

Index

A

Aarrekids, 145
Activism, 68
Activist groups, 75
Activist movements, 68
Advanced Clothing Solutions (ACS), 185
 business case, 187–188
 circular business models, 186–187
 financial feasibility of fashion rental
 business models, 189–190
 future for, 192–193
 partnering with fashion-tech platforms,
 191
 product renewal service, 192
 strategic B2B partnerships, 190–191
 UK's largest third-party logistics
 provider for fashion rental and
 resale, 188–189
African Development Bank (AfDB), 156
African fashion, 155–156
African Growth and Opportunity Act
(AGOA), 155, 158
 empowerment through business creation,
 employment and global
 acceptance, 164–165
 FDIs and exports opportunities for SSA
 fashion economy, 160–163
 securing SSA's fashion future through
 circular fashion, 165–167
 and World Bank Growth Model,
 159–160
Age construction and children's dress code,
 145–149
All Party Parliamentary Group for Fashion
 and Textiles, 108
Amancio Ortega of Inditex, 231
Amazon Fashion, 132
American Civil War, 106
Apple Watch, 216
Arm's length approach, 279
Artificial intelligence (AI), 248
ASOS, 127
Atmospherics, 117
Attitude–behaviour gap (ABG), 79, 205
 environmental issues and, 206–207
Augmented reality (AR), 249

Autism Hour' scheme, 116
Autism spectrum disorder (ASD), 115
 in retail context, 117–118
 retail recommendations for ASD
 inclusive retail environments,
 124

B

Babygro, 146
Balance of Trade (BOT), 162
Bamboo fibres, 19
Banana Republic, 127
BBC programmes, 16
Behaviours, 174
Big beautiful women (BBW), 109
Black Lives Matter movement (BLM
 movement), 2, 65, 94
Body image and fashion, 108–110
Bombay Closet Cleanse, 196
Brand, 127
 behaviour, 241
 concept, 266
 equity, 19
 extensions, 78
 personality, 266
 reasons to, 266
Breaking Fashion, 16
Britain's colonial policy, 31
British colonies, 31
British East India Company, 31
Bundlee, 190
Business model, 33, 101
Business of Fashion (2016), 110
Business performance, 107
Business-to-consumer (B2C), 174
Buyer–supplier relationship (BSR), 278
 current, 278–279
 current marketplace, 278
 future-proofing, 284–286
 impact on buying cycles, 279–281
 sustainability, 281–283
Buyer–supplier–customer (BSC), 277

C

CaaStle, 191
Canary Craftivists project, 67

- Capitalism and sustainability, 31–32
 Carol's Shop and Tea Room, 196
 Center for Social Justice, 94
 Changing Markets Foundation (2021), 44
 Childhood studies, 140
 Children's clothes and gender construction, 141
 age construction and children's dress code, 145–149
 contours of mixed dress codes in childhood, 141–142
 gendered fashion, design and retail, 142–143
 genderless, 143–145
 Childrenswear, 139
 background context, 140–141
 children's clothes and gender construction, 141–149
 small couture, 149–151
 Chilean Centre for Climate Science and Resilience, 15
 Circular business models, 56–58, 186–187
 innovations, 58
 Circular customer journeys, 283
 Circular economy, 174, 176–177
 concept, 158
 engaging consumers in, 178–181
 Circular fashion, 173, 176, 188, 195
 Circular products, 283
 Circular supply chains, 283
 Clean Clothes Campaign (2021), 236
 Climate activism, 80
 Climate activists, 76
 attitude behaviour gap, 79
 climate activists as consumers, 82–85
 collaborative fashion consumption, 78–79
 ethical fashion brand extensions & sustainable fashion brands, 77–78
 fashion industry's impact on climate crisis, 76–77
 Greta Thunberg Effect, 81–82
 new climate activist, 80
 power of climate activist and potential for meaningful change in fashion industry, 76
 sustainable fashion, 77
 Climate Activists as Consumers, 82–85
 Climate crisis, 83
 fashion industry's impact on, 76–77
 Climate emergency, 68
 Clothing concept, 29
 Collaborative–consumption, 174, 178
 Collaborative–fashion–consumption (CFC), 76, 78–79, 177
 Collective action
 argument for adopting systems change, 40–42
 fashion for common good, 42–43
 goals of system, 49–50
 mindset/paradigm out of system arises, 46, 50–51
 power to add, change or self-organise system structure, 48–49
 power to transcend paradigms, 51
 rules of system, 48
 structure of information flows, 47–48
 systems change, 43–47
 Community projects, 69
 Community-led nonprofit Sustainable Fashion Scotland (Community-led nonprofit SFS), 40, 49
 Competitive advantage, 96
 Conspicuous conservation, 179
 Consumer behaviours, 174, 235
 theory, 129
 Consumer spending, 157
 Consumer-based brand equity (CBBE), 266
 to FIBE, 269
 Consumer-to-consumer (C2C), 174
 Consumers, climate activists as, 82–85
 Content creators, 85
 Core social motives, 270–271
 Cost leadership strategies, 96
 Cotton, 31
 Counter movements, 76
 COVID-19
 pandemic, 55, 58, 277–278
 and sustainability in fashion industry, 59
 Crafters, 67
 Craftivism, 66–70
 finding meaning and creating contribution, 69–71
 motivations to engage, 68–69
 process, 67–68
 social movement theory, 68
 Craftivist Collective (social group), 66–67
 Cross-channel retailing, 258–259
 Cultural contexts, 2
 Culture, 1
- D**
 Dataveillance, 221
 Date-the-Ramp, 196
 Deadstock, 60
 Debenhams, 132
 Decision-making model, 207
 Depop, 177, 197–198
 Design process, 15
 of childrenswear, 5
 Differentiation strategy, 96

