufacturing to disposal of waste. Second, they create shared values that promote public interest by combining their economic activities with CSR activities, laying stress on the fact that product consumption entails participation in ethical and sustainable consumption.

Third, H&M and Zara are not only promoting vegan fashion by collaborating with luxury brands or vegan fashion designers and creating a ripple effect among the public, but also by holding campaigns that attract consumer participation by collaborating with musicians and artists, thereby building a collaborative ecosystem.

Vegan fashion in Korea has been focused on developing trendy products made with fake fur or artificial leather, and there is a low level of understanding about vegan fashion products owing to the small vegetarian population and lack of awareness about animal welfare. However, with growing interest in ethical consumption, vegan fashion can be presented and expanded as a new alternative in the fashion industry instead of merely a temporary trend.

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