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The connection between people and the sustainable fashion industries; How people can become more aware of sustainable fashion.

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DECLARATION

I, the above named students, 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.

Title.

The connection between people and the sustainable fashion industries; How people can become more aware of sustainable fashion.

Abstract

This project consisted of in-depth research on the theme of sustainability in the fashion market. The main focus was the search for the connection between consumers and industries on the subject related to sustainability, how companies will seek adaptation to the sustainable fashion market and how people are valuing this subject over the years.

The research presented relevant data that show how the new generation is more concerned with environmental issues, but still not much is being done in practical actions to make this happen.

Technology proved to be a great ally for this sustainable fashion market, as analysed in this research, through technological means people have more access to information and greater awareness when they are consuming new products, the research pointed out a positive connection between communication, technology and sustainability in the fashion market.

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Chapters

Title	2
Abstract	3
Acknowledgements	4
1. Introduction	6
2. Literature Review	7
2.1. <i>The sustainability in the textile area and consumer awareness.</i>	7
2.2. <i>The adequacy of industries in sustainable fashion production.</i>	8
2.3. <i>Awareness of consumers in the fashion world.</i>	10
2.4. <i>The connection between consumers, industries and sustainability.</i>	15
2.5. <i>Information technology and sustainable fashion.</i>	16
3. Research Question, Goals and Objectives	17
3.1. <i>Main research question.</i>	17
3.2. <i>Research goals, objectives and sub questions.</i>	18
4. Research Design Methodology	18
5. Results	19
6. Conclusion	20
7. Critical Self-Review	21
8. Reference List	22

1. Introduction.

Talking about a subject of relevance, such as the fashion market, leads to thinking far beyond the trends of seasons, relevant brands or luxury and empowerment that many brands represent in this market. This research will lead to thinking about fashion differently, making readers see this market in a way that is not so much explored and discussed by fashionistas.

Analysing the sustainability in the fashion market, a topic that is extremely important, but still does not have the necessary prominence before consumers. This research will highlight points related to sustainable fashion production by the fashion industries, leading to an in-depth research in relation to people's awareness of sustainable fashion, making it possible to see through data and information how relevant sustainable products are to the consumer audience.

With an in-depth critical analysis, this research will allow you to have a better understanding of how communication and technology can be combined in the communication and connection between consumers and fashion companies, it will be possible to understand how consumer behaviour has undergone a transition and different habits for each generation, and how technological evolution can be useful to make the new generation of people aware of sustainable fashion and its importance for humanity. Through this study, readers will be motivated to think of effective solutions that may be useful for the sustainable fashion market, seeking to raise people's awareness of this extremely important issue for humanity.

2. Literature Review.

2.1. The sustainability in the textile area and consumer awareness.

Producing fashion is one of the activities that most represents the economy around the world, but we must produce fashion responsibly, according to (J & P, 2018) being reported with one of the highest levels of unsustainability, the textile industry has a significant environmental impact on production with the use of pesticides in cotton cultivation for example, as in the production process with the use of chemicals such as dyes, oils, solvents among others that are deposited in the environment. It is worth mentioning one of the most important points of this issue is the disordered and unconscious consumption of the fashion industry where it further strengthens this problem generated by the textile industry in relation to the environment.

For this environmental issue it is need to see the situation through two ways, that of textile production through industries and the other the consumption of products by people, one is entirely connected to the other, according to (Gam, 2011) it is not from today that the as clothing is recognized as the most intense category of changing consumer goods, influenced by the combination of fashion trends and seasonal changes, clothing not only satisfies a basic human need, but has a social component, the fashion-oriented public will increase exposure to information about clothing and are very likely to shop for clothing, consumers are still poor information about sustainable fashion consumption, when it comes to sustainability, environment and other issues of which they propose more consumption, the first idea that comes to mind is related to the consumption of food related to human health, or product issues that cause direct deforestation to forests, although consumer concern and awareness about the textile industry has increased in recent years, consumers are still lacking much information, people still consume fashion industry products without knowing the real impact it has on the environment.

People's awareness and access to information are very important points that must be developed over time, according to (Šajn, 2019) a study done in the European union, the consumption of clothes by people has increased by over 40% in the last decades, representing between 2% and 10% of the environmental impact within the EU, but this impact extends to other countries as most production occurs in countries outside the European Union. Less than half of used clothing that is no longer used is collected for recycling, and about 1% is recycled and made into new clothing. The European Union has been promoting some actions

to try to reduce this environmental impact caused by clothing consumption, some business models for renting clothes, or designing a new platform from which it facilitates the recycling and reuse of clothes, in 2018, the EU adopted a circular economy package which will ensure for the first time that textiles are collected separately in all Member States by 2025.