- Diffusion of Innovation* (2003), 95–97
 Digital technology, 17
 Digitalisation, 55
 Dior (luxury fashion brand), 96
 Disasters, 59
 Disposal of clothes, 77
 Disruption, 5
 Distribution, 255–256
 Diversification, 133
 Diversity, 5, 108
 and equality management systems, 107
 Diversity, Equity and Inclusion (DEI), 94
 Do-it-yourself practices (DIY practices), 219
 Dog Pile Thrift, The, 196
 Dolce, 127
 Dominant social paradigm (DSP), 4,
 12–16, 175
 of fashion production and consumption,
 39
 Dove ‘Real Beauty’ campaign, 2
- E**
- E-commerce, 245
 creating compelling experiences online,
 246
 fit information, 248–249
 gamification, 250–251
 information design, 248
 navigation design, 247
 personalised information, 250
 retail website design, 246
 social design, 250
 sustainability information, 249–250
 visual design, 246–247
 visual search, 248
 Earth Logic, 57
 Earth Logic Research Action Plan (2019),
 51
 eBay, 177
 fashion, 132
 Eco fashion, 77
 Eco-labels, 236
 Economic sustainability, 218
 Economics of Exclusion, The
 competitive advantage, 95–96
 fashion and industry of fashion, 96–98
 fashion industry landscape, 98–101
 new models, 101–102
 Ellen McArthur Foundation, 186–187
 Empowerment through business creation,
 employment and global
 acceptance, 164–165
 Endless Wardrobe, 190
 Environmental Audit Committee (EAC),
 230
 Environmental conservation, 31
 Environmental scanning, 188
 Environmental sustainability, 217–218
 Equality, 108
 Equality, diversity and inclusivity (EDI),
 105
 and equity, 107
 body image and fashion, 108–110
 gender and fashion, 110–111
 history of uniformity, exclusivity and
 inequality, 106–107
 in workplace, 107–108
 race and fashion, 111–112
 Equity, 108
 EDI and, 107
 equity-based recruitment strategies, 111
 Equity, diversity and inclusion (EDI), 123
 Ethical consumer, 207
 Ethical consumption, 205
 Ethical fashion, 76–77
 brand extensions, 77–78
 Eurocentrism, 93
 Exclusion, 100–101
 Extinction Rebellion (XR), 66, 75
- F**
- Fashion, 1–3, 27, 29–30, 48, 56, 109,
 111–112, 174, 230
 apparel, 140
 body image and, 108–110
 and capitalism, 30–31
 circular economy, 174, 176–177
 clothing, 128
 collaborative–consumption, 178
 commercial opportunities, 181–182
 for common good, 42–43
 communication, 234–236
 companies, 94
 consumers, 233–234
 consumption, 129–130
 design, 2
 disruption of fashion practice, 175–176
 economy, 157–158
 engaging consumers in circular
 economy, 178–181
 gender and, 110–111
 goal of, 49
 history, 142–143
 importance of advancing fashion
 sustainability agenda, 12
 and industry of fashion, 96–98
 and market-driven capitalism, 28
 marketing, 16, 265
 race and, 111–112
 realignment of value from fashion to
 marketing, 16–20

