

TEXTILE SUSTAINABILITY

UNIT-5

NEW BUSINESS MODEL:



1. Fast Fashion vs Slow Fashion

DIFFERENCE BETWEEN FAST AND SLOW FASHION		
Category	Fast fashion	Slow fashion
Scope of the industry	Turnover \$1.44 trillion dollars annually	Small business firms
Raw materials	Petroleum-based materials	Locally-sourced, bio-degradable, organic, natural dyes and natural materials. It also includes recycled, repurposed, upcycled materials.
Manufacturing	Cause environmental implications during production	It uses less harmful ingredients and employs eco-friendly traditional methods of production.
Protocols involved	Modern and unethical methods	Less harm to the environment as it involves conventional methods
Production	New styles every 2 week and more than 10 seasons in a year	Low volume, handmade, made-to-order and available in limited edition.
Presence of toxins	Large <u>amount</u> of carcinogens	Organic materials and safe eco-friendly materials for manufacturing.
Cost & quality	Cheap and low quality	Expensive and lasts long
Labour	Involves factory or workshop that employ workers at low wages, poor working condition and long working hours	Uses people from local or nearby area; serves as a means of providing livelihood
Morale/ethics	Poor working conditions, low standards in working place	Small industry with good profit and fair wages.
Sustainability	It is not possible to create eco-friendly product as it involves chemicals	Made in small quantity with high quality, with a motto to live with nature and not against it
Brands	H&M, Zara, C&A, Peacocks, Primark, Xcel Brands, and Topshop	Reformation, Amour Vert, Eileen Fisher, Alternative Apparel, <u>Everlane</u> , <u>Re/done</u> , Stella McCartney, <u>Cuyana</u> .

A. Fast Fashion: Speed, Volume, and Ephemerality

Fast fashion operates like a whirlwind — rapid production, quick trend cycles, and low prices that seduce consumers into constant buying. This model thrives on scale: immense quantities of garments produced using cheap materials, outsourced labor, and compressed timelines. The garments often lack longevity because the system itself is built around disposability. Environmental impacts include textile waste, overuse of resources, carbon emissions, chemical pollution, and microplastic shedding. Social issues such as underpaid labor and unsafe working environments deepen the ethical concerns.

B. Slow Fashion: Intentionality, Craft, and Conscious Consumption

Slow fashion is the gentle counter-melody to the frantic pace of fast fashion. It emphasizes craftsmanship, quality, cultural expression, and mindful buying. Garments are made to endure — aesthetically, structurally, and emotionally.

Designers in this movement choose durable materials, timeless silhouettes, and transparent production processes. Consumers are encouraged to buy less, care more, and cherish what they own. Slow fashion aligns with ecological respect and human dignity.

C. Philosophical Differences

Fast fashion celebrates novelty; slow fashion celebrates longevity.

Fast fashion chases trends; slow fashion cultivates personal style.

Fast fashion prioritizes costs; slow fashion prioritizes values.

In the grand arc of sustainability, slow fashion offers a restorative path toward balance and responsibility.

2. Repair, Resale, and Renting

A. Repair Culture: Bringing Garments Back to Life

Repair is a form of storytelling. Each stitch restores not just fabric but memory. Repairing clothing reduces waste, prolongs garment life, and reconnects consumers to the emotional value of what they wear. Techniques include mending, patching, darning, re-stitching seams, replacing zippers, and reinforcing weak points. Modern repair cafés, community workshops, and brand repair programs are bringing back a culture our grandparents knew well.

