

Scientific Research Paper

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Introduction

Sustainable fashion is a big revolution in the fashion industry that aims to reduce textile waste and environmental depletion while boosting worker morale. The goal is to slow down global production and consumption in order to create an industry, which is more ecologically responsible. In the long run, it'll be more sustainable. There is still room for sustainable fashion in the development of more socially and environmentally conscious production and marketing techniques. Consumers will be better equipped than ever before to make more ethical choices due to brand transparency. Purchasing decisions, and to possibly alter the current fashion industry's face. Even though the concept of "sustainable fashion" has been there for decades, it's only in the 1990s that designers and innovators began to put it into practice. The eagerness to learn about the latest trends, while also being able to obtain mass production, adds fuel to the fast fashion fire and poses a serious challenge to the still-evolving sustainable fashion movement. As suppliers and consumers increasingly rely on speed and low cost, fast fashion continues to grow, with little regard for the ethical and environmental issues it brings. The fashion industry, on the other side, has recently been reprimanded for exploiting workers, damaging the ecosystem, contributing to the depletion of natural resources, and increasing textile waste (Miller, 2021). Despite the numerous advantages of moving toward the development of the sustainable fashion industry, there has been only moderate success in attempting to persuade consumers to make more conscious, sustainable fashion purchases. There may be a more sustainable future in sight for the current apparel industry. To make things a lot easier, a shift in the global fashion market consumers must be made more aware of the consequences of their clothing purchases, as well as the harsh realities of unethical brands. The realization that business owners are most likely not producing their goods in an ethical manner is a wonderful discovery.

Research Question

How is sustainability measured in the fashion industry? Can fast fashion companies call themselves sustainable?

Definitions

1. Greenwashing:

This is the practice of branding or marketing a product in order that the consumer is misinformed about its social and environmental benefits. Companies utilize sustainability to differentiate themselves in the market and appeal to socially concerned customers without genuinely committing to it.

2. Organic:

Organic products are those that have been grown without the use of chemical fertilizers, pesticides, or other man-made chemicals. Organic is typically associated with a good connotation, however, simply being organic does not indicate that a product is ethical.

3. Fair Trade:

Better prices, decent working conditions, and a fairer deal for farmers and workers in developing nations improve the way trade works.

4. Circulatory:

Circularity is a method of designing and producing products that can be repaired, remade, reused, and eventually recycled or biodegraded at the end of its life. Truly circular products must be non-toxic, preferably biodegradable, in order to minimize trash production.

5. Slow fashion:

The movement to encourage companies for slower production, uses sustainability with ethics, and invites consumers to invest in well-made and lasting clothes.

Literature Review

The number of works mapped within the present systematic literature review may result from the existence of works that deal with the theme at some level, but that does not include the term 'slow fashion' in its title. Because, although the theme of sustainability is increasing, it is being treated with very specific research focuses, where each author focuses on different solutions for the area. That phenomenon ends up making it difficult to bring these works together in just a holistic concept. The most prominent ones are case studies and literature review, a consequence of the primary search for understanding the dynamics in which the slow fashion movement would be configured, therefore, they aimed to study companies, companies, or conceptually reviewing the principles that guide the movement. Which is why organic should be a priority. With organic cotton clothing, you don't have to sacrifice quality for environmental and social benefits. Organic cotton is a strong and resilient material. To process it, strong chemicals that weaken the fibers are not used. Your organic clothing will last longer, be more durable, and will look great too. The idea is paying growers of a crop and the creators of a certain product a fair and stable price! By buying organic, you can ensure the people who create your garments are paid a living wage and fairly compensated for their hard work. No sweatshops! With cotton prices in a multi-decade decline (while the cost of production has risen). This is especially important for struggling farmers and factory workers' survival. It is worth noting that the brands not found to be greenwashing were, most often, simply not making sustainability-related claims about their products, rather than being able to support claims for many products. Of the products assessed in the report, none from Boohoo, Forever 21, Uniqlo or Louis Vuitton came with a

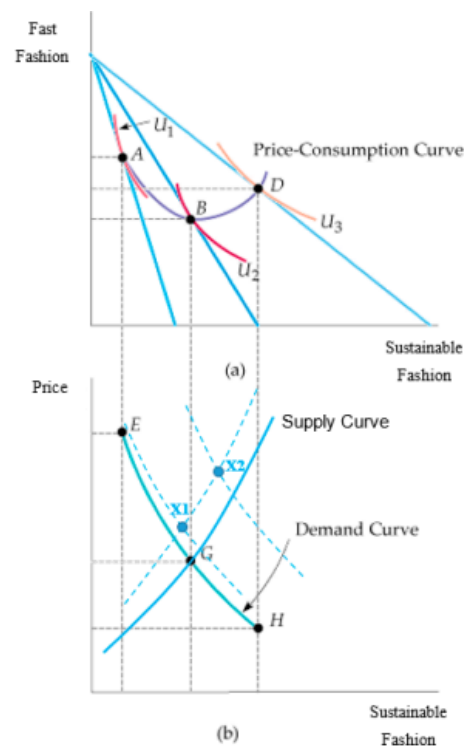
sustainability claim. In terms of making claims that are usually aligned with the CMA principles, Zara and Gucci ranked best.

Theoretical Framework

Economic Theory of Consumer Behaviour

Fundamentally, fast fashion products are still economic goods. A common assumption of almost all modern economic interpretations is that consumers are rational optimisers. The diagram shows that, as price drops for sustainable fashion products, the budget constraint (the affordability of the consumer) is relaxed and it shifts outward, resulting in a higher utility level (from point A to B to D). Each optimal demand corresponds to a point along the demand curve, which contains all the possible combinations between price and optimal quantity of demand.

Fig. 1



There is a way for sustainability to resurface. Circular business models that will shape the future of sustainable fashion: rental, subscription rental and recommerce. All three of these areas are showing significant growth as consumers look for more sustainable ways to shop.

For the future of fashion to be truly

circular, the industry cannot just rely on second-hand and fashion rental markets — there will always be a market for first-hand apparel. Plus, second-hand or rental fashion really doesn't

work for more intimate garments such as underwear, which represents a \$30-billion dollar industry globally.

Conclusion

Sustainable fashion is a burgeoning sector of the apparel industry with the potential to grow exponentially as consumers become more aware of the fast fashion industry's unethical worker conditions and environmentally depleting production practices. By slowing down consumption and production patterns, the fashion industry can become more sustainable in the future. More educated customers, businesses must develop multifaceted marketing campaigns that enhance sustainability products to entice customers to their product quality, comfort, and brand name. Sustainable fashion has the potential to change the way people consume as well as the way companies produce. A proper balance between the two will have a huge social impact.

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