

THE IMPACT OF SUSTAINABILITY ON FASHION INDUSTRY

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ABSTRACT

The Fashion industry in one of the most dynamic and fluctuating industry across the world. New fashion has two main aspects of fast and slow fashion. The purpose of this study to identify the conflict in customer understanding and perception about slow and fast fashion. Quantitative research approach is conducted with survey data from 140 diverse set of people. Two-stage PLS-SEM technique is used due to multiple dependent variables and small sample size. After classification of articles related to the scope of the study, findings are categorized in two different ways: 1) Slow fashion and sustainability and 2) Fast fashion. 14 articles from the 19 articles have done detailed working on our first category of slow fashion and sustainability. This study produced. Some recent trends in the domain of sustainability on slow and fast fashion industry that how it changes the lifestyle of people, it focuses on some practices in the context of supply chain management and how it shapes the society. This paper is a contribution towards framework slow fashion and fast fashion theories. This research objective after reading different articles to achieve better outcome.

Keywords: Fast Fashion; Slow Fashion; Sustainability; Ethics; Fashion Industry.

INTRODUCTION

Fashion is accepted as an individual's choice instead of a collective mandate or group decision. In reality, now a day's dresses and styles of clothes are being created for shorter lifecycles (Clark, 2008). Major economies like the US have developed frameworks to encourage slow fashion, as indicated by Trejo, Smith, Trejo, and Lewis (2019). Mixed cultured research focused on males has been developed by Sung and Woo (2019) presented that comprehensive and concrete information on slow fashion positive outcomes should be given to the buyers by the sellers, retailers, and marketers. It will increase the understanding of individuals who may have an affinity to buy

such products. However, the culture of overconsumption has been established by the fashion industry which leads to the unsustainability of the environment. Negative environmental, societal and economic consequences are the result of too much consumption which is fueled by the name of “style” or “fashion” (Gupta, Wencke, & Gentry, 2019).

“Slow Fashion” is a word used to represent sustainability, high quality, durability, low carbon footprint, and low impact production. A Common man usually relates slow fashion to the speed of production in parallel to the slow use of products. Whereas, the slow nature of raw material or long product lifecycle is the correct notions which often fails to recognize by consumers (Goldsworthy, Earley & Politowicz, 2018). Slow fashion products have many positive sides such as environmentally friendly, socially responsible, ethically reasonable along with good and long-lasting quality (Sung & Woo, 2019). Therefore, Kedron Thomas (2018) has summed up in his recent study that fashion designers and business managers have varying concepts for sustainability and understand sustainability practices differently. The Difference of understandings is backed by one’s personal and professional experiences which do not necessarily help individuals to make ethical decisions successfully.

Individual buyers or consumers want to show their concerns about social responsibility while feeling satisfied with their dresses and styling sense. Ethical policies and practices have two main selling points namely fair wages and satisfied employees. Everyone in the value chain from manufacturer to consumer has a collective responsibility to make sure that no harm has been made from production to consumption of the product (Khandual & Pradhan, 2018).

This systematic review is designed to answer the following research questions in light of past research:

- What are the ethical issues of the fashion industry?
- What are the sustainability issues of the fashion industry?
- What are the issues that the fashion industry is facing for slow fashion and fast fashion?
- Does consumer’s understanding of slow fashion affect the fashion industry’s future direction?

This systematic review is aimed to provide an understanding of the slow fashion positives side along with a clear understanding on the downside like low profitability, lesser production and decreases in sales as compared to fast fashion products. Many Pakistani clothing brands are now promoting the concept of sustainability and consumer social responsibility. However, Pakistan is a developing country, it will take ample time to make people understand in Pakistan the concept of sustainable fashion or slow fashion. Only consumer education and recalling of ethical and social responsibility may help our buyer to learn about slow fashion.

DESIGN / METHODOLOGY / APPROACH

Systematic Literature Review (SLR) Methodology

A systematic literature review (SLR) is a planned and structured approach that is used to review published academic articles broadly. The SRL approach is inductive in nature as during the process of review categories were classified, ordered and reformed preciously. The method for this research has been adopted form systematic review carried out by Thorisdottir and Johannsdottir (2020). The review, which was done by Thorisdottir and Johannsdottir in 2020, had a purpose to understand how fashion industry business models are integrated with sustainability and how can sustainability practices gauged to guarantee transparency and to improve the current situation. Thorisdottir and Johannsdottir (2020) used six key phases of systematic review followed by Mapping through scoping, comprehensive research, quality assessment, extraction of data, synthesis, and write-up.

Inclusion Criteria

Characteristics or elements that allow any article to include in the literature are known as inclusion criteria. Checking points for eligibility of articles in the study were; studies were published in the English language are included. Also, studies that were published in the last 12 years are included, as focus on the subject was highlighted during the last 12 years. Those studies which are focused on the “Fashion industry for fast and slow fashion” and “consumer behavior and understanding for fast and slow fashion” included in the review. Whereas, there is no limitation for articles adopting either qualitative and quantitative methodology or mix method are included. “Publish and Perish” has been used to gather a list of articles as it is a publically available tool for searching prominent databases like Elsevier, JSTOR, Taylor & Francis, Emerald, Springer, Sage, and MDPI. Keywords that are used to get relevant articles are “Slow fashion” and “Fast fashion”.

Exclusion Criteria

The articles left after checking on inclusion criteria are fall under exclusion criteria. There are some parameters or characteristics which disqualify the articles to include in the study. The parameters have taken for the exclusion of articles were the study was published in any language except English are excluded and conference proceedings, thesis, and non-peer-reviewed journals are not covered in this study. Furthermore, the study focused on the sustainability of the supply chain of the fashion industry are excluded. Studies are focused on the business model for fast and slow fashion are not included. Researches related to branding and buying behavior of fast and slow fashion are also excluded.

Quality Assessment

During quality assessment step 131 articles were read and analyzed. Assessment of quality of articles included reading of titles, abstract and conclusions whereas, few articles were not available due to access restriction. After reading and checking quality paraments 28 articles were taken for the full text reading, as 28 articles did compliment the scope of the study.

Fig. 1: Quality Assessment

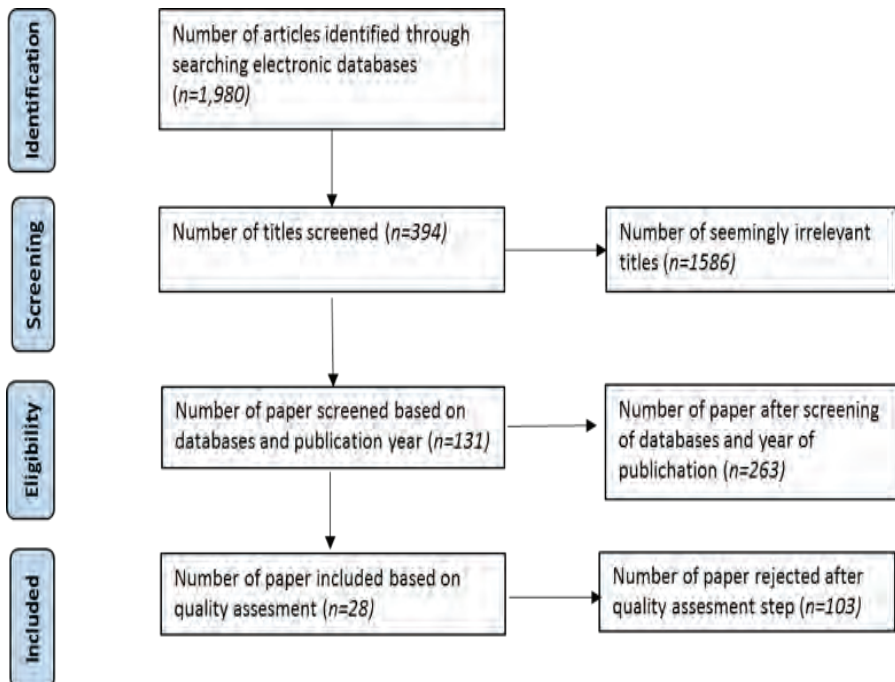


Table 1: List of 29 Articles along with Title, Year and Journal Name

Year	Title	Journal
2008	SLOW + FASHION—an Oxymoron—or a Promise for the Future ...?	Fashion Theory The Journal of Dress, Body and Culture
2010	Fast fashion: response to changes in the fashion industry	The International Review of Retail, Distribution and Consumer Research
2011	Transforming the fashion and apparel curriculum to incorporate sustainability	International Journal of Fashion Design, Technology and Education
2012	Fast Fashion, Sustainability, and the Ethical Appeal of Luxury Brands	Fashion Theory
2014	Fashion Design Industry Impressions of Current Sustainable Practices	Fashion Practice The Journal of Design, Creative Process & the Fashion Industry
2014	Popularization of sustainable fashion: barriers and solutions	The Journal of The Textile Institute
2015	Ethical foundations in sustainable fashion	Textiles and Clothing Sustainability
2015	Slow Fashion: An Invitation for Systems Change	Fashion Practice
2016	A critical approach to sustainable fashion: Practices of clothing designers in the Kallio neighborhood of Helsinki	Journal of Consumer Culture
2016	Communicating green fashion across different cultures and geographical regions	International Review on Public and Nonprofit Marketing
2016	Understanding fashion consumers' attitude and behavioral intention toward sustainable fashion products: Focus on sustainable knowledge sources and knowledge types	Journal of Global Fashion Marketing
2017	Fashion Futuring in the Anthropocene: Sustainable Fashion as “Taming” and “Rewilding”	Fashion Theory
2017	Ethical Consumption Patterns and the Link to Purchasing Sustainable Fashion	Sustainability in Fashion
2017	Sustainability in Fashion and Textiles VALUES, DESIGN, PRODUCTION AND CONSUMPTION	[Book] Sustainability in Fashion and Textiles
2017	Re-visiting an old topic with a new approach: the case of ethical clothing	Journal of Fashion Marketing and Management

2018	Circular Speeds: A Review of Fast & Slow Sustainable Design Approaches for Fashion & Textile Applications	Journal of Textile Design Research and Practice
2018	Fast Fashion, Fashion Brands and Sustainable Consumption	Textile Science and Clothing Technology
2018	Key Issues in Slow Fashion: Current Challenges and Future Perspectives	Sustainability
2018	Circular by Design: A Model for Engaging Fashion/Textile SMEs with Strategies for Designed Reuse	Journal of Fashion Marketing and Management
2018	Consumer attitudes and communication in circular fashion	Journal of Fashion Marketing and Management
2019	Made in New York: A Collaborative Model to Encourage Slow Fashion	Research Journal Clothing and Textiles
2019	The Role of Style Versus Fashion Orientation on Sustainable Apparel Consumption	Journal of Macromarketing
2019	Cultures of Sustainability in the Fashion Industry	Fashion Theory The Journal of Dress, Body and Culture
2019	Investigating male consumers' lifestyle of health and sustainability (LOHAS) and perception toward slow fashion	Journal of Retailing and Consumer Services
2019	Fashion Brands and Consumers Approach Towards Sustainable Fashion	Textile Science and Clothing Technology,
2019	Slow Fashion in a Fast Fashion World: Promoting Sustainability and Responsibility	Laws
2019	Tools for Sustainable Fashion Design: An Analysis of Their Fitness for Purpose	Sustainability
2019	Fast Fashion and Sustainable Consumption	Textile Science and Clothing Technology

However, on the bases of keywords 19 articles have been figured out for the prime focus, the research papers include keywords like “Slow Fashion”, “ Sustainable Fashion”, Fast Fashion” and “Sustainability” are high lighted and listed in a Table 2.

Table 2: List of 19 articles along with author, title, year and keywords

Author (s)	Year	Title	Key Words
Hazel Clark	2008	SLOW + FASHION—an Oxymoron—or a Promise for the Future ...?	Design, fashion, slow fashion, sustainable fashion
Vertica Bhardwaj & Ann Fairhurst	2010	Fast fashion: response to changes in the fashion industry	Fast fashion; supplier; consumer; quick response; fashion season
Trudy M. Landgren and AnupamaPasricha	2011	Transforming the fashion and apparel curriculum to incorporate sustainability	Sustainability, curriculum, apparel; textiles
Annamma Joy, John F. Sherry Jr, AlladiVenkatesh, Jeff Wang & Ricky Chan	2012	Fast Fashion, Sustainability, and the Ethical Appeal of Luxury Brands	Luxury brands, fast fashion, sustainability, quality and consumer behavior
Karen Ka-Leung Moon, Charlotte Sze-Yeung Lai, Elita Yee-Nee Lam & Jimmy M.T. Chang	2014	Popularization of sustainable fashion: barriers and solutions	Sustainable fashion; environmentalism; fashionism; popularization barriers; Asian market
KirsiNiinimäki	2015	Ethical foundations in sustainable fashion	Environmental ethics; Values; Sustainable fashion; Corporate social responsibility (CSR); Ethical consumption; Extended producer responsibility (EPR); Sustainable business; Greenwashing
Kate Fletcher	2015	Slow Fashion: An Invitation for Systems Change	Slow, fast, sustainability, systems change
Olga Gurova and Daria Morozova	2016	A critical approach to sustainable fashion: Practices of clothing designers in the Kallio neighborhood of Helsinki	Finland, small-scale entrepreneurship, sustainability, sustainable fashion, urban culture, clothing designers
Corinna Dickenbrok & Luis F. Martinez	2016	Communicating green fashion across different cultures and geographical regions	Eco-fashion, Sustainability, Cross-cultural issues, Communication . Brand awareness

Hyun Min Kong, EunjuKo, HeejuChae & PekkaMattila	2016	Understanding fashion consumers' attitude and behavioral intention toward sustainable fashion products: Focus on sustainable knowledge sources and knowledge types	Sustainable fashion; sustainable knowledge sources; knowledge types fashion consumer; corporate marketing information
Alice Payne	2017	Fashion Futuring in the Anthropocene: Sustainable Fashion as "Taming" and "Rewilding"	Anthropocene, sustainable fashion, technology, futuring
Kate Goldsworthy, Rebecca Earley & Kay Politowicz	2018	Circular Speeds: A Review of Fast & Slow Sustainable Design Approaches for Fashion & Textile Applications	circular textile design, design research, sustainable fashion, fast & slow
Aline Buzzo and Maria José Abreu	2018	Fast Fashion, Fashion Brands and Sustainable Consumption	Fast fashion, Sustainability, Slow fashion, Social media, Value chain, Consumption
RóbertŠtefko and VladimiraSteffek	2018	Key Issues in Slow Fashion: Current Challenges and Future Perspectives	Slow Fashion; Fast Fashion; sustainability; creative industry; support of networks
Helen X. Trejo , Haley A. Smith, Nidia K. Trejo, and Tasha L. Lewis	2019	Made in New York: A Collaborative Model to Encourage Slow Fashion	Slow fashion, fiber farms, textile design, fiber science, actor–network theory
Asimananda Khandual and Swikruti Pradhan	2019	Fashion Brands and Consumers Approach Towards Sustainable Fashion	Sustainable fashion, Eco-friendly, Up-cycling Post-consumer wastes, Bio-degradable, Slow fashion Circular economy
Mark K. Brewer	2019	Slow Fashion in a Fast Fashion World: Promoting Sustainability and Responsibility	Fashion law; fast fashion; sustainability; corporate social responsibility
Anika Kozlowski, Michal Bardecki and Cory Searcy	2019	Tools for Sustainable Fashion Design: An Analysis of Their Fitness for Purpose	Sustainability; sustainable fashion; fashion design; sustainable design; design tools; design practice
FaustineBinet, Ivan Coste-Manière, Clément Decombes, Yan Grasselli, DortmundkOuedermi and MuktaRamchandani	2019	Fast Fashion and Sustainable Consumption	Sustainable, Fast fashion, Consumption, Customer centric, Triple bottom line, Fast luxury, Hard luxury, Human scale development

FINDINGS

After classification of articles related to the scope of the study, findings are categorized in two different ways 1) Slow fashion and sustainability and 2) Fast fashion. 14 articles from the 19 articles have done detailed working on our first category of slow fashion and sustainability. Whereas, rest 5 articles support concept of fast fashion.

Slow Fashion and Sustainability

The first directly related article on slow fashion and the concept of sustainability is from Hazel Clark was published in 2008. Author has identified that are some evidence that slow concept is getting recognized, but the challenge is how it extend on larger scale. Also, redefinition of slow in fashion is required for the principle and practices which need to be described further. In addition to this 13 from our categorized articles support this concept.

The second article from our categorized list that supports the concept of sustainability was published in 2011. The writer suggest that beginning of change to incorporate sustainability in fashion industry can possible via higher education (Landgren & Pasricha, 2011). A survey study has been done in South Korea has given three suggestions one of them is development of multifaceted education and training program, second suggestion is to devise marketing/advertisement strategies, third and last suggestion was to set up of knowledge-based institution for fashion industry and professional association to promote sustainability in the community (Moon, Lai, Lam & Chang, 2014). Kate Fletcher (2015) has been researched the challenges of slow fashion and sustainability, writer has find out that the biggest challenge is to influence the overall regulating fashion system which in turn promote balance in economy, society and ecological system.

Three articles in our summarized list were published in 2016 and reinforced the outcomes of above three discussed articles, two researches out of three have used quantitate method to support their findings. Prominent conclusions include understanding of sustainability is always a work-in-progress or continual process (Gurova & Morozova, 2018). Consumer desire to enhance self-esteem is positively impacted by transparent communication and brand eco-fashion interest (Dickenbrok & Martinez, 2018). Types of sustainable knowledge and their marketing strategies must identify to expand scope of fashion business (Kong, Ko, Chae, & Mattila, 2016).

Then two articles published in 2017 and 2018 consecutively, Alice Payne (2017) has highlighted the anthropocentric concept regardless the economic view of sustainability. Also, for positioning the slow fashion concept in industry a fashion-Matrix-based framework has been presented to further detect and investigate future challenges for sustainable fashion (Štefko & Steffek, 2018).

Mark K. Brewer (2019) has suggested that legal reforms and organization's increased support pursue improved sustainable practices that are necessary to adjust fashion industry. To further support this article another study has been presented by Kozłowski, Bardecki and Searcy in 2019. The paper incorporated in three perspectives are innovation levels, dimensions of sustainability, and the interlinking of both in fashion system (Kozłowski, Bardecki & Searcy, 2019).

Fast Fashion

First directly related published article that supports our second concept of "Fast Fashion" was presented in 2010. Bhardwaj and Fairhurst (2010) have done an extensive work on emergence concept of "Fast fashion" along with changing dynamics of the fashion industry since 1990s. Article has focused on concept of fast fashion from both supplier and consumer point of view that how supply side for fast fashion is important for retailer and how consumer react to the trends how their purchasing behavior get effected.

In 2012, research has been done in Hong Kong and Canada on a sample size of 33 by Joy, Sherry, Venkatesh, Wang and Chan. Author identified that participants have shown fast fashion and luxury fashion as a priority and do not take sustainability as an important measure. Young participants have their separate feeling and understandings on fashion and sustainability. Participants understand the concept of sustainability, but lacking is in application of ethics when it comes to sustainable fashion.

Goldsworthy, Earley, and Politowicz (2018) has discussed to contrasting approaches those approaches on slow and fast fashion:

There are three Super slow approaches

- a) Extending single-user lifetimes
- b) Enabling multiple-user lifetimes
- c) Scaling garment upcycling

There are three Fast forward approaches:

- a) Advancing material recovery
- b) Designing for recovery
- c) Reducing production impact

To support this, Buzzo and Abreu (2018) have showed fast fashion as per consumer perception but study only focused on Mechanics of fast fashion, value chain, media impact, fair trade and labor practices along with buying, borrowing and collaborative consumption. Recently, Binet, Manière, Decombes, Grasselli, Ouedermi and Ramchandani (2019) have presented sustainability as described strategy for business in future. However, author have not included a societal and an economic view of the sustainable fashion in the study.

CONCLUSION

Fashion is accepted as an individual's choice instead of a collective group decision nowadays. Also the sustainability in fashion industry is still a question to understand for consumer or end user. Our review has categorized previously published articles on two broad aspects a) Fast fashion and sustainability and b) Fast fashion.

The research question has been answered in both categories ethical and sustainability issues of fashion industry can be minimized by educating end use or consumer. Practice and training will positively impact consumer behavior and perception. Although, in Pakistan consumer and business owner are still in learning face which has been evidenced as no study was found directly on the subject topic in research.

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