B. Resale Market: Extending the Life of Fashion

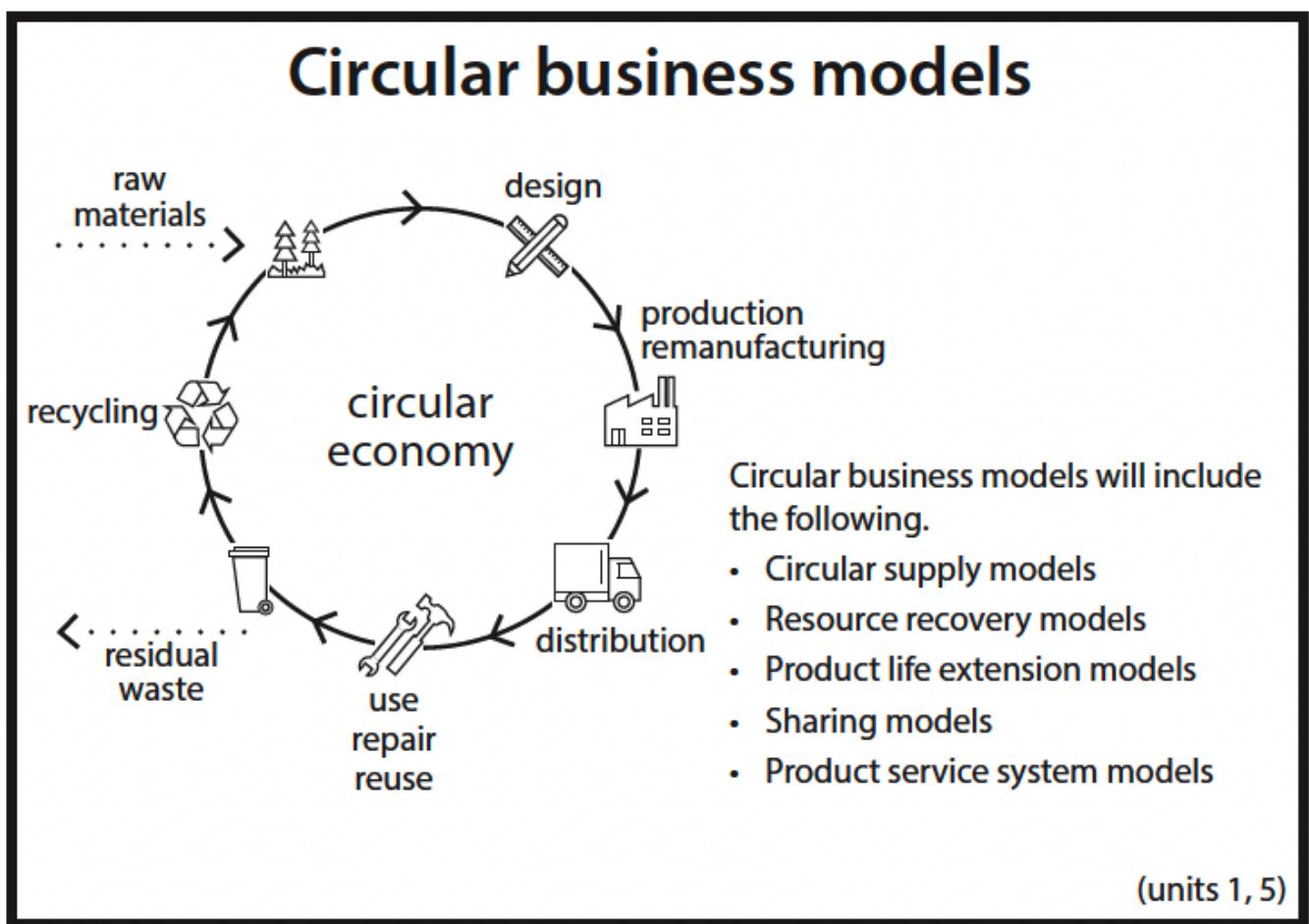
Resale platforms — both physical and digital — provide a second life for clothing. Consumers resell what they no longer need, while others find value in gently-used pieces. This reduces demand for new garments and diverts clothing from landfills.

Luxury brands now participate in authenticated resale, and thrift stores have become central to sustainable fashion culture.

C. Renting and Sharing Economy

Renting clothing democratizes access to high-quality garments without the environmental cost of ownership. It is particularly relevant for occasion wear, maternity wear, fashion experiments, and premium brands. Subscription models, event-based rentals, and peer-to-peer clothing sharing platforms are becoming key players in circular fashion.

3. Circular Business Models



A. What Makes a Business Model "Circular"

A circular business model redesigns value creation so that materials, garments, and components remain in continuous circulation. Instead of selling products in a straight line to waste, companies structure operations around reuse, repair, remanufacturing, and regeneration.

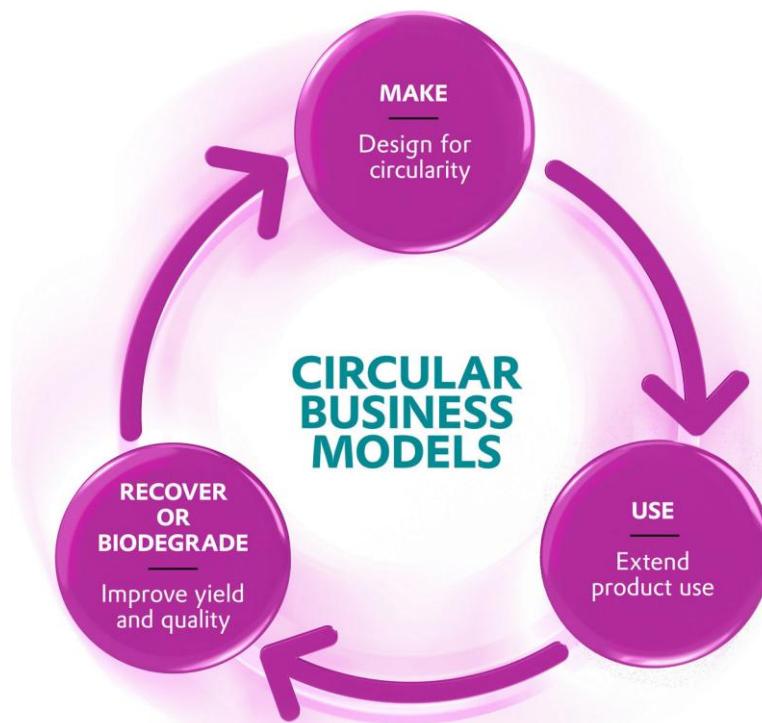
B. Types of Circular Business Models

1. Product-as-a-Service (leasing, renting, subscription)
2. Reuse and Resale Platforms
3. Repair and Refurbishment Services
4. Upcycling/Remanufacturing Studios
5. Recycling and Material Recovery Systems

These models shift the focus from volume to value, from disposability to durability.

C. Benefits of Circular Models

They reduce environmental stress, conserve materials, and reduce the need for virgin resources. They also create new jobs in repair, logistics, reverse supply chains, and recycling technology.



4. Circular Start-ups

A. Emerging Innovators in the Sustainability Space

Circular start-ups are young companies that embody the courage to rethink the status quo. Many work with recycling innovations, biodegradable materials, regenerative agriculture, or rental platforms.

B. Key Characteristics

- They embrace circularity from day one.

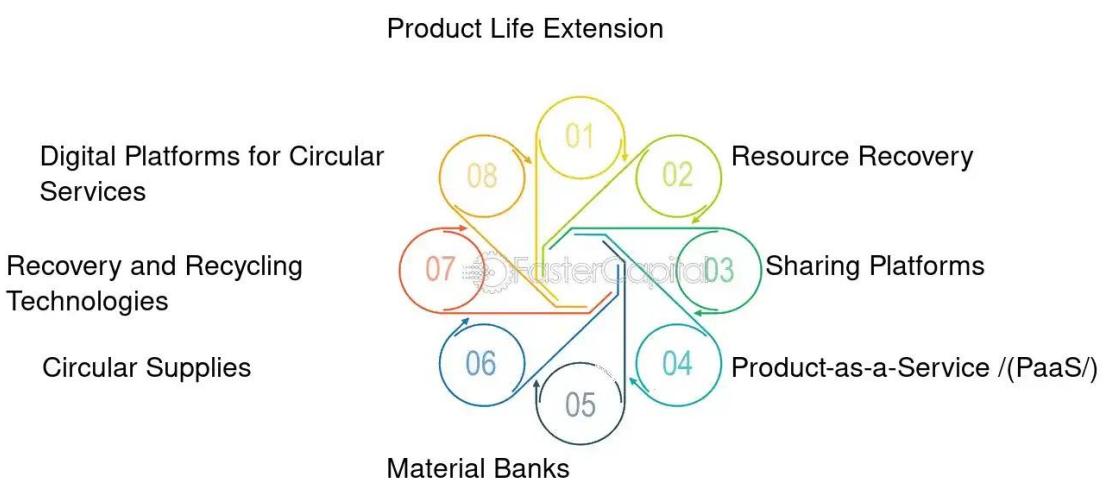
- They experiment with new business models.
- They prioritize transparency and traceability.
- They collaborate across supply chains.

C. Examples of Circular Start-up Concepts

- Fibre-to-fibre textile recyclers
- Bio-based dye producers
- Rental subscription services
- Digital platforms that track garment life cycles
- Upcycling and remanufacturing studios

These start-ups act as catalysts for industry-wide transformation.

Innovative Business Models for Circular Startups



5. Green Supply Chain

A. The Meaning of a Green Supply Chain

A green supply chain integrates environmental considerations into every link — from raw material extraction to distribution, use, and end-of-life management. It seeks to reduce emissions, conserve water, minimize waste, and protect ecosystems.