According to (RU, 2018) the textile industry is still responsible for a large part of the numbers when it comes to productive environments that are aggressive to the environment, the use of chemicals, in the process of washing and dyeing products, the greenhouse gases released in the environment and even the use of expressive amounts of water in their production processes, all this makes the fashion industry's production process a villain for nature, which makes the commitment of the industries in relation to sustainability even greater, and that this ends up becoming a necessary issue and not just “market trends”.

Facts like these reported above lead people to think how important and urgent it is to have an environmental vision before consuming their products, shows how much people need to understand more about the production processes of clothes and understand the relevance that their consumption habits have for the environment.

The textile industry is in a moment of exploring new production alternatives, high sustainable alternatives, according to (J & P, 2018) sustainable materials like organic natural fibres, cotton, bamboo, linen have been proving to be a good ecological alternative for the textile industry. Consumers need to know more about these products and relate the benefits of clothes made from natural organic fibres that offer product maintenance qualities such as durability, longevity and aesthetic appeal, this is because the industries are also adapting and looking for the best alternatives for insert yourself more and more into this environmentally friendly production.

2.2. The adequacy of industries in sustainable fashion production.

Every change comes tied to new challenges and new discoveries that will be made in ways not yet pioneered, according to (Kaikobad, et al., 2015) for these changes in the fashion world would require a joint work of designers, manufacturers, and consumers, all they will always have to work together to make this sustainable goal complete. For this new green proposal designers need to work independently, and with an ecological identity, meeting the needs of this new market, this connection in the field of new product development is of the utmost importance so that sustainable ideas are made intelligently ensuring the success of the launched products.

Talking about business opportunities still according to (Kaikobad, et al., 2015) fashion companies can take advantage of competitive advantage by strategically managing environmental challenges, in their greening initiatives, fashion companies should strongly consider the product development process and extending management across multiple product life cycles, the manufacturer can develop and implement more sustainable policies and practices with regard to the production and consumption of clothing, there is a broader inference for society and the environment, as practices manufacturer and retailer can greatly impact the sustainability of the planet's resources.

Modern and forward-thinking companies are already adapting to this new way of production, according to (Kaikobad, et al., 2015) well-structured companies are making their proper productions in the preparation of environmentally friendly materials in their sustainable supply chain, a good example of this comes from Swedish company H&M, which is one of the pioneers in sustainable fashion, has built its sustainable supply chain in the development of eco-materials, providing safety training, monitoring sustainable manufacturing, reducing carbon emissions in distribution and promoting eco-fashion in marketing of your products. H&M, like many others, belongs to a fashion group known as fast-fashion and its fast-paced production chain, the so-called "just-in-time", which has led to an increase in the production of mini-collections in the world season, which generate new low-priced items in stores every week or even every day, this, in turn, has led to a surge in fashion trends that spurs cravings for new experiences and leads to overconsumption where consumers they buy more than they need, which results in waste of fashion which affects the waste of raw materials in the production environment and consequently affects the environment.

As stated earlier, green production in the textile market has been booming, according to (J & P, 2018) organic fibres produced under a natural process without the use of artificial methods or chemicals are becoming increasingly common in textile production, from clothing and fashion; Countries such as India, Syria and China have excelled in organic cotton production, along with that major brands have registered a self-consumption of organic cotton in their product manufactures. Studies have shown that retail sales using organic clothing and fabrics have increased considerably in recent years. Sustainable products using green farming methods preserve an ecological balance, avoiding the depletion of natural resources that are increasingly gaining visibility in the fashion world.

Talking about new ways, new market opportunities like sustainability in the fashion industry, cannot be forgotten about structuring and planning the industries in this regard, according to (Thorisdottir & Johannsdottir , 2019) every company has its mission, vision and values. , and all of this is tied to goals that the organization wants to achieve, when we think of a company that is structured to “enter the world” of sustainability we need to consider some points of change that the company must adopt in order to be successful and achieve its goals objectives both financially and by offering sustainable products to its customers with quality and social responsibility.

All new planning requires changes within organizations, yet according to (Thorisdottir & Johannsdottir , 2019) there are five elements that we consider important when it comes to readjusting a company to meet the sustainable market, the first of these elements is people, when he cites this element he relates people within organizations, who are fundamental parts of this change, these people will be part of the process of change, and more than anyone else should be culturally and professionally prepared for these changes and the new project; the second element relates the company's strategy, the clarity of focus, the competitive skills of the organization among others; the third element (one of the most important) the structure of the company, this is related to equipment, people, physical space, among others, to know if the company will be prepared to develop this sustainability project; the fourth element is focused on business structure, how the company will deal strategically in the fields of design, business actions related to new products, measure results among others; and the fifth and final element deals with a connection of this cycle of change, as the company's managers and administrators will maintain this new sustainability process, as the people involved will have to manage it in the short and long term.

2.3. Awareness of consumers in the fashion world.

Talking about sustainability in the fashion market, we are addressing many other factors that influence this issue, according to (SHEN, et al., 2013) the idea of sustainability in the fashion market took on more strength from the 1980s through popular initiatives and political incentives, where people started to think a little more about ecological issues and try to understand more about the origin of the products purchased, according to studies analysed, there is still much talk about sustainability in this market, however, the consumption of these products is very low, in the European Union according to studies analysed, more than 50% of the population is willing to explore more the sustainability market in the fashion world,

however consumption statistics show that this product category represents less than 1% of the items consumed by the European population. Mr. Shen at all, highlights that these studies vary a lot according to gender, social class or region analysed, but it shows a discrepancy in relation to what people think and has as an idea in relation to sustainability, with what they really consume, factors such as price, for example, are decisive in consumer decision making, emphasizing that sustainable products generally become more expensive in the industrial productive environment.

According to the literary analysis above, stand out how much it is still necessary to make people aware of sustainability, much is said about “being sustainable” or “supporting sustainable causes” but little is done for this, the sustainable market for fashion is still poor in information, and people continue to put other factors in front of their decisions that they consider to be most relevant in decision-making when it comes to consumption.

The awareness of people is closely linked to access to information they have, according to (RU, 2018) an American study showed that people still make their decisions based on the final price of the product, people even show concern about the means of sustainable production used by the industries, however, do not take them into account when making a purchase decision, when talking about the new generation of teenagers, it shows that there is a greater interest in the subject of sustainability but the fast fashion industry speaks louder at the time of consumption, the fast fashion industry is on the opposite path of sustainability, as it encourages people to buy more and the products do not have the necessary durability, where generating more production causes an even greater impact on the environment, therefore this new generation still does not have the awareness and does not show attitudes of consumption friendly to the environment.

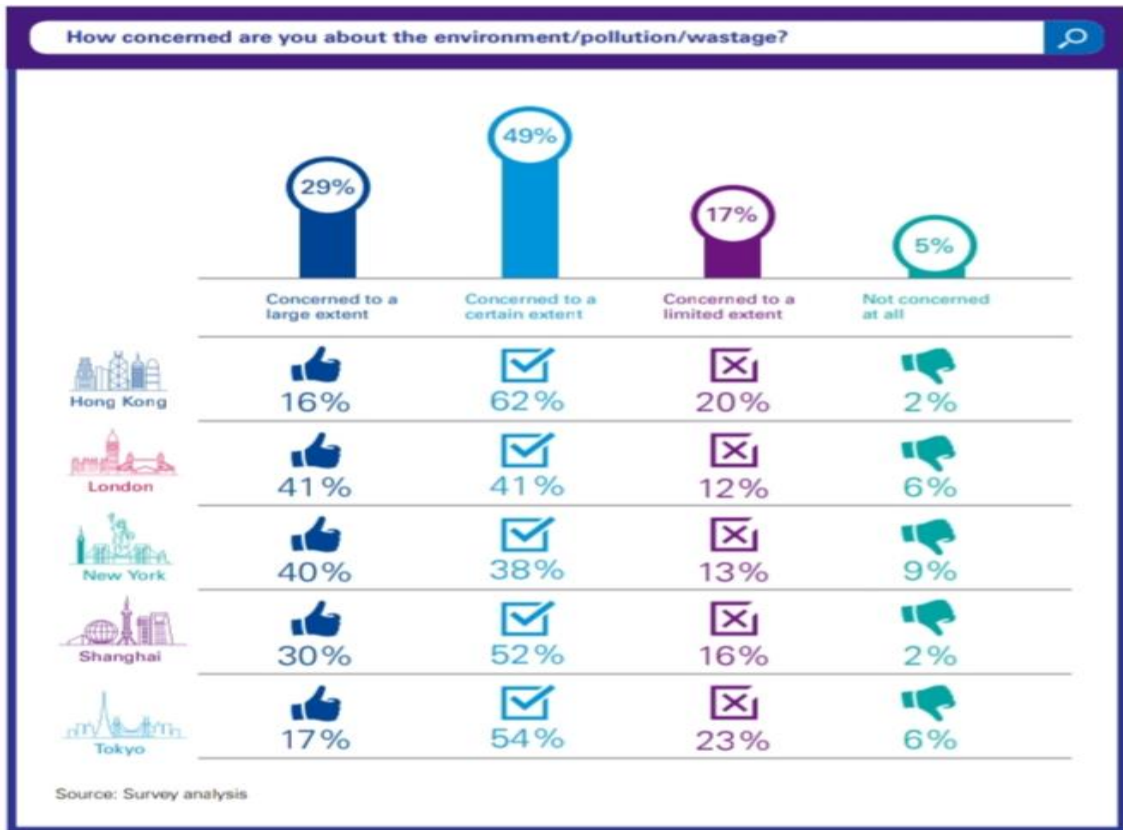
Critically analysing Mr. Ru, it is possible to see that even over the years, consumption habits have not undergone major positive changes in relation to the sustainability of the fashion world, the advancement of technology and information has provided people with greater access and understanding in relation to sustainable issues however, awareness of this has not developed, there is still a lot to do when it comes to information quality, however much technology will facilitate this connection between industry and consumers, there is a need for quality content and in addition, industries need to develop the process of more effectively sustainability within its production chain providing consumers with the desire for consumption and awareness of the sustainable cause in the fashion market.