- redistribution markets, 177–178
 - rental, 187
 - resale, 187
 - retail, 245
 - retailers, 249
 - sustainability and, 32–33
 - system, 44
 - week, 58–59
 - Fashion brands, 230
 - case studies on sustainability of, 236–240
 - Fashion businesses, 101
 - models, 191
 - Fashion industry, 4, 27, 34, 44, 75, 93, 101, 105
 - approaches, 56
 - behaviours, 100
 - with fashion brands, 60
 - impact on climate crisis, 76–77
 - landscape, 98–101
 - in SSA, 156
 - Fashion Institute of Technology (FIT), 94, 110
 - Fashion production, 13, 39
 - and consumption, 12–13
 - Fashion Revolution (FR), 20, 47, 81
 - Fashion Sustainability and Social Accountability Act, 48
 - Fashion-tech platforms, partnering with, 191
 - Fashion’s Dirty Secrets, 230
 - Fashionable technology, 216
 - Fashionable wearables, 216
 - Fast fashion (FF), 12–16, 58, 279
 - brands, 57, 78
 - business models, 42–43, 173
 - fads, 15
 - industry, 56
 - production and consumption, 14
 - production of, 11, 14
 - Female fashion, 141
 - Financial feasibility of fashion rental
 - business models, 189–190
 - Fine Finds, The, 196
 - Fit information, 248–249
 - Flannels, 257
 - Follower-based influencer brand equity (FIBE), 265, 269–270
 - individuals to influencer brands social identity and FIBE formation, 270–272
 - societal identify influence on, 272–274
 - Footwear industry, 164
 - Foreign direct investment (FDI), 157
 - and exports opportunities for SSA fashion economy, 160–163
 - Fra-For*, 146
 - Free Market
 - capitalism and sustainability, 31–32
 - fashion, sustainability, and market capitalism, 29–30
 - fashion and capitalism, 30–31
 - sustainability and fashion, 32–33
 - systems investigation, 28–29
 - Fridays for Future (FF), 75
- G**
- Gabbana, 127
 - Gamification, 250–251
 - Garment care, 77
 - Garment production, 13
 - Gender, 140
 - and fashion, 110–111
 - inequality, 107
 - Generation-Z, 81, 173, 205–207, 292
 - as vintage and second-hand consumers, 208–210
 - Google glasses, 216
 - Graffiti, 69
 - Grassroots movements, 39
 - Greater innovation, 102
 - Greta Thunberg Effect, 81–82
 - Gross Domestic Product (GDP), 12
 - Growth, market potential for, 129
 - Growth Matrix, 128, 132
- H**
- H&M, 127, 132
 - High-income countries (HIC), 42
 - Hirestreet, 190–191
 - Hope, 291
 - Our House is on Fire, 291–292
 - overconsumption, 292–294
 - promise, 294–297
 - Human beings, 6
 - Human branding, 267
- I**
- IDKids*, 145
 - In The Style (Fast-fashion online retailer), 16–19
 - Lorna Luxe in collaboration with ‘In The Style’, 16–19
 - In-store retail experience, 117, 122
 - Incentives & Constraints, 48
 - Inclusion, 93, 101
 - within fashion industry, 100
 - Inclusive education, 143
 - Inclusive retailing, 115
 - ASD in retail context, 117–118
 - implications and future research, 122–124

- methodology, 119
 retail atmospheric variables, 118, 120–122
 retail customer experience, 117
 retail experience of parents with autistic children, 119–120
 retail servicescape and atmospherics, 117
 Inclusivity, 108
 India, 196
 Indifference investigation to sustainability in fashion industry
 case study, 58–59
 COVID-19 and, 59
 defining sustainable fashion and circular business models, 56–58
 Industrial Revolution, 31
 Industry of fashion, fashion and, 96–98
 Inequality, 68
 Influencer branding, 267–268
 Influencer brands, 265
 brand concept, 266
 CBBE to FIBE, 269
 FIBE ecosystem, 269–270
 human branding, 267
 individuals to influencer brands social identity and FIBE formation, 270–272
 reasons to brand, 266
 societal identify influence on FIBE, 272–274
 understanding, 268–269
 Information design, 248
 Information flows, structure of, 47–48
 Ingroup–outgroup dynamic, 94
 Innovation, 15
 design and, 19
 Innovators, 97, 100
 Instagram, 196–198
 Intent, 46
 International Labour Organisation (ILO), 278
 Intersectionality concept, 109

J
 Journeys in Design (series of initiatives in Scotland), 49

K
 Kiabza, 196

L
 Legislation, 112
 Leverage points, 45
 framework, 40
 Leverage points perspective (LPP), 45
 Love Island (reality TV programme), 17
 Low-and middle-income countries (LMIC), 41

 Lulu Thrift, 196
 Luxe, Lorna (social media influencer)
 in collaboration with ‘In The Style’, 16–20
 Luxury fashion brand, 96
 Luxury fashion market, 255
 luxury fashion retailers’ distribution strategies, 256–257
 luxury fashion retailers’ multiple channel distribution, 259–260
 multiple channel retailing, 257–259
 LVMH (luxury fashion brand), 96

M
 Mafia, 150
 Manufacturing process of textiles and clothing, 28
 Marimekko, 145
 Market capitalism, 29–30
 system of, 32
 Market development, 132
 Market levels, 230
 Market penetration, 132
 Market potential for growth, 129
 Market-driven capitalism, 28
 Marketing, realignment of value from fashion to, 16–20
 Mass-market brand, 96
 Mass-market fashion company, 96
 McCartney (luxury fashion brand), 96
 Mega events, 58
 #MeToo, 65
 Midsteeple Quarter, 49–50
 Millennials, 196, 205
 Mindset/paradigm out of system arises, 46, 50–51
 Mixed dress code contours in childhood, 141–142
 Models, 101–102
 Modest fashion, 127–128 (*see also* Sustainable fashion)
 defining, 128
 market potential for growth, 129
 modest wear driving growth for fashion brands, 130–133
 impact of religiosity and fashion consumption, 129–130
 Modest wear driving growth for fashion brands, 130
 diversification, 133
 market development, 132
 market penetration, 132
 product development, 132–133
 in UK, 131
 Multichannel, 260
 Multiple channel distribution strategy, 256

Multiple channel retailing, 256–259
My Wardrobe HQ (MWHQ), 190

N

Natural resources, 4
Navigation design, 247
Netflix, 187
Netnographic techniques, 198
New business model innovations, 55
New climate activist, 80
New environmental paradigms (NEPs), 4,
15, 174
New fashion business models, 95
New product development (NPD), 279
Nike, 132
Non-governmental organisations, 42
Niinüü, 145

O

Observatory of Economic Complexity
(OEC), 162
Oil, 4
Omni-channel retailing, 256
Online shopping, 245–246
Online thrifting, 196
data analysis, 199–202
literature review, 196–198
methodology, 198
#OOTD Instagram posts (Brand's website),
94
Organic Basics, 249–250
Organic cotton, 78
Outgrouping, 94

P

Panda Picked, 196
Paris Agreement of 2015, 77
Participative design, 141
Patch work quilts, 69
Peer-to-peer, 180
People with disabilities (PWD), 115
Perfect Body' campaign approach, 109
Personalised information, 250
Petit Pli, 146
Pirate jacket, 2
Playtime, 145
Post-purchase behaviours, 77
Power to transcend paradigms, 51
Primark, 96, 127
Product development, 132–133
Production process, 11, 14
in fashion factories, 20
Purple Pound, 115–116
Pussyhat Project, The (social group), 66

Q

Qualitative approach, 198
Quantified Self (QS), 220–221

R

Race
and fashion, 111–112
inequality in fashion industry, 111
Rana Plaza factory incident, 59
Rapid fashion (RF), 279
Ray's Thriftstore, 196
Recycled polyester, 78
Redistribution markets, 174, 177–178
Religion, 128
Religiosity, 129–130
Relove, 196
Renoon, 186
Representation & Inclusion in the Fashion
Industry Report, The, 108
Retail, 128, 130
servicescape, 117
website design, 246
Retail atmospheric variables, 120, 123
external variables, 120–121
general interior variables, 121
human variables, 122
layout and design variables, 121–122
point-of-purchase and decoration
variables, 122
Retail experience of parents with autistic
children, 119
affective experience, 119–120
cognitive experience, 119
physical experience, 120
social experience, 120
Retailers, 132
internationalisation, 260
Retro Days, 196
Rotaro, 190

S
Saitex, 160
Save Your Wardrobe, 186
Scepticism, 78
Second-hand clothing, 208
Second-hand fashion, 207–208
Second-hand platforms, 79
Self-organisation, 48
Self-organise system structure, power to
add, change or, 48–49
Selfridges, 257
SFS, 49
SFS Community Call, 50
Signing accords, 59
Sisters in Stitches (social group), 66
Slave trade, 105–106
Slavery Abolition Act, The (1833), 106
Slow fashion, 76–77
Småfolk, 145
Small couture, 149
childrenswear market post-WW2, 150–151
dressing child, 149–150

- Small-and medium-sized enterprises (SME), 42
- Social design, 250
- Social groups, 66
- Social identity, 265
- Social inclusion policy, 157–158
- Social media, 233
society, 7
- Social Media Influencers, 83
- Social mobilization, 68
- Social movements, 65
theory, 68, 70
- Social sustainability, 217
- Soil health, 4
- Speed-to-market strategy, 279
- Spotify, 187
- Stage3, 196
- Stella (luxury fashion brand), 96
- Stitches for Survival (social group), 66
- Strategic B2B partnerships, 190–191
- Strategy, 132
- Sub-Saharan Africa (SSA), 155
AGOA, 158–167
fashion industry in, 156
securing SSA's fashion future through
circular fashion, 165–167
social inclusion policy and SSA fashion
economy, 157–158
- Success, 17
- Supply chain, 283
- Sustainability, 28–30, 41, 55–56, 229,
281–283
capitalism and, 31–32
case studies on sustainability of fashion
brands, 236–240
in fashion, 206, 230–233
and fashion, 32–33
fashion communication, 234–236
fashion consumers, 233–234
focussed business model innovation, 34
information, 249–250
initiatives, 46
integration, 60
interventions or solutions, 45
three pillars of, 217–218
transformations for fashion, 44
- Sustainable Development Goals (SDGs),
231
- Sustainable fabrics, 78
- Sustainable fashion, 56–58, 76–77, 186, 195
(*see also* Vintage fashion)
brands, 77–78
consumption, 83
fast-fashion, 12–16
importance of advancing fashion
sustainability agenda, 12
marketing, 15
marketing and value creation, 12
options, 77
realignment of value from fashion to
marketing, 16–20
- Sustainable fast-fashion brand extensions,
78
- Sustainable initiatives, 59
- Sustainable sources, 19
- Sustainably-sourced materials, 43
- System, goals of, 49–50
- System, rules of, 48
- System of fashion, 32
- System of market capitalism, 32
- Systems change, 43–47
adopting systems change, argument for,
40–42
- Systems investigation, 28–29
- Systems learn, 29
- Systems theory, 28, 43
- T**
- Thematic analysis, 198
- Theory of the Leisure Class, 3
- This for That, 196
- ThredUp, 197
- Thrift shop owner, practices, motivations
and challenges as, 199–201
- Thrift shopper, practices, motivations and
challenges as, 201–202
- Thrift shopping, 198
- Thrift store, 196
- Thrifting fashion, 197
- Touchpoints, 234
- Traditional activism, 66
- Traditional crafting, 69
- Transcend paradigms, power to, 51
- Transparency, 47
- U**
- UK-based influencers, 85
- UK-based online fashion brand, 111
- UK's largest third-party logistics provider
for fashion rental and resale,
188–189
- Umma model agency, 127
- UN Sustainable Development Goals
(SDGs), 29
- Unequal power relations, 42
- Uniformity, exclusivity and inequality,
history of, 106–107
- Uniglo, 127
- United Nations, 76
- United Nations Brundtland Report (1987),
29
- United Nations Conference on Trade and
Development, 12
- Upcycling techniques, 57

V

- Value from fashion to marketing, realignment of, 16–20
- Vintage fashion, 205
 - environmental issues and ABG, 206–207
 - generation-Z, 207
 - generation-Z as vintage and second-hand consumers, 208–210
 - and second-hand fashion, 207–208
- Vinted, 177, 198
- Visual design, 246–247
 - for different cultural contexts, 247
- Visual search, 248

W

- Walmart, 96
- Waste materials, 57
- Water, 4
- Wearable technologies, 216
- Wearables, 215–216
 - current trends in market of, 216–217
 - and environmental implications, 218–220

- and social implications, 220–222
 - three pillars of sustainability, 217–218
- Website design, 246
- WeChat, 260
- Well-being, 217
- Woke', 2
- Women, 110
- Workers' Rights Consortium (WRC), 164
- Workplace, EDI in, 107–108
- World Bank Growth Model, 159–160
- World Development Report (WDR), 159

Y

- Yarn bombing for Ukraine, 70
- Yarn bombs, 69
- You and Yours, 230

Z

- Zeitgeist, exploring, 3–7