"From Awareness to Action: Sustainable Clothing in Modern Fashion"

Lakshay Gupta

Student of Galgotias University, School of Business
Greater Noida, Uttar Pradesh India

ABSTRACT:-

The global fashion industry is at a turning point as a result of increased criticism of its unethical and environmental practices. Fashion is one of the most resource-intensive industries, and as such, it has a major impact on greenhouse gas emissions, water pollution, and excessive waste production. A global push for reform has been triggered by these issues as well as exploitative work practices. This essay explores the transformational process from merely being aware of these problems to taking concrete measures to implement sustainable fashion practices. It makes the case that solving these systemic issues calls for a multifaceted strategy that incorporