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Comparative analysis: sustainable fashion vs. fast fashion

Análisis Comparativo: Moda Sustentable vs. Moda Rápida

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Abstract

Sustainable fashion is a philosophy centered on the ethical and environmentally responsible production of garments. However, currently prevailing in the market is a model known as fast fashion, which is characterized by mass production of low-quality garments at affordable prices. In this context, our article presents a comparative analysis between sustainable fashion and fast fashion, highlighting how these models represent two divergent approaches in the fashion industry. Overall, this work aims to contribute to the literature by exploring the differences, challenges, and advancements in the development of both trends. The study examines production speed, material usage, working conditions, and environmental awareness, developing a conceptual framework that provides an overview of the complexity of the fashion industry and its potential direction in terms of sustainability and responsible consumption.


Keywords: Sustainable development, fast fashion, slow fashion, sustainable fashion, clothing, apparel industry.

Resumen


La moda sustentable es una filosofía de centrada en la producción ética y ambientalmente responsable de prendas de vestir. Sin embargo, en la actualidad prevalece un modelo en el mercado conocido como moda rápida, el cual se caracteriza por la producción masiva de prendas de baja calidad a precios asequibles. En este contexto, nuestro artículo presenta un análisis comparativo entre la moda sustentable y la moda rápida, resaltando cómo en la industria de la moda estos modelos representan dos enfoques divergentes. En general, este trabajo busca contribuir a la literatura explorando las diferencias, desafíos y avances en el desarrollo de ambas tendencias. El estudio examina la velocidad de producción, el uso de materiales, las condiciones laborales y la conciencia ambiental, desarrollando un marco conceptual que proporciona una visión panorámica de la complejidad de la industria de la moda y su posible dirección en términos de sustentabilidad y consumo responsable.


Palabras clave: Sustainable development, fast fashion, slow fashion, sustainable fashion, clothing, apparel industry.

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Introduction

The fashion industry is considered one of the most environmentally damaging, ranking just behind the oil extraction and production sector (Diabat et al., 2014). Currently, the fashion industry is dominated by the model known as "Fast Fashion," characterized by mass production of garments at low costs and with extremely rapid production and consumption cycles. Its ever-changing dynamics are driven by rapidly emerging fashions and trends, a key strategy to maintain a profitable position in an increasingly demanding market (Bhardwaj & Fairhurst, 2010).

Although this model is known for its economic contributions and job creation, these benefits are offset by the dynamics of overproduction and overconsumption at extremely accelerated rates (Ramallo, 2018). The large-scale production of fast fashion demands the utilization of numerous natural resources to meet the demand for low-cost and low-quality products (Lobo, 2022; Brydges, 2021). Therefore, the fast fashion industry has become synonymous with concern due to the variety of environmental issues it generates (Niinimäki et al., 2020). The mass production of clothing not only leads to significant emissions of greenhouse gases and water pollution (Abbas et al., 2020) but also results in the generation of textile waste and harmful chemicals.

Faced with the environmental and social impact associated with the rapid growth of the fashion industry, there arises the need to adopt more sustainable practices both in the production and consumption of garments. This change gives rise to the "Slow Fashion" movement, which is a direct response to the fast fashion system that has dominated the industry for decades (Linden, 2016). Slow fashion is characterized by its focus on sustainability, ethics, and conscious consumption, producing durable and high-quality garments. This movement seeks to challenge the predominant model of economic growth in the fashion industry and promote a dialogue about the sector's practices and goals, aiming to drive a shift towards more ethical and sustainable values (Fletcher, 2010).

From slow fashion arises the concept of "Sustainable Fashion," which represents a natural extension of its principles. Sustainable fashion goes beyond slow fashion by incorporating additional approaches such as recyclability, circular economy, and sustainable technologies to minimize environmental and social impact. This contrast underscores the importance of sustainable management in the supply chain in the fashion industry, an extremely long and complex chain (Jacometti, 2019), where the adoption of sustainable practices is essential to address the inherent problems in this industry. This approach has transformed the industry landscape, with designers, brands, and producers adopting sustainable practices that span the entire supply chain (Tyler, Heeley & Bhamra, 2006), from responsibly sourcing materials to ethical treatment of workers and the integration of innovative technologies to minimize environmental impact.