Talking about easy access to information, must not forget that fashion and campaign marketing evolve along with this, and the fast fashion industry ends up taking up a larger space than sustainable fashion should take, making this generation that has access to information, even understand about the importance of sustainability, but end up being “polluted” by information that makes this matter irrelevant, impacting consumption habits and making ecological products irrelevant, only when the culture of awareness and understanding between consumers and the fashion industry is developed will it be possible to achieve effective results for the sector, free access to information allows it to serve as a “window” for sustainable fashion to stand out in today's times.

Following this same analysis as reported above having reports of a study done in large cities that affirm this point of people's awareness regarding sustainability fashion, according to (Kwok-pan , et al., 2019) with a study done in the cities of Hong Kong, London, New York, Shanghai and Tokyo reaffirmed the sense that people of a younger generation have a greater concern for sustainability, but still do not practice relevant attitudes in the act of consumption, the lack of information is one of the factors that contributes to a more effective interest in the subject.

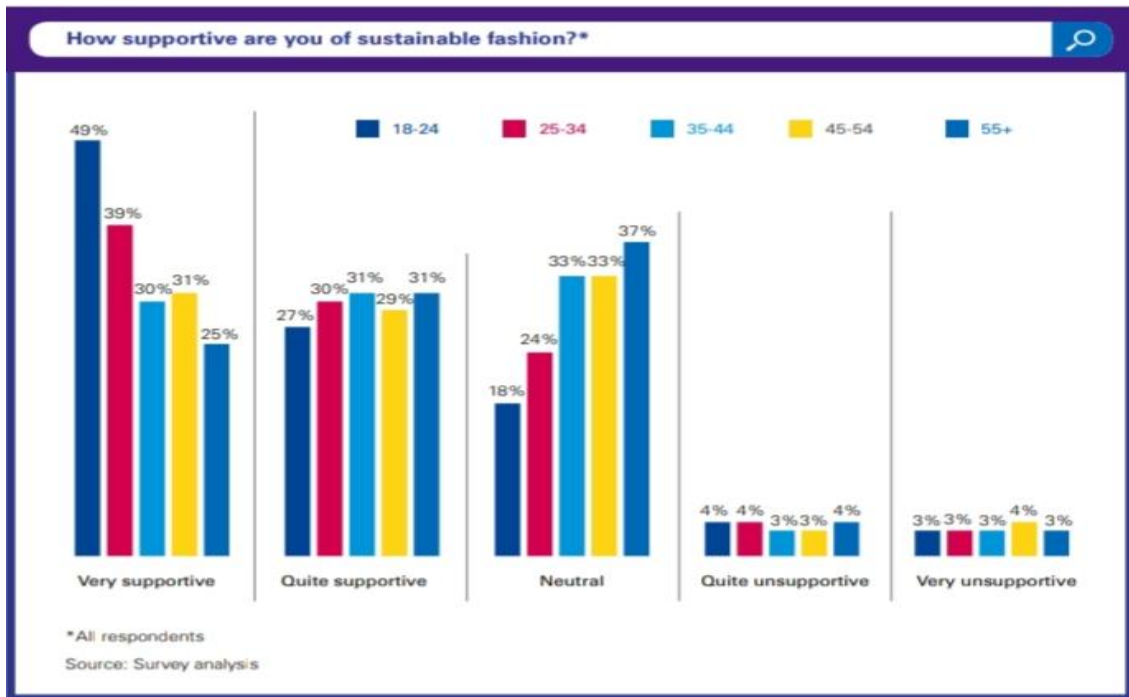
The study done by Mr Kwok-pan, at al, It showed that the younger people bring this hope of change for sustainability in the fashion market, but it still need more information base to sign this commitment, in (figure 01) it is possible to see a demonstration of the study done by Mr Kwok-pan, at al, in relation to the importance that people give to the subject of sustainability and in (figure 02) showing relevant they consider this theme to the fashion market.

(Figure 01)



(Kwok-pan , et al., 2019)

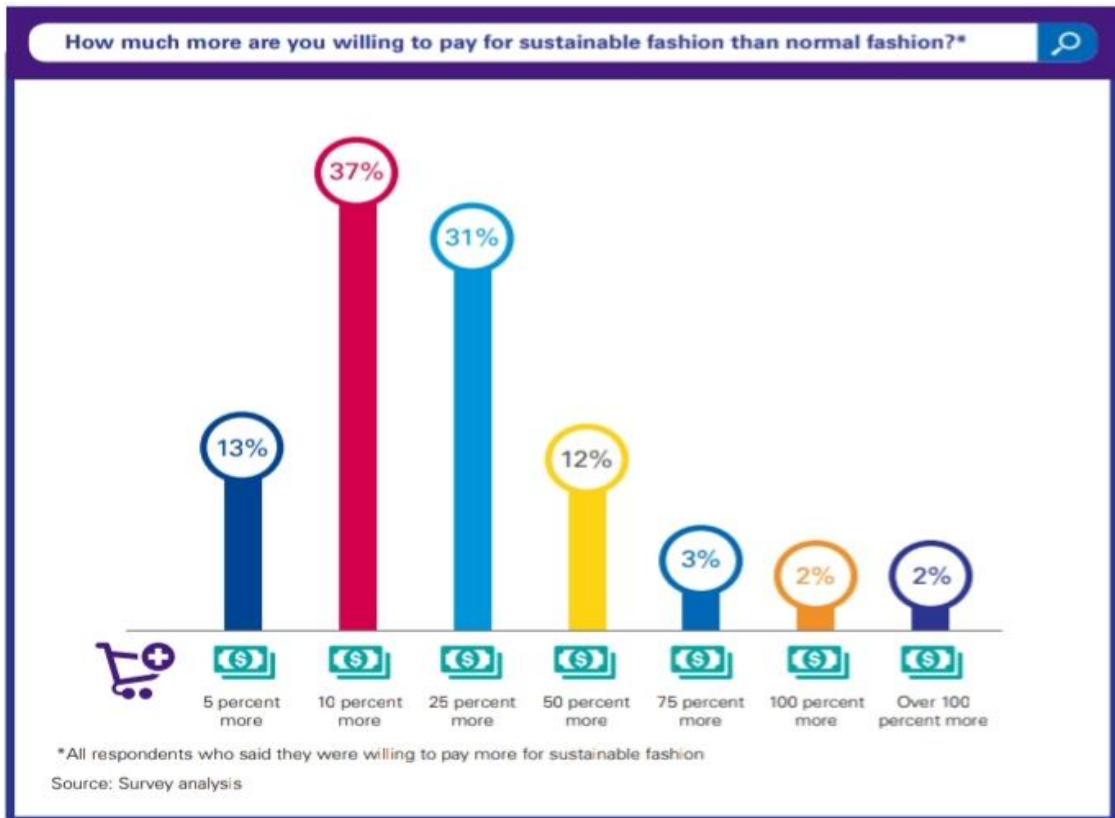
(Figure 02)



(Kwok-pan , et al., 2019)

However, as reported, one of the impacting factors in decision making at the time of purchase is the price factor, we see how much the price is influencing at the time of purchase, in (figure 03) we can analyse according to the study made by Mr Kwok-pan, at al, how much people would be willing to pay a differentiated price for a sustainable piece according to the cities studied.

(Figure 03)



(Kwok-pan , et al., 2019)

2.4. The connection between consumers, industries and sustainability.

Only through information and knowledge will the consumer change his attitudes, as already reported in this research, it is possible to observe that the media has a great influence on people's decision making, especially the online media when it comes to the online fashion market. Critically analysing the opportunities that the media offer companies obtain as a form of business opportunity and expansion of the sustainable fashion market, online media should be more than online sales platforms, but business tools for the market sustainable.

Establishing a closer and more effective communication between fashion developers and their consumers is one of the alternatives for the excellence of the sustainable world in fashion, according to (Kwok-pan , et al., 2019) one of the stimuli that can lead people to consume more sustainable fashion is the providing more information to consumers, the importance of highlighting how a particular part was manufactured, the sustainability processes developed by that company, the positive effects that sustainable clothing can add to the environment. Technological means stand out as an instrument of great importance for this communication between consumers and companies, applications and digital platforms can be

strategically used positively for the success of sustainable products, changing people's view and culture regarding the consumption of these products.

With tools that assist in communication, people will be more informed and understand the sustainable fashion market as a whole, according to (Vehmas , et al., 2018) most consumers are unaware of the production process of a garment, this lack of knowledge limits the people thinking about the environmental impact issues that textile production causes, how much the production of fibres and cotton has a share in this impact, the dyeing processes, washing and other dozens of operations that the clothes go through before reaching the hangers of the stores. Due to the lack of media coverage, the impact caused by fashion production is not as relevant as it should be, making people look at a piece of clothing and does not have in mind the culture of knowledge and product evaluation as a whole, making the “price” factor most of the time a decision at the time of purchase.

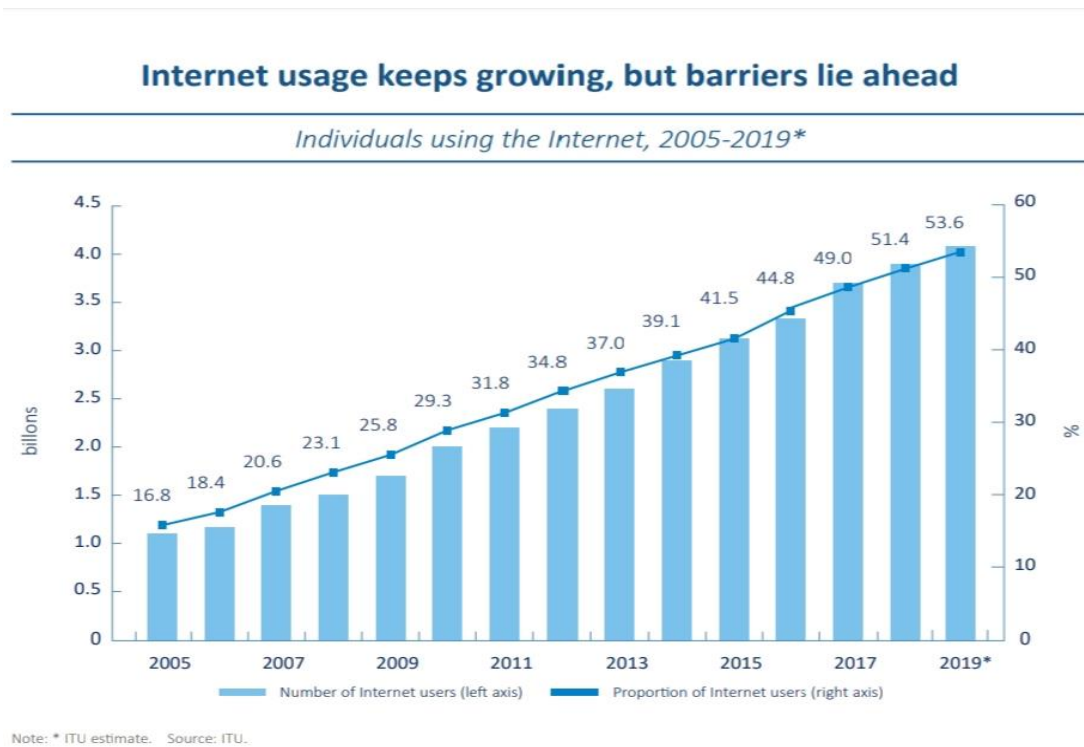
Also according to (Vehmas , et al., 2018) the communication between industries and consumers must be a clear and effective communication, the customer needs to know the history of the product he is purchasing, to know the sustainability actions developed by this company, there is still the culture that clothing is a fast-moving product and people have to keep up with world fashion trends, but there is no solution understandable by people as to how to proceed with these “discarded” clothes, so communication is the fundamental piece for solve this problem, only when people have more knowledge and information about sustainability in the fashion market will they start to have consumption attitudes that favour this cause.

2.5. Information technology and sustainable fashion.

Connexion with the world and the way people acquire information have changed a lot over the years, nowadays with technological advances and digital platforms conquering more and more space in the media companies need to adapt and innovate together to this advance, according to (Bogdan-Martin, 2019) the international telecommunication union related that in 2019 more than half of the world population is connected to the internet, this are 4.1 billion people, representing 3.3% more compared to previous year , considering that 96% of the global population has mobile internet access coverage, a comparison between the years 2005 to 2019 shows that internet use grew by an average of 10% each year.

Also, according to Ms. Doreen, it is possible to see in the graph below (figure 04) the explanation of these data as previously reported.

(Figure 04)



(Bogdan-Martin, 2019)

The information related to connectivity between customer, consumer decision, sustainability and the fashion industry is composed of a mix of components, and the technology is linked to this, it is seen that the world today is much more connected to the internet in relation to 10 years ago, and today this connection provides people with more access to information and this access happens in an agile way, so the industries and the world of sustainability should be even more empowered by this communication tool and seek more effective results in relation to communication and people's awareness of sustainability in the fashion world.

3. Research Question, Goals and Objectives.

3.1. Main research question.

The main research object for this project is the following question:
How to make the sustainability issue more accessible to consumers in the fashion market and establish this connection and awareness between industries and consumers?

3.2. Research goals, objectives and sub questions.

This project is linked to the sustainability area, with a focus on the fashion industry, as reported in the literary review of this research, there is still a great gap between the fashion industries and consumers, and when we talk about sustainability we are faced with another barrier that is the lack of information from consumers and the lack of information from industries to their consumers.

In addition to the main objective of this research, which is to establish a connection between consumers and industries, it is also seek to clarify issues such as; How to make sustainable products more accessible to fast fashion consumers?

Observed in the literary review how there are still barriers for sustainable products to stand out in the fashion market and how these products are not yet accessible to all consumers, so one of the objectives linked to this connection between customers and industries is to make these products more accessible to everyone.

Completing the main objective of this research would not miss a relevant point, which is: what are the benefits for industries and consumers of sustainable products?

Obviously, it is necessary to explain the advantages for an industry that produces this type of product, and also the benefits of those who purchase, highlight that this is far beyond a business strategy for the textile market.

As the population are in modern times, where information and connections are established quickly, mainly with the evolution of electronic means of communication, emphasizing the importance of the Internet in this communication in the modern world, the development of new communication platforms between consumers and industries, where products can be the main tool of this communication, the communication between both could be established through an online application or digital platforms where they would show customers that sustainable products are not just another consumer item available on the market, but a means of connection between the parties involved providing the world with new sustainable forms of conscious consumption.

4. Research Design Methodology.

In this project will be using a mix of methodologies, through deductive and inductive methodological research, presenting a set of quantitative and qualitative data and information

through research which will provide a qualified information base ensuring the clarity and conformity of the information provided.

Showing through academic research in books, articles, newspapers, internet and other research the entire information base for the project.

According to (Streefkerk, 2019) it is common to combine the two research methods into one study, especially when it comes to a broad subject, many scientists on large projects start with the inductive method and this inductive study is accompanied by deductive research to have an affirmative or negative conclusion of the project, The reliability and validity methods are also considered, mainly in the research of authors based on research questionnaires, the reliability method is effectively applied in the results, in some quantitative research data the validity methodology was also applied to affirm the positioning of the authors.

5. Results.

Analysing this research as a whole, we can compare a lot of information that surely shows the level of involvement of companies in relation to sustainable causes in the fashion world. There is still a need for greater involvement of companies in the ecological production line.

When it comes to the level of consumer involvement in relation to sustainable practices, it come across figures that are not yet in favour of sustainable products in the fashion market.

According to studies carried out and presented in this research, in the European Union, for example, people's consumption of clothes has increased by more than 40% in the last decades, representing between 2% and 10% of the environmental impact in the EU, but this impact extends to other countries , as most of the production takes place in countries outside the European Union. Less than half of used clothing that is no longer used is collected for recycling and about 1% is recycled and transformed into new clothing, more than 50% of the European Union population is willing to further explore the sustainability market in the fashion world , however, consumption statistics show that this product category represents less than 1% of the items consumed in European countries.

According to studies carried out in the countries of Hong Kong, London, New York, Shanghai and Tokyo, it was observed that the people of the new generation show a greater

interest in sustainable causes, 76% of respondents were interested in environmental causes in the market fashion, where in the age group with people over 55 years old this interest index pointed to 54%.

One of the relevant factors in decision making at the time of purchase is the “price” factor, even though people are interested in wanting a more sustainable world and collaborate with it when they are buying their clothes, the price factor still becomes decisive for this decision making, according to this study, 15% of the interviewees would accept to pay up to 5% more of the value for an ecological clothe, 37% of the interviewees would accept to pay up to 10% more of the value for an ecological clothe, 31% of the interviewees would accept to pay up to 25% more of the value for an ecological clothe, the other interviewees representing 19% reported that they would pay between 50% more or even double the value for an ecological clothe.

However, as reported in this research, the means of production available for an industry to manufacture parts in a sustainable way is still costing the industries, which makes it difficult to diversify this type of product on the market and make environmentally friendly products less affordable for all consumers.

According to the data presented, technology is allied as a means of bringing information and awareness to new generation consumers, in 2019 it was registered that 4.1 billion people have access to the internet, this represents more than half of the population worldwide and 3.3% more than in the previous year, taking into account that this number presented an annual growth of 10% between the years 2005 and 2019.

These data further reinforce the need for the evolution of the means of communication pertaining to sustainability in the fashion world with modern information technologies.

6. Conclusion.

Analysing the fashion market as a whole, it is possible to see that the production process for clothes is complex and involves many people and stages in the course of production, processes such as; fibre production, dyeing clothes, among others; they are directly linked to the environmental impact, making this a challenge for the industries to

become more competitive and to be gradually inserted into the market for sustainable products.

Sustainability in the fashion world has become a more relevant issue in recent years, gaining greater prominence with the new generation and technological advancement, however there are still many barriers that hinder the growth of this sustainable market, especially when it comes to awareness of connection among industries and consumers, companies from all over the world are looking to explore the sustainability market that has become more attractive in the business world, but the adaptation to this new market is still considered slow and not expressive.

This research showed how much it is still necessary to establish a greater connection between people and the fashion industries so that sustainable products take strength and conquer their space in the market. It was analysed that most people agree with sustainable ideas but do not put them into practice on a daily basis, the lack of information or knowledge of what a clothing production process is like and the negative reflexes they cause to the environment, making it difficult to development of sustainable products in the fashion market, the use of technology has become favourable to this communication and has been explored over the years.

The “price” factor is still very relevant when making consumer decisions, most people are not willing to pay a higher price for sustainable clothing, and when making decisions, the offer of fast fashion ends up becoming more attractive to consumers. There is still a lot to do and seek when it comes to the sustainable fashion market, raising people's awareness through communication and connection tools between consumers and industries would be a great “first step” to be taken for this cause.

7. Critical Self-Review.

Sustainability is one of the most discussed issues among leaders of nations, especially when the figures that represent the environmental impact caused by industries around the planet are presented, but in the fashion industry it is notorious that in the vast majority of companies, the search for sustainable alternatives they are driven by pressure from

government officials or even as business “advantages”, there is still no vision of awareness or search for improvements for humanity.

In doing this research it was noticed how much this characteristic of the fashion industries is reflected in the actions of consumers, this lack of “commitment” to sustainability generates a negative impact on the environment, and the fact of agreeing with sustainable practices and not practicing them, makes these products increasingly distant from the reality of people's consumption.

One of the difficulties encountered in the course of this research was the lack of efficient information that shows effective connection actions between consumers and the fashion industry, there are general actions already known and developed by many companies, but nothing specific that reports an efficiency and transparency of the information generated by industries for consumers, this would assist the development of the sustainable world of fashion and provide more effective development in this niche market.

Even with the new generation of consumers being more connected to technologies and having more access to information, this still does not become enough to make them a conscious and protectress generation, as there is still a lot to do in relation to the quality of this information provided through the media and technology, but the search for more efficient technologies is the way to solve this problem, the development of new technological ideas that provide more effective and relevant information for this new generation can make the future of sustainable fashion more promising for future generations, where the information will transform the way people think and act, consumer practices can be developed in a more conscious way and sustainability in the fashion world will no longer be a business opportunity for companies and will become social responsibility.

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