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FAST FASHION INDUSTRY: ETHICAL AND ECO-FRIENDLY?

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Assignment Cover Page

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DECLARATION

I, the above named student, confirm that by submitting, or causing the attached assignment to be submitted, to CCT, I have not plagiarised any other person's work in this assignment and except where appropriately acknowledged, this assignment is my own work, has been expressed in my own words, and has not previously been submitted for assessment.

FAST FASHION INDUSTRY: ETHICAL AND ECO-FRIENDLY?

- 1.1) Are consumers prepared to pay higher prices to ensure fair labour conditions in fashion factories?***

- 1.2) Would consumers be ready to change their habits and purchase sustainably made clothing?***

Abstract

The questions and sub-questions will introduce the Research Project which contextualize and analyse the environmental impact of fashion industries, mainly fast fashion, and its labour force. It will narrate how consumers engage with fast fashion and their perception.

The topics explore the universe of the fashion industry, carrying statistics and reflections about the actions, sustainable processes and techniques. Specifically, what fast fashion industry is doing in its framework to become sustainable, providing fair labour condition for the workers, and the impact of innovative mindset. The valuable contribution from non-profit organizations which support and give guidance to companies achieve sustainable goals.

The introduced Questionnaire it reveals data about what is most relevant for consumers when purchasing clothing, presenting deliverables about the challenge for consumers become sustainable.

KEYWORDS: fast fashion, sustainable fashion, sustainability, consumer behaviour, garment industry.

Acknowledgements

I wish to express my gratitude to God, to give me strength and spiritual guidance during the whole academic year.

I am very grateful to my mother and I dedicate this work to her, the most inspiring person, who always admired me, supporting me to keep improving my student skills and working hard. Finally, I am thankful to have my grandmother in my life, someone who proves me I can do everything, achieving the biggest dreams.

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I. Introduction

The movement of fast fashion as we know, became popular for selling trends at record speed with Zara. The conception of the background for fast fashion started around 1800 according to Idacavage, S. (2018), with the Industrial Revolution and the introduction of textile machines, and the standardization of the production after World War II.

The sustainable manufacturing started with the concept of slow fashion and to manufacturer with ethical principles, it connects social and environmental responsibility. Collings, K. (2018) believes that Slow Fashion is the combination of Ethical Fashion, Eco Fashion and Lasting Fashion, which the last one is about producing quality and not quantity.

This Project Research will be conducted based in the architect role, motivated to investigate how the Fast Fashion Industry is dealing to rethink sustainably, being transparent, embracing different techniques for fair manufacturing and the use of recycled fibres.

Through this Research, the questionnaire approaches different consumers to analyse how are their perceptions about fast fashion and sustainable fashion, the results brings shoppers panorama and it reveals how consumers are creating associations with fashion and a sustainable mindset.

II. Literature Review

The introduced Project Research topic was thought in view of the fact the fast fashion industry corresponds to a big portion of the global business, additionally approach fundamental concerns about imprudent manufacturing impacting severely to the future. The fashion industry generates thousands of jobs, rotating the economy and contributing for the development of new technologies in manufacturing, but the impact of accelerated production and the over consumerism demand are predominantly negative, nobody is immune from the consequences of the illegal labour to the excessively extraction of natural resources.

The Fast Fashion is the segment which has grown 21% the last three years, and overall fashion segment rose between 3.5 to 4.5% in 2019, according to McKinsey Global Fashion Index (2019). The economic background is about a business of \$35b in the global market by 2018, stated by O'Connell, L. (2019).

H&M is the longest retailer running the concept of fast fashion when it opened in 1947, but basically, Zara launched the structure of fast fashion in the beginning of 1975, delivering new collections in a short time, manufacturing in 15 days from the design to the manufacturing and being sold in the stores, stated by Idacavage, S. (2018). H&M, Zara and Primark are well known as the Europe biggest players in fast fashion.

Consumers and their power

The contribution or contravention of these industries are very pertinent for the environment, all consumers are responsible.

The new term "see now, buy now" were first heard around 2017, the concept started after some luxury brands as Rebecca Minkoff, Victoria Secret's and Burberry understand that the consumers wants to buy as soon as the catwalk is happening, the consequences were great results increasing their sales. With the news spreading everywhere and the visible effects, the fast fashion also heavily increased their profits.

Affordable fashion

Affordable fashion is something we have come to expect, with many price points, shoppers are spoilt by how many entry levels there are into fashion. The rise of fast fashion has been dramatic, with most other costs and raw materials being constant, manufacturing cost is an area that global retailers have targeted and exploited to get a competitive advantage in a 35 billion dollar a year industry.

The rise of fast fashion has really benefitted consumers in developed countries, but there has also been a price to pay for this affordable 'luxury', according to the Bureau of Labour Statistics, stated by Thomas (2019), wealthier countries were actually the first ones to feel the fallout. In 1991, 56.2% of all clothing purchased in the U.S. was American made; by 2012, it was down to 2.5%.

Primark: a case study in responsible fast fashion

Since it opened its first store in Dublin in 1969 Penny's or Primark as it is known outside of Ireland has been a major retailing success story. On occasion, however, it has not always been plain sailing. The company came under the spotlight following the tragic collapse of the Rana Plaza clothing factory in Bangladesh which saw the loss of over 1000 lives. T-shirts were being produced here for about 2 pounds per piece for 28 different brands.

In the years following on from this event, Primark has been active in assessing its supplier channels in developing countries. Hendriksz (2019) highlights that currently Primark has a team of over 80 experts dedicated to sustainability, ethical fashion and worker training as part of their Ethical Trade Team. This is seen as a very positive move on the company's part. They are also making waves in India where Primark are working with the Self-employed Woman's Association to support over 11,000 female cotton farmers in the country.

Conscious driven companies

The current clothing system is extremely wasteful and polluting, stated by Ellen MacArthur Foundation (2017). It is estimated that half of the clothes produced by non-renewable resources are disposed in the landfills or incinerated in one year after the production.

The problem is consumers purchasing more clothes from the fast fashion system, for accessible price, and consequently discarding the garments in a short time, this addiction it will certainly become more dangerous for the environment if no change happens. In general, the garments used after the purchase decreased by 36% compared to 15 years ago, described by Ellen MacArthur Foundation (2017), in the same period, in China clothes is worn 70% less.

The world will start a collapse soon if the manufactures do not change for sustainable way to produce, nowadays new techniques are available. H&M is showing some improvements though, the company launched a campaign called "Conscious Collection", which it will make use of 100% cotton made from sustainable resources by 2020, also transforming fishing net into clothes in some collections since 2018. Zara, from the group Inditex, and some companies declared to Better Cotton, NGO which stands for better rights in cotton farming, that they will refuse to collaborate and work with the Uzbek cotton which is a company related to forced labour. As cotton is one of the most used raw material in fashion industries, The Better Cotton (2019) emphasised some of their members which are leaders of using sustainable cotton, brands like Adidas, Nike and Gap.

So many improvements are yet to happen in the fashion industry, but consumers are now aware and demanding new green ways to produce and to discard the rejected garments. Thankfully, many non-profit organizations are working to make buyers aware, these organizations are heavily charging responsibilities from the companies, expecting for developed and sustainable forms to create and produce.

An important organization, Baptist World Aid, works raising awareness in the fashion industries and provide reports on labour rights and sustainable management. The

Environmental management	Worker empowerment	Auditing and supplier relationships	Transparency and Traceability	Policies		OVERALL GRADE
A	B-	B+	A+	A+	adidas	A
A-	D+	C+	A	A+	Gap Inc.	B
A+	C-	B-	A-	A+	H&M	B+
A+	B+	A	A	A+	Inditex	A
A+	D-	C	A-	A+	Nike	B-

Table 2 – Positives overall grades of popular brands

Contemplating the brands mentioned in paragraphs before and described in Table 2, as Adidas, Nike, Gap, Inditex and H&M, these companies reached positive grades in the total but only Adidas and Zara achieved all 5 categories with great performance. It is possible for big companies to deliver good products with responsibility, and still not reducing their profits, the better strategy is to understand that the market is changing for green concepts and be able to do it, companies need to perceive their position and attend their stakeholders sustainable demands, because in the future will not have space for organizations which do not meet the goals in those categories.

However, Gap, H&M and Nike did not reach the expected in the categories of Auditing and Supplier Relationships and Worker Empowerment. Which means that even trying to improve harder, as example of H&M that is developing many renewable resources and using sustainable production, the organizations might be not paying the living wage or providing good working conditions and not ensuring its suppliers empowers and protect the workers.

In The Baptist World Aid Report (2019) some companies which received the lowest rate had a chance to justify themselves and the reasons were diverse, one company describe they operate in a small market in New Zealand with a small volume and for that the suppliers do not want to deal with small demand, so the company needs to purchase manufacturing from China. This company could opt to deal with local

workforce and engage with mentoring companies to help to achieve the best solution.

The Baptist World Aid (2019) traced some data showing the importance of the collective work, the improvements are visible by the numbers where states that 61% of the companies are now investing in sustainable fibres, from only 17% in 2013 to 48% in 2019 it corresponds for the industries that are tracing where their raw material come from, as well the companies that are publishing their suppliers list has increased from 18% to 37% by 2019.

Social media influence

The companies are currently selling its products through social media, they are changing to become media brands and therefore facing more pressure to attend demands to deliver new contents. The massive manufacturing and social media are strategically situated to create the connection between the advertisements and online purchases.

Nguyen T. (2020) alerts the impact of social media, the companies act together with influencers and rely on their advertisements which opened a niche and rises in sales, specifically to e-commerce retailers.

During interviews with generation Z girls, Paton E. (2019) questioned a girl from England who said that there is no point buying expensive clothes when the objective is wear just on one occasions for pictures and posts on social medias, browsing everyday searching for shopping inspirations through social media influencers.

III. Research Sub-questions

Are consumers prepared to pay higher prices to ensure fair labour conditions in fashion factories?

The fast fashion segment is still in high demands because simply there are still consumers requesting it. However, there are many organizations that works to support the labour force, providing consulting to companies and engaging in partnerships to develop sustainable manufacturing practices.

The organization Clean Clothes (2020) introduced a Report about the migrant workers in Japan, their research explores how garment industryexploit the workers and violate ethical concepts. The report shows that the of numbers of companies inspected by the labour inspection office dropped from 79.6% in 2013 to 70.8% in 2017. Also, the data shows that the numbers of companies found in violations rose from 1,844 in 2013 to 4,226 in 2017.

Organizations as Better Cotton (2020) works to support everyone involved in the production of Cotton, the NGO has been supporting the community and specially female workers in India, Pakistan and Mali to improve their quality of life and the possibility of having economic independence.

Burckhardt, G.(2018) is the director of FEMNET, an NGO that works for women's rights in the garment industry in Asia, expressed that firstly the consumers should ask themselves the necessity to buy more clothes, when alarming 60% of the garments produced are not even be worn,will be thrown away.Burckhardt (2018) indicates few steps to practice for a sustainable cycle: less consumption and definitely only buy new clothes from companies with fair trade labels and which ensure better working conditions and fair wage to employees, also buying second-hand clothes.

Nguyen T. (2020) interviewed the consumer behaviour specialist Michael Solomon, who believes that the society follows a disposable culture and explain that with the facilities of artificial intelligence and the globalization standard, companies became logistically improved and able to offer high speed manufacturing, transforming multi possibilities for fast fashion sector explore non-sustainable resources.

However, from 2014 the share of sales of sustainable products are increasing considerably in the U.S. according to Nielsen Company (2018). The reflection is also about the world economy. From the same case study, 48% the U.S. consumers

affirmed that would definitely change their consumers habits to minimise their footprint on the environment.

SUSTAINABLE PRODUCT SALES IN THE U.S.

\$ in billions

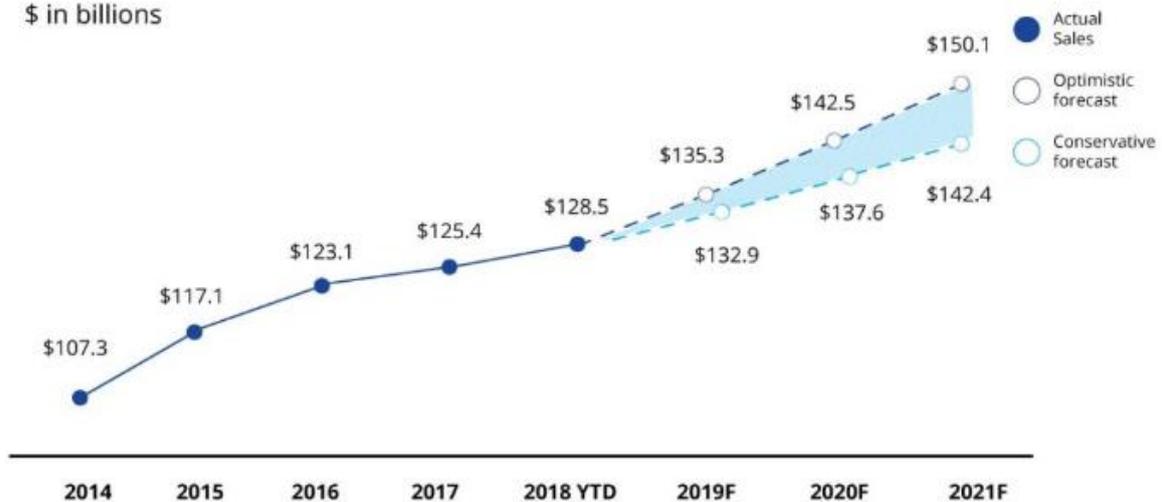


Image 1 –Nielsen Product Insider (2018)

Thankfully, many NGO were the main component to start the biggest change to protect the labour force, the workers behind the scenes are the principal stakeholder and must have all rights preserved. Evidently the change should start from the companies, which are the responsible to refuse the employees' rights. Soon or later, the fast fashion will need to change completely to address new sustainable process to provide fully ethical labour characteristics.

Would consumers be ready to change their habits and purchase sustainably made clothing?

According to Rajagopal (2010), the globalization interfered drastically in the consumer habits, transforming common values.

Fletcher, K. (2007) regards the importance of slow fashion, considering the true cost of choosing quantity over quality. Fletcher, K. believes consumers are engaging more and discovering cultural diversity and identity that slow fashion can conduct.

Slow fashion is the concept of a different approach, is about designing quality, where awareness commands the main idea.

The consumer has the same responsibilities as companies correlating to sustainability, consumers take decisions to purchase, how long to keep and when disposable the product, but it is very hard to engage and change behaviour for a sustainable mindset when the society has the culture of consumption, which is a powerful driving force influencing how consumers act, in the opinion of Sumner, M. (2019). In a contrasting and positive view, Nelson, T.-N. (2017) believes that the society are Transformational Consumer, considering life as constant disruptions actions, changing behaviour to live better and wiser.

The WWF (2020), NGO informs in their website that 20,000L amount of water is required to produce 1kg of cotton, corresponding to one t-shirt and a pair of jeans. When the numbers behind manufacturing are evident, the meaning of our responsibility as consumers seems heavier.

Stein, S. (2019) stated that both generation Z and Millennials are recognising the need for change, demanding transparency around the footprint from the companies and having a new relation with the life cycle of the products.

According to Butler, S. (2018), around 2018 the movement for backlash against fast fashion started, in the same way as consumers concerns alarmed discussions about the gravity of plastics in the environment and deforestation from the food industry. But still in 2020 the fashion industry is still struggling and find challenging to become completely sustainable and close the loop of non-ecological actions.

Samantha Dover, retail analyst at Mintel cited in Butler, S. (2018) article, said according to their research, almost half of the consumers expressed their thoughts to engage in sustainable purchase from companies trying to reduce the damage on the environment.

In the House of Commons Environmental Audit Committee (2019) report, Professor Cooper T. indicated that the consumption in the society must be cultural changed, the throwaway culture it is not just a effect from fashion industries, it is associated to the whole economy. He defends that often debates have to be addressed to speak with as many consumers as possible, to start responsible communities. In the same report, Professor Williams D. considered that a growth logic must be considered, as the sustainable techniques that are being developed will not be enough if consumerism keeps escalating.

Rosmarin, R (2020) believes that nowadays consumers expect the companies offer products that is according to their believes, bringing more than just quality or design. Even when purchasing sustainable is not the main purpose, the idea of buying an apparel that is ecological is becoming more attractive, as Rosmarin (2020) analyses.

The mix of consumption culture, lack of responsibilities from the companies, deficit of penalisation for non-ecological production contributes for the environmental problem that emerges more in our society. The sustainability also must be accessible, not only financially accessible but strategically positioned to reach every level in the society.

The companies still have power in the connection linking consumers and manufacturers, but then, society is realising that everyone together can define a new structure, rethinking which possibilities are conceivable to benefit every stakeholder, preserving the most important piece, our nature.

Collings, K. (2018) believes that having too much clothes, specifically purchased from fast fashion shops, it means the individual has no style or defined personality, not knowing to express themselves.

In general, society still have the same over consumerism mindset, not paying attention to how apparel is made, and prioritize quantity over quality, but considerably the percentage of conscious purchases are increasing and noticeably the fashion industry is trying to adjust to the new processes, the collective work is very important to change the way people deal with fashion. The responsibility with

the environment is part of our society tasks, hopefully sooner the concept of sustainable manufacturing will be widely spread and considered.

IV. Research Design Methodology

Questionnaire objective

The objective of this questionnaire is to gauge shoppers' habits and how far are consumers engaged to purchase clothes from sustainable manufacturing without leaving negative footprint.

Methodology

The chosen methodology is the questionnaire constituted by multiple-choice question survey. The survey methodology elucidate better understanding and it is easy to manipulate, to interpret and analyse the data. The questionnaire will be analysed by qualitative and quantitative factors.

Assuming that consumers are the main stakeholder of the fashion industry, the data collected will contribute to identify if individuals can stimulate fast fashion brands to behave sustainably and to develop greener, how engaged are consumers with conscious shopping and their aptitude to awareness for fair manufacturing.

The composition with 15 question, will be addressed to different individuals from different groups, based on EU territory. The survey will be distributed for participants considering age, gender, education level and gross income, the relative data is relevant to connect the behaviour and perceptions of the consumer with their education knowledge, financial purpose, maturity decisions.

The platform used will be Google Forms.

Questions:

1. Gender:

- a) Female
- b) Male

2. Age:

- a) 18-24
- b) 25-34
- c) 35-44
- d) 45-54
- e) >55

3. Education level:

- a) Secondary
- b) Undergraduate
- c) Graduate
- d) Master
- e) Doctorate

4. What is your gross income (before tax or deductions)?

- a) < €20,000 per year
- b) €20,000 to €35,000 per year
- c) > €36,000 per year

5. Do you know what sustainable fashion is?

- a) Yes
- b) I have heard about it
- c) No

6. How many times per year do you buy new clothes?

- a) Less than 5
- b) Between 6 and 12
- c) More than 12

7. By order of relevance, what do you take into consideration when buying clothes?

- a) Price
- b) Design
- c) Quality
- d) Sustainable manufacturing
- e) Shopping experience (e-commerce/location/delivery)

8. Most of the time, do you buy clothes for function or fashion?

- a) Fashion
- b) Function

9. Would you be willing to pay more for clothing from brands which assure living wage and good working conditions for the workers?

- a) Yes
- b) No
- c) Maybe

10. Would you pay higher prices for clothes made from sustainable resources (recycled textile fibres, fair wage and good working conditions, environmentally friendly)?

- a) Yes
- b) No
- c) Maybe

11. Would you stop buying a certain brand if it does not follow sustainable principles?

- a) Yes
- b) No
- c) Maybe

12. How much would you pay for a general outfit for day to day wear?

- a) Less than €20
- b) Between €20 and €50
- c) Between €50 and €80
- d) Over €80

13. Sustainable clothing manufacturing campaign/advertisement could influence your purchase decision?

- a) Yes
- b) No
- c) Maybe

14. When buying your clothes, do you read the label to know the manufacturing origins, environmental resources?

- a) Yes
- b) No
- c) Maybe

15. Do you take part in any sustainable clothing initiatives?

- a) Garment Collecting programme
- b) Buying second hand clothes
- c) None

V. Legal and Ethical Issues

Taking all precautions must be essential during the development of this Project Research, which is based collecting the Fast Fashion Industry data available online and from other sources, referencing all sources and citations.

The collected data from survey must be done carefully, considering all aspects for protection of the data, obtaining permission from the contributors/participants.

The Questionnaire will be managed according to Gray (2019) that state the Ethical Principles has four main areas to protect the privacy of the participants and prevent any physical or emotional harm. The main areas are described as follow:

- Avoid harm to participants.
- Ensure informed consent of participants.
- Respect the privacy of participants.
- Avoid the use of deception.

The survey Google Forms platform used will precisely file and protect the data.

The descriptive header in the survey will states the permission for the data access, ensuring that the respondents are aware that the survey will be accessed for academic purposes.

VI. Risk Assessment and Contingency Planning

Risk assessment is the term used to describe the process where the hazards or potential risks are identified, analysed and evaluated and finally manage ways to reduce or eliminate. To mitigate the risk is necessary, having a plan to deal with the situation is important to describe the likelihood threats.

The risk for methods of collection could be described as follow:

- Receiving less than 30 surveys answered
- Not achieving the adequate level of answers by no engaged respondents
- Respondents not analysing the questions and selecting random answers

Contingency plans could be described following the predictions bellow:

- Dealing with answers described as Maybe

Plan B: To allocate this data as participants from specifics groups, who might be indecisive about the topic

- Dealing with blank/avoided answers

Plan B: The answers will be considered null. The rest of the questionnaire will take a different weight, considering only the questions answered. The avoided answers will not be part of the final analyse at the end, but it will enter to other category described as non-answered questions, being possible to analyse which questions the respondents did not take into consideration.

VII. Results (Research findings)

Surveys perform to perceive how people reflect, its conditions and also the outputs, stated by Phillips, P. et al. (2013).

According to Bourke, J., Kirby, A. and Doran, J. (2016), the results must elucidate what is the objective of the questionnaire, approaching the problem-based learning (PBL) to describe why the resolution of the questionnaire are significant into the context.

Afterbrainstorming and examining literatures and articles regarding the connection between consumers and fast fashion companies, the process of the questionnaire was created to complement the subject of this Project Research bringing more specific data from the consumer point of view.

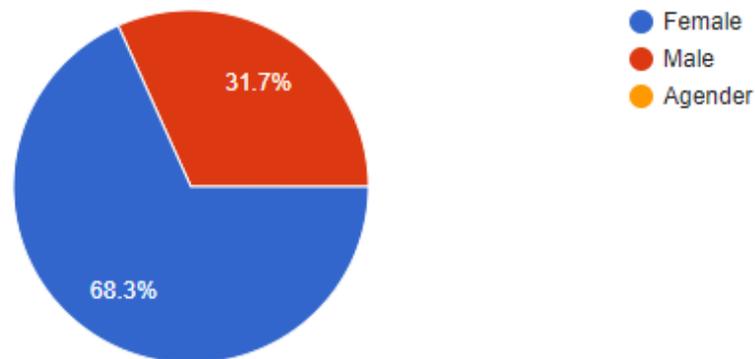
The related answers are the results of 41 responses, the interpretation describe how consumers are engaged to purchase clothing from sustainable manufacturing, what is the driving force considering the awareness when purchasing clothing.

The highlights of the questionnaire are the relation between age, gender, income, the knowledge about sustainable fashion and what is considered by order of relevance when shopping clothes.

The results below are described firstly as a summary, followed with additional details and analysis.

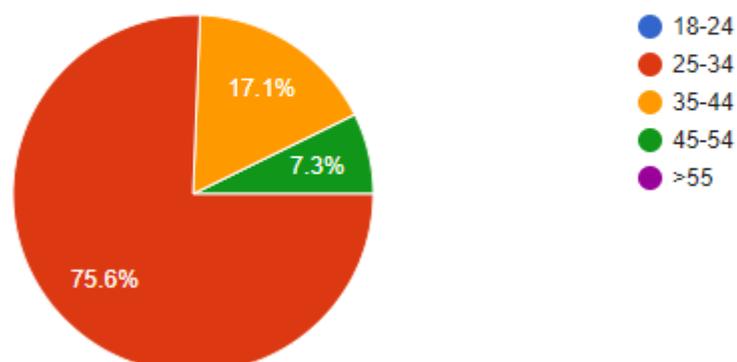
1. Gender:

41 responses



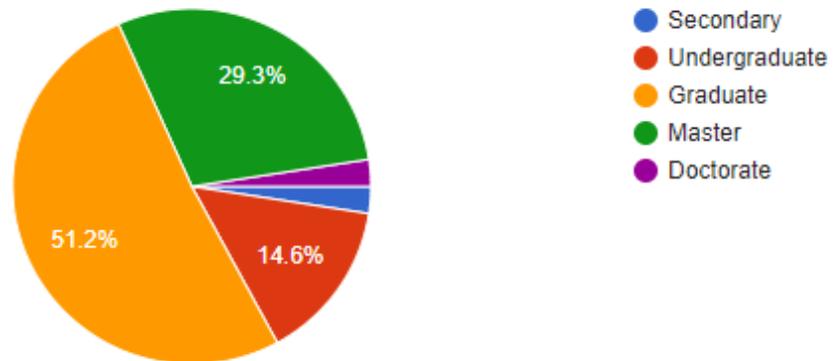
2. Age:

41 responses



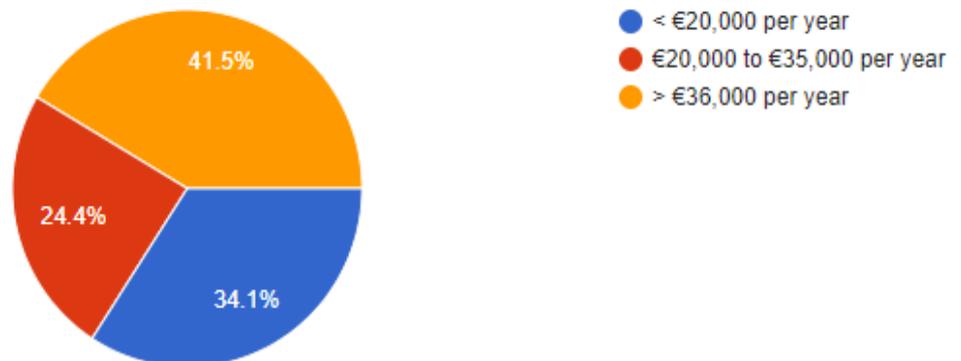
3. Education level:

41 responses



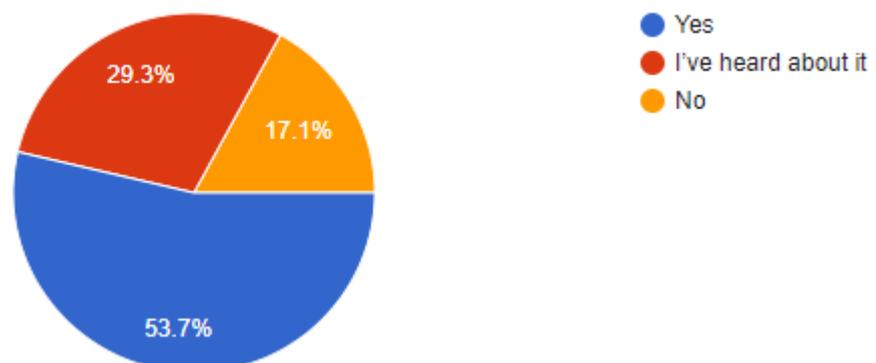
4. What is your gross income (before tax or deductions)?

41 responses



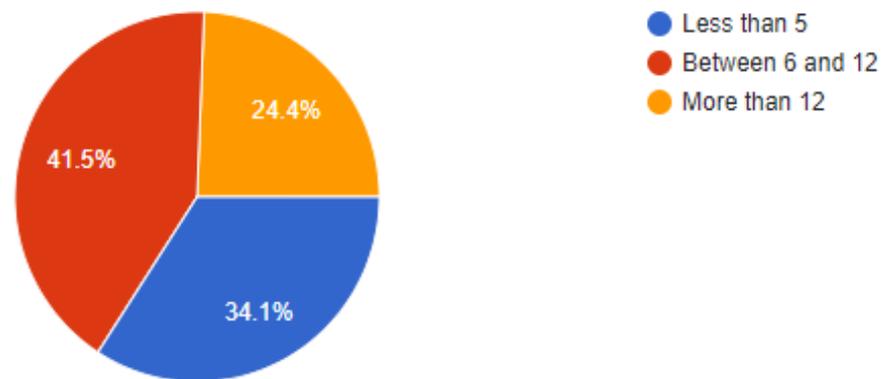
5. Do you know what sustainable fashion is?

41 responses

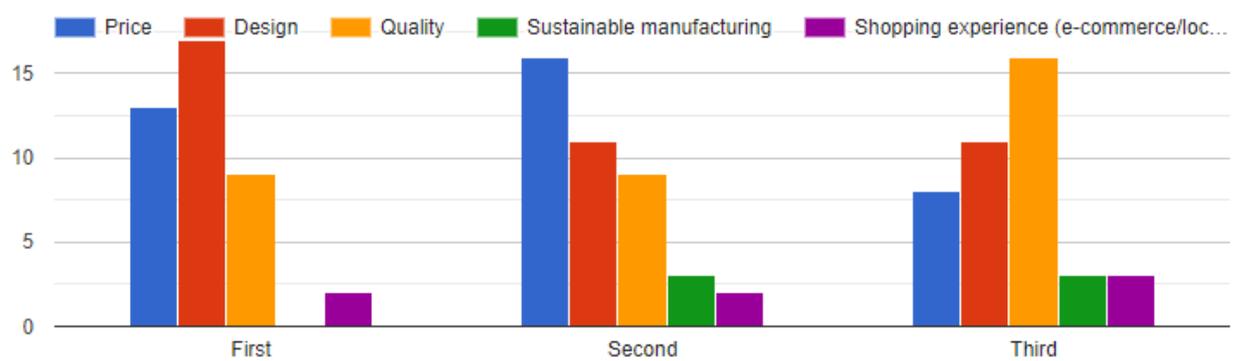


6. How many times per year do you buy new clothes?

41 responses

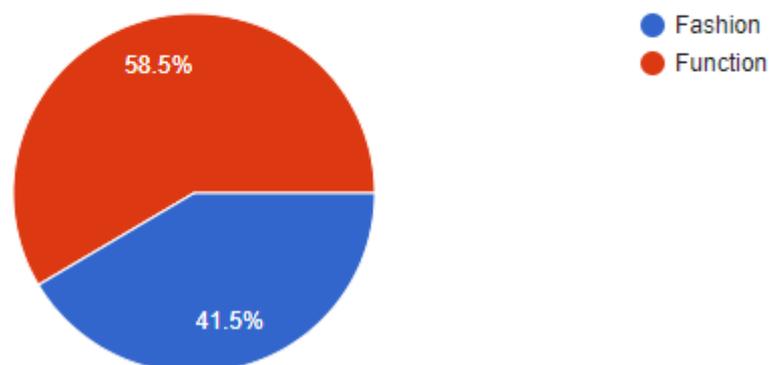


7. By order of relevance, what do you take into consideration when buying clothes?



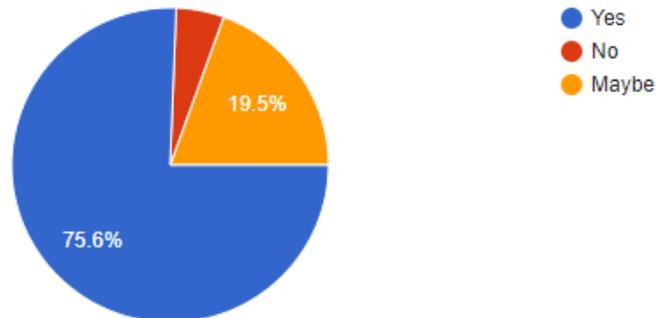
8. Most of the time, do you buy clothes for function or fashion?

41 responses



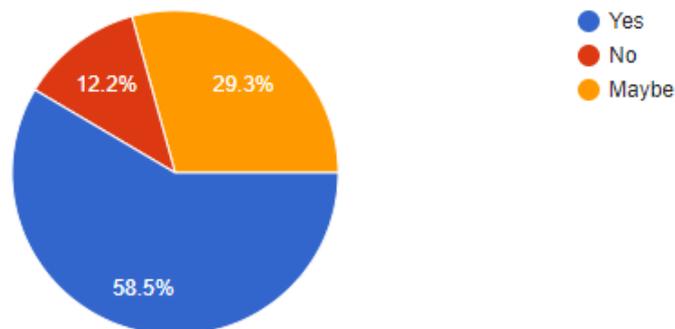
9. Would you be willing to pay more for clothing from brands which assure living wage and good working conditions for the workers?

41 responses



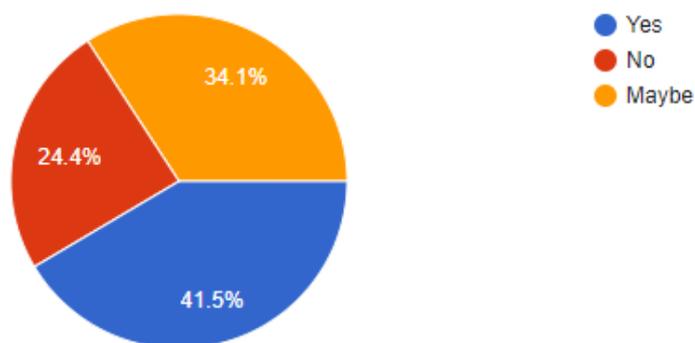
10. Would you pay higher prices for clothes made from sustainable resources (recycled textile fibres, fair wage and good working conditions, environmentally friendly)?

41 responses



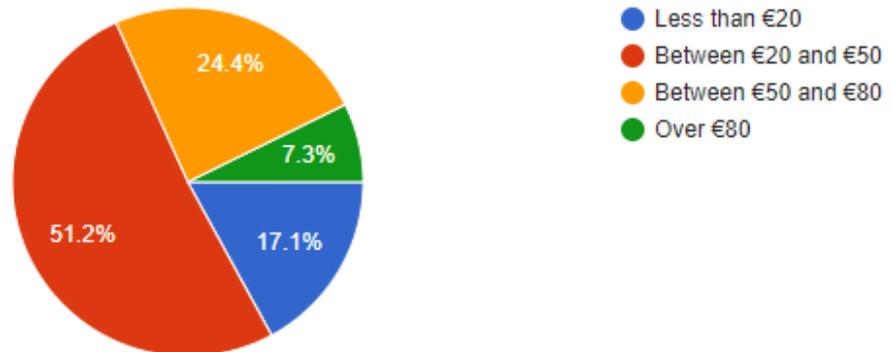
11. Would you stop buying a certain brand if it does not follow sustainable principles?

41 responses



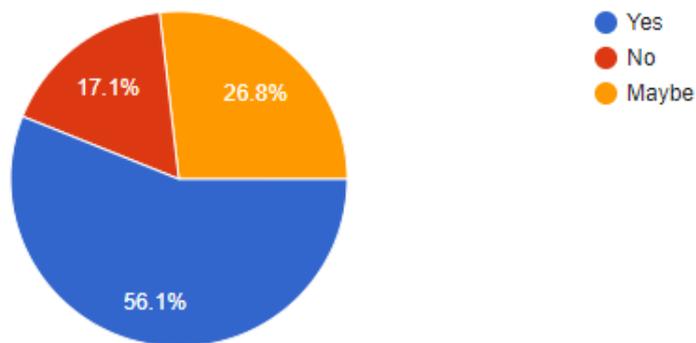
12. How much would you pay for a general outfit for day to day wear?

41 responses



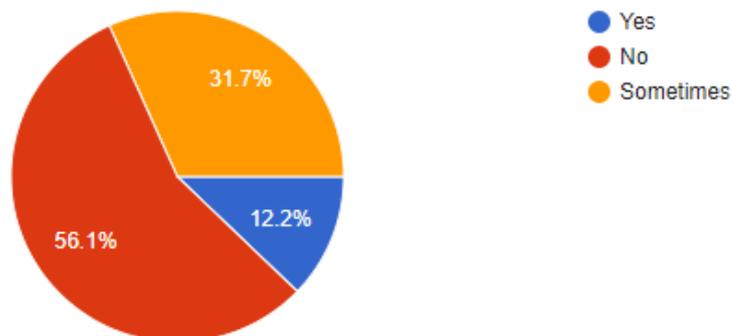
13. Sustainable clothing manufacturing campaign/advertisement could influence your purchase decision?

41 responses



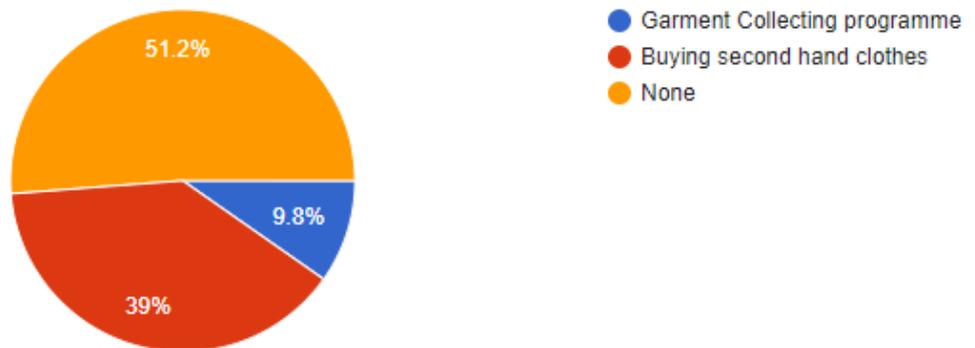
14. When buying your clothes, do you read the label to know the manufacturing origins, environmental resources?

41 responses



15. Do you take part in any sustainable clothing initiatives?

41 responses



The analysis narrated below are just being referred from the data of the respondents in for this Project Research.

The female's respondents are the majority corresponding to 68.3% (28 out of 41), and only 4 of them have never heard about the term Sustainable Fashion. Including the male's respondents, the results are 7 in total. Analysing this group of consumers, 6 out of 7 buy clothes for function, none of them spend over €80 purchasing clothes and only 2 out of 7 would be willing to pay higher prices to ensure living wage and working conditions for the workers, would buy clothes made from sustainable resources and stop buying from brands which does not follow sustainable principles.

For the question 7, no respondent selected Sustainable Manufacturing option as their first choice when purchasing clothes, which shows that they prioritize firstly Design, Price, Quality and Shopping Experience over buying sustainably. As a second and third choice, only 3 respondents selected Sustainable Manufacturing option for each choice.

In question 6, all 10 respondents, majority between 25-34 years old and with income over €36,000 per year, who buy clothes more than 12 times per year selected Design as the first reason to buy clothes, and in this section, only 1 respondent chose Sustainable Manufacturing as a third choice for buying clothes.

The highlights of this questionnaire it shows that the big majority of the consumers have knowledge about Sustainable Fashion, its impact and the ethical responsibility from the companies to their workers, but even being aware about all issues that Fast Fashion companies carries, the consumers are still not engaged enough into sustainable purchases and imposing ethical position from the companies.

The personal income it can be the biggest motivation to purchase sustainably, as it would be about quality and not price. Fast fashion companies take advantage on people's finance situation, offering lowest prices but damaging the environment and exploiting the workers.

VIII. Conclusions and Further Work

In the past H&M introduced the concept of fast fashion and changed how consumers deal with apparel purchases, however the company is dedicated to its sustainable actions and has an ambitious program to invest in technological solutions in how to produce sustainable apparel with ecological process. Nowadays the brand has in its portfolio actions as: supporting and partnering with organisations dedicated to sustainable and innovative programs; use of vegan leather made from grapes in some of the conscious collections; the development of Circulose material, made from the cellulose in worn-out clothes, recovering the cellulose in recycled garment, collected in the shop; creating a Product Background section in the H&M App which describes the product background detail, tracking supplier and factory details; projecting goals to use recycled or other sustainably sourced materials by 2030 and be climate positive by 2040.

H&M is stepping forward to become 100% climate positive by 2040 and was elected in the position 27th from the 100 most sustainable companies of 2020, according to the ranking compiled by Canadian research firm Corporate Knights cited in Forbes (2020).

Evaluating 2020, Fast Fashion companies are dealing with shutting down until further notice regarding the pandemic Covid-19, the current situation is obligatorily slowing down the manufacturing throughout economy provoking more thoughts about consumption and how companies actions still have a negative massive impact in the environment. During the current lockdown, people on social media are sharing more thoughts about excessive consumerism and the lack of renewable exploitation of the resources, but in contrast, organisations are using the e-commerce and social media platforms to advertise and sell, being the only channel to movement the sales, contributing to keep the excessive consumption remaining.

Through the pandemic, organisations are working to survive and keep the business running, and this brings consequences such non-essential spending in sustainability programs and investments are suspended.

(Seidman, 2007 cited in Joy at all., 2015) considers sustainability more than our responsibility with the environment, it is about the relationship as individuals in the society and with our corporations.

Sustainability is about to run a new world in which everyone is aware, committed and connected with corporate social responsibility.

IX. Critical Self-Review

Unquestionable, garment industry is one of the most pollutants organisations, and the relevance of sustainable programs and actions are absolutely indispensable. It is a long way to go through to evolve consumers mindset and develop a better and structured culture where the excessive consumption does not prevail. Joy at all. (2015) believes that sustainability involves changes that impact in human livelihoods.

This Project Research brought me an enlarged view of how important the individual and collective participation in sustainable actions and the significance of our behaviour with fast fashion is, which impact straight to the workers life.

Was not an easy process to finish the Research during lockdown from the Covid-19, which I found more difficult for having so many distractions. Also, having other assignments hindered to dedicate myself with enough time for this Research. I did not have access to many paper books regarding Sustainable Fashion, the most of research was online, so I missed more content from experts in fashion engaging in sustainability.

The questionnaire was something that I really enjoyed working on it, analysing the data was very interesting and contributed positively for the Research.

At the end of this cycle, I genuinely feel that this project helped me to evolve my skills as student and researcher, the knowledge that I acquired make me feel very grateful with self-improvement.

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XI. Image References

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