Despite these advancements, sustainable fashion has not yet succeeded in replacing fast fashion as the dominant consumption model. In this context, our article presents a comparative analysis between both approaches, highlighting the differences, challenges, and advancements in the development of both trends.

This study examines key aspects such as production speed, material usage, working conditions, and environmental awareness. Through a comprehensive evaluation, we aim to provide an integrated view of the current landscape and possible trajectories in the evolution of sustainable fashion and fast fashion, thereby contributing to the understanding of the complexity of the fashion industry.

Literature Review

Fast Fashion

Fast fashion is a business model based on mass production of affordable garments. Fast fashion brands are known for their ability to design, produce, and bring new clothing collections to market in short periods of time. This concept creates a constant turnover of products in stores, thus creating an atmosphere of opportunity and scarcity that drives impulse purchases by consumers. Prominent examples of this model are brands within the Inditex group, which have managed to combine innovation, flexibility, and rapid response to market demands (López Barrios, 2014).

The production process in fast fashion is primarily carried out through outsourcing and subcontracting in various parts of the world, enabling the offering of new collections in short timeframes at affordable prices.

However, despite providing access to fashionable garments at low prices, fast fashion has also been subject to criticism for its environmental and social impact. Large-scale production and rapid inventory turnover generate a significant amount of textile waste and contribute to environmental pollution. Additionally, in many cases, employees in fast fashion factories may be affected by issues such as precarious working conditions (Haug & Busch, 2015) and challenges related to health and safety (Cesar da Silva et al., 2021).

Slow Fashion

Slow fashion is a model in the fashion industry that seeks to promote the production and consumption of clothing in a more conscious manner, focusing on values such as quality, durability, and ethics in fashion (Niinimäki, 2015).

One of the main pillars of slow fashion is the prioritization of quality over quantity (Puig Torrero, 2017). Instead of creating disposable garments, the aim is to design clothing that lasts over time and withstands wear and tear. This involves using high-quality materials and manufacturing techniques that ensure the durability of the garments. Additionally, slow fashion goes beyond environmental sustainability (Jung & Jin, 2014); it promotes conscious consumption by encouraging consumers to make more thoughtful purchasing decisions (Domingos et al., 2022), choosing garments that align with their needs and personal values rather than blindly following fashion trends. It also values timeless design, which is not subject to fleeting trends and promotes a more enduring and versatile lifestyle.

Sustainable Fashion

Sustainable fashion is part of the Slow Fashion movement. Sustainable fashion, also known and interchangeably used with other terms such as ecological fashion, green fashion, ethical fashion (Carey & Cervellon, 2014), or eco-friendly fashion, is an approach to the design, production, and consumption of clothing that aims to minimize negative environmental impact and promote fair working conditions in the textile industry.

The primary objective of sustainable fashion is environmental responsibility, which involves minimizing the use of natural resources such as water and energy. Durability and quality are the most important aspects because producing high-quality garments that endure over time reduces the need for constantly purchasing new clothing, thereby minimizing pollution generated by the disposal of garments.

Like slow fashion, sustainable fashion promotes conscious consumption of garments, encouraging consumers to buy responsibly by considering the quality and origin of products. Additionally, sustainable fashion advocates for transparency and ethics regarding its practices and production processes (Solino et al., 2020), enabling consumers to make informed decisions about their purchases. Moreover, consumers are increasingly willing to pay a higher price when they perceive the added value of supporting responsible practices and contributing to environmental conservation, thus demonstrating their preference for sustainable products (Bilotte, 2021).

History and Development: From Fast Fashion to Sustainable Fashion

The concept of fast fashion originated in the 19th-century Industrial Revolution when the first efforts were made to cheapen production by leveraging the growing mass manufacturing of clothing (Godley, 1997).

However, the true rise of fast fashion occurred in the 1960s with the emergence of retail brands like Zara and H&M (Gutiérrez, 2023), brands known for producing fashion at low cost and in large quantities.

Before the 19th century, clothing manufacturing required manual and laborious processes to transform raw materials into garments. However, the Industrial Revolution brought revolutionary technologies such as the sewing machine (Sáenz, 2020) and the weaving machine, which allowed for mass production, thus making clothing more affordable and accessible to the general population. Throughout the decades of the 1970s and 1980s, technological advancements such as process automation, coupled with globalization, revolutionized the fashion industry, paving the way for the expansion of fast fashion (Barahona, 2018). By the late 1990s and early 2000s, fast fashion had solidified itself as a booming industry.

On the other hand, the origins of slow fashion are intimately linked to cultural, social, and economic changes that influenced how society began to approach fashion. The growing environmental awareness gave rise to the emergence of slow fashion, influenced by the "slow food" movement (Slow food, 2015), originated in Italy in the 1980s. This movement promoted conscious consumption of food, emphasizing the importance of quality, sustainability, and the origin of products. This philosophy served as inspiration for slow fashion (Fletcher, 2010), which advocates for a similar approach in clothing.

Subsequently, the increasing globalization, which on one hand has led to the expansion of fast fashion, also increased the demand for more ethical and sustainable options. This shift in preferences laid the groundwork for the emergence of sustainable fashion, which seeks to address the environmental and social challenges associated with the fast fashion industry. While its popularity has grown in recent times, the roots of sustainable fashion can be traced back to the 1960s, when consumers began to be aware of the environmental and social impact of the fashion industry, demanding a change in manufacturing practices (Jung & Jin, 2014). Although initially faced resistance, this began to change with campaigns against the use of animal fur in the 1980s and 1990s (Wadhawan & Ansari, 2018), generating a growing interest in ethical clothing towards the end of the 20th century and up to the present day.

Methodology

For this study, a qualitative comparative approach was chosen to explore and contrast sustainable fashion and fast fashion models. This methodology allowed capturing perspectives from key actors and the underlying dynamics in both sectors of this industry. Central points of this comparison included economic context, use of fabrics and materials, garment quality, price variability, consumer trends, product lifecycle, labor conditions, and profitability, among other relevant aspects.

The process of collecting bibliographic information occurred in multiple stages to ensure comprehensive coverage of available sources. Initially, relevant keywords were defined such as "moda sustentable" (sustainable fashion), "sustainable fashion", "moda rápida" (fast fashion), "fast fashion", along with additional terms like "éticamente responsable" (ethically responsible), "producción ética" (ethical production), "impacto ambiental de la moda" (environmental impact of fashion), "consumo consciente" (conscious consumption), and others related to sustainable practices and the textile industry. Inclusion criteria encompassed studies, reports, and academic articles published in Spanish and English focusing on sustainable fashion practices and fast fashion. Non-academic sources, opinion pieces lacking empirical support, and publications lacking clear comparative data were excluded.

Searches were conducted in relevant academic databases within the field, such as Google Scholar, Scopus, and Web of Science. Keyword combinations were used to ensure capturing a wide range of relevant literature. All relevant references were recorded and organized to facilitate access and review. Titles and abstracts of search results were reviewed to determine relevance. Selected sources were read in detail and evaluated for validity, reliability, and relevance to the comparative study. Key data extraction was performed from each source, focusing on specific aspects mentioned in the study.

For data representation, detailed comparative tables were developed, structured as checklists with concise descriptions based on the collected data. This included initially identifying and defining critical categories for comparing sustainable fashion and fast fashion, systematically designing tables with columns representing the two fashion models (sustainable and fast) and rows representing comparison categories. Each cell contained concise descriptions based on the gathered data. The tables were carefully reviewed to ensure coherence in the presented information. Data validation was achieved through source triangulation, comparing findings from various studies and articles to maintain consistency and reliability, thereby mitigating biases and ensuring the analysis remained objective.

Results and Discussion

Economic context

The fast fashion industry has capitalized on the demand for affordable trend-driven garments, significantly transforming the economic landscape of the textile industry. One of the reasons behind the appeal of fast fashion is its accessible price compared to high-end fashion garments. This availability of clothing at low prices allows consumers to constantly renew their wardrobes without making a large investment, thereby

driving repeated and frequent consumption. This aspect is crucial to understand why people choose to spend a significant portion of their income on these types of products (Vázquez Cadena et al., 2020).

Furthermore, the emphasis on producing quickly and cost-effectively has led to the outsourcing of garment manufacturing to countries with lower labor costs. While this may result in lower prices for consumers, it also has negative economic consequences such as labor exploitation and job loss in developed countries.

On the other hand, sustainable fashion is proving that ethics and sustainability can coexist with economic success (Cordenons, & Verri, 2016). As consumers become more aware of the ethical and environmental implications of their purchasing decisions, sustainable brands are gaining ground, suggesting a shift in consumer preferences that could reshape market dynamics (Jacobs et al., 2018). Although sustainable garments may have a higher initial price than fast fashion options, their durability and superior quality often result in better long-term value. By investing in quality clothing designed to last (Aakko & Koskennurmi-Sivonen, 2013), consumers can reduce the frequency with which they need to replace their garments, saving money in the long run and reducing the need to spend a significant percentage of their income on fashion.

Additionally, sustainable fashion promotes more equitable and transparent economic practices throughout the supply chain. This includes ensuring fair wages and safe working conditions for workers at all stages of production, as well as reducing the outsourcing of manufacturing to countries with extremely low labor costs. By prioritizing ethics in manufacturing, sustainable fashion contributes to supporting local jobs and strengthening the economies of the communities where the garments are produced.

Speed vs. Sustainability

Fast fashion has experienced exponential growth due to its speed of production. However, this accelerated approach has led the clothing industry to produce at an unsustainable rate. Although fast fashion companies thrive on short cycles (Joy et al., 2012), the consequences of accelerated production are reflected in the massive waste of water resources, the use of harmful chemicals, the generation of CO2 emissions, and the production of garments that are practically disposable, contributing to the global waste problem (Pastrana & Almanza, 2021).

In contrast, sustainable fashion has emerged as a conscious response to the problems generated by fast fashion. Although it has progressed in integrating ethical and sustainable practices, such as the adoption of organic or recycled materials, it faces the challenge of balancing it with the speed of production. This is because the availability of materials and production costs sometimes hinder the growth of the industry and the ability to meet market demand quickly and efficiently.

Table 1.
Speed vs. Sustainability

Aspect	Fast Fashion	Sustainable Fashion
Production pace	Fast	Variable
Resource wastage	High	Low
Use of harmful chemicals to health	✓	✗
Focus on integrating ethical and sustainable practices	✗	✓
Challenge of balancing sustainability with production speed	✓	✓

Materials

Fast fashion, driven by the need to keep costs low and follow market trends, often opts for unsustainable materials, leading to frequent use of synthetic fibers and opaque manufacturing processes, resulting in considerable environmental impact. On the other hand, sustainable fashion aims to use more eco-friendly materials, such as organic or recycled ones (Muthu, 2017; Peters et al., 2019). However, the transition to these materials faces challenges in terms of availability and costs. Innovation in this regard is essential for the sustainable development of fashion, as the current stagnation has had significant economic repercussions. The lack of innovation and pressure to meet a constantly growing market have led to the proliferation of highly profitable companies, often at the expense of environmental consequences (Marín & Monroy, 2013). In response, the apparel industry is attempting to incorporate sustainable fabrics not only as an added value but as a priority consideration to contribute to environmental conservation.

Table 2.
Materials

Aspect	Fast Fashion	Sustainable Fashion
Cost of raw materials	Lower	Higher
Availability of raw materials	Higher	Lower
Frequent use of synthetic fibers	✓	×
Use of sustainable materials	×	✓
Use of organic or recycled fibers	×	✓

Quality vs. Price

The increasing globalization has facilitated the expansion of fast fashion, a phenomenon in which retailers seek to quickly replicate runway trends. This approach has stimulated consumer demand for affordable fashion garments and leading retailers and brands to pressure their suppliers, often located in developing countries, to reduce manufacturing costs (Iwanow et al., 2005). The fashion industry is thus pressured to seek low costs, design flexibility, and a certain level of quality to remain profitable in an ever-evolving market (Bhardwaj & Fairhurst, 2010). Therefore, the main difference between fast fashion and sustainable fashion in terms of price lies in the perception of value and the costs associated with garment production. Fast fashion is distinguished by offering garments at relatively low prices, often resulting from the optimization of production processes and the use of lower-quality materials. This strategy enables fast fashion brands to maintain affordable prices for consumers.

On the other hand, sustainable fashion tends to have higher prices than fast fashion. This is due to various factors, such as the use of higher quality materials, the adoption of more ethical and sustainable production practices, and a smaller scale of production. Although prices may be higher, sustainable fashion is perceived as an investment due to the added value it offers in terms of durability, quality, and social and environmental responsibility, which can offset the initial cost with long-term benefits.

Table 3.
Quality vs. Price

Aspect	Fast Fashion	Sustainable Fashion
Price of garments	Low	High
Quality of raw materials	Low	High
Perception of garment value	Low	High
Costs associated with production	Lower	Higher
Scale of production	Higher	Lower

Trends and Consumption

Fashion, more than almost any other field of art and industry, is inextricably intertwined with time, finding its essence in current and fast-moving trends and its inspiration in emerging styles (Brewer, 2019). In this context, fast fashion is distinguished by its trend-based production approach, constantly churning out collections of garments that cater to consumers with the latest in fashion.

This constant pursuit of staying ahead of trends drives accelerated production, often at the expense of garment quality. While the fast fashion strategy makes it easier for consumers to purchase clothing more frequently, it also generates pressure to keep up with rapidly changing trends (Lang, Armstrong & Liu, 2016). This fosters impulsive consumption by offering garments in constant flux and incites consumers to buy excessively.

On the other hand, sustainable fashion focuses on durable and timeless trends that transcend fleeting fads, prioritizing quality over quantity. Sustainable fashion brands tend to have longer and more careful production cycles, which involve more meticulous planning and selective production. In this sense, it promotes the purchase of high-quality garments that last over time, fostering more conscious and responsible consumption by consumers based on durability and mindful investment.

Table 4.
Trends and Consumption

Aspect	Fast Fashion	Sustainable Fashion
Production according to trends	✓	×
Continuous production of garment collections	✓	×
Emphasis on staying ahead of trends	✓	×
Sacrifice of quality for fashionability	✓	×
Encouragement of impulsive consumption	✓	×
Focus on durable and timeless trends	×	✓
Prioritization of quality over quantity	×	✓
Long and careful production cycles	×	✓
Meticulous planning and selective production	×	✓
Promotion of purchasing high-quality garments	×	✓
Encouragement of conscious and responsible consumption	×	✓

Lifecycle

Fast fashion and sustainable fashion differ significantly in terms of the durability of their garments. In fast fashion, the lifecycle of a garment begins with accelerated production aimed at following the latest trends. This approach often sacrifices quality in favor of profitability, using lower-quality materials and less rigorous production techniques. As a result, garments tend to have a shorter lifespan and are more prone to wear and tear.

In contrast, sustainable fashion focuses on the durability and quality of garments, using high-quality materials and careful manufacturing techniques to ensure that the garments can withstand the test of time. Sustainable fashion recognizes the importance of investing in quality garments with a long lifespan.

In general, sustainable fashion garments are designed to withstand the test of time, considering that fabrics have various environmental impacts throughout their lifecycle (Tojo, 2012). The aim is to obtain garments that can be worn for longer periods without losing their appearance or functionality. Additionally, the promotion of care practices, such as proper washing and maintenance, contributes to further prolonging their lifespan. Furthermore, sustainable fashion promotes recycling, reusing, and repairing garments as alternatives to disposal, thereby creating a longer lifecycle (Kamis et al., 2018; Ekström & Salomonson, 2014).

However, variety and novelty continue to be significant factors influencing consumer behavior and giving fast fashion an advantage. This is compounded using aggressive marketing strategies and attractive pricing by fast fashion, strategies designed to maintain consumer interest in their products. This approach can overshadow the consideration of durability and quality that sustainable fashion offers, emphasizing convenience and immediate accessibility over long-term sustainability.

Table 5.
Lifecycle

Aspect	Fast Fashion	Sustainable Fashion
Durability of garments	Lower	Higher
Manufacturing techniques	Less rigorous	Careful
Focus on care	Lower	Priority
Environmental impact throughout the lifecycle	Higher	Lower
Longevity of garments	Short	Long
Promotes obsolescence	✓	×
Encourages reuse and recycling	×	✓

Circularity and Environmental Awareness

Circularity in fashion refers to an approach that aims to minimize waste and maximize the lifespan of garments, as well as promote reuse and recycling, instead of following the traditional linear model where products are manufactured, fulfill their lifespan, and then discarded (Blum, 2021). Fast fashion has contributed to the problem of textile waste due to the rapid obsolescence of garments (Ozdamar Ertekin &

Atik, 2015). This phenomenon generates a variety of physical contaminants, such as metal zippers and plastic buttons, commonly found in collected textile waste. Additionally, the mixture of various polymers used in garment manufacturing also contributes to this issue (Roos et al., 2019).

In general terms, fashion consumers are attracted to constant novelty, which implies that new products must be available frequently (Bruce & Daly, 2006). This dynamism generates impulsive purchases and leads to the generation of many discarded garments, which were barely used. Therefore, the absence of a circular approach has increased the negative environmental impact of the industry, and although sustainable fashion strives to promote circularity as part of its characteristics, it often faces difficulties in fully closing the lifecycle of garments.

This issue has become more evident to society, which is increasingly aware of the environmental impact generated by fast fashion (García-Huguet, 2021), and as environmental awareness grows and demand for more sustainable practices rises, fast fashion companies are starting to adopt more responsible measures. Some brands are implementing clothing recycling programs, collaborating with textile reuse organizations, and utilizing innovative technologies to reduce waste and improve circularity in their supply chains (Pastor Inchauste, 2018). The implementation of these measures by fashion companies is crucial for addressing the industry's negative environmental impact (Henninger et al., 2015).

Working Conditions

Exploitation in fast fashion is a significant concern due to pressures to reduce costs, often resulting in precarious working conditions and low wages, especially in factories located in developing countries. A large portion of garment production, in terms of labor, takes place in developing economies (Morris & Barnes, 2009), distancing the end consumer from producers and complicating awareness of related issues. Additionally, this industry also faces the challenge of clandestine factories (Rudell, 2006), which operate outside the law, under conditions including poor labor rights, low wages, child labor, and modern slavery (Mair et al., 2016; Peake & Kenner, 2020).

On the other hand, while labor ethics are a priority for sustainable fashion, maintaining competitive costs without compromising ethical principles remains a constant challenge. Ensuring fair wages and adequate working conditions is crucial, but it can impact competitiveness in a market driven by speed.

Table 6.

Working Conditions

Aspect	Fast Fashion	Sustainable Fashion
Fair labor conditions	x	✓
Compliance with labor laws	x	✓
Child labor	✓	x
Sacrifice of ethics for profitability	✓	x

Profitability

The fast fashion business model prioritizes maximizing profit margins through reducing production costs, leading to the use of cheaper materials and efficient but less sustainable manufacturing processes. This allows fast fashion products to be sold at lower prices, which can attract price-sensitive consumer segments. However, this strategy may be affected by fierce market competition and a perception of lower quality among consumers. On the other hand, in sustainable fashion, production costs are often higher due to the use of organic, recycled, or fair-trade materials, as well as more environmentally and friendly production processes. This results in higher selling prices, but it can also lead to a perception of greater value among consumers as they recognize the positive impact on the environment and communities. While profit margins may be more stable in the long run in sustainable fashion, the challenge lies in finding the right balance between profitability and long-term sustainability.

Synergy Between Fast Fashion and Sustainable Fashion

As environmental awareness grows, and the consumption model of fast fashion evolves, opportunities for convergence with sustainable fashion are emerging. The widespread adoption of sustainable practices in

fast fashion and continuous improvement in the responsiveness of sustainable fashion could pave the way for a more balanced model. On one hand, fast fashion could benefit from the integration of more sustainable materials and processes into its supply chain, which would contribute to reducing its environmental impact and improving its brand image among increasingly conscious consumers. On the other hand, sustainable fashion could learn from the agility and efficiency of fast fashion in terms of production and distribution, allowing it to respond more quickly to market demands without compromising its ethical and environmental principles. Consumer engagement will be key in this transformation process towards a more conscious and responsible textile industry.

In this sense, innovation plays a fundamental role in the convergence between both trends. The development of new sustainable materials, more efficient work methodologies, and environmentally friendly production processes can open new possibilities for the fashion industry.

Conclusions

In this work, an analysis has been carried out that examines the distinctive differences between sustainable fashion and fast fashion, highlighting the growing importance of sustainability in the fashion industry. As society moves towards a more conscious and ethical future, understanding how these two trends influence fashion becomes essential for charting the course towards a more sustainable and equitable industry.

While sustainable fashion has emerged as an ethically and environmentally responsible response, its ability to overcome the speed and accessibility of fast fashion remains an area of development. At the same time, the integration of sustainable practices in fast fashion could offer a path towards a future where both trends can integrate into a new trend, effectively addressing the environmental issues inherent in the textile industry in garments.

The challenge lies in finding a balance where fashion can remain expressive, innovative, and profitable while embracing practices that respect the environment and society. Ultimately, it is through collaboration, innovation, and commitment to sustainability that we can positively transform the fashion industry.

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