B. Stages of a Green Supply Chain

1. Sustainable raw material sourcing
2. Cleaner production methods
3. Low-impact dyeing and finishing
4. Efficient logistics and transportation
5. Eco-friendly packaging
6. Reverse logistics for take-back and recycling

C. Benefits

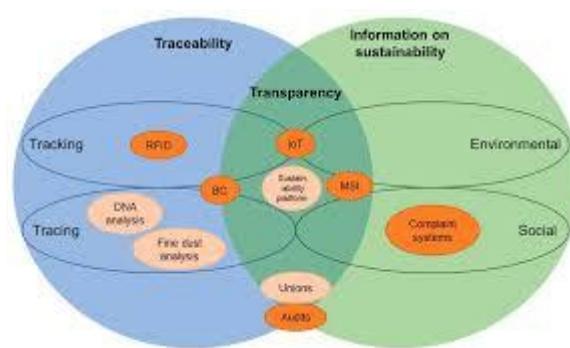
A green supply chain cuts costs by reducing waste, enhances brand value, and ensures regulatory compliance. It acts as the backbone of circularity and sustainability.

6. Sustainability to the Consumer

A. Transparency Across the Textile Chain

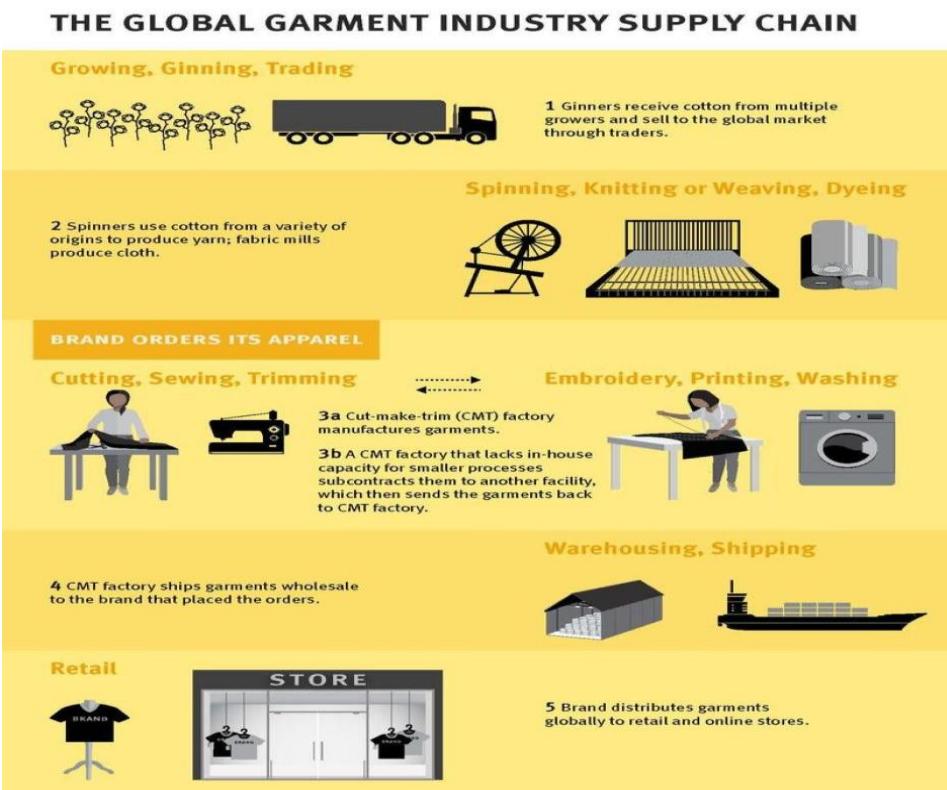
Transparency is the window through which consumers understand the story of their clothes — who made them, with what materials, under what conditions. Brands share information about fibre origin, chemical use, factories, certifications, wages, and environmental impacts.

Transparency builds trust and empowers consumers to make conscious choices.



B. Consumer Perspective on Sustainability

Consumers are increasingly aware of climate change, pollution, and ethical issues. Their values are shifting from quantity to quality, from impulse buying to thoughtful investment. Consumers seek durability, ethical production, natural materials, and clarity from brands. They reward companies that communicate honestly and penalize those that greenwash.



C. Green Marketing and Services

Green marketing promotes products and services based on genuine environmental benefits. This includes eco-labels, sustainability campaigns, certifications, carbon-neutral claims, and recycling initiatives. But green marketing must be authentic — empty claims erode trust. True green marketing invites the consumer into a journey of responsibility and partnership.



D. Green Marketing Self-Assessment

Brands must continuously evaluate whether their sustainability claims are accurate, measurable, and transparent.

Questions include:

- Are the materials genuinely eco-friendly?
- Are claims backed by certifications or LCAs?
- Are we educating consumers or manipulating them?

Self-assessment ensures integrity and prevents greenwashing.

GREEN MARKETING DEFINITION

Environmental sustainability as the third aim beyond consumers' satisfaction and company profitability

GREENWASHING DEFINITION

Positive communication about environmental performance despite poor environmental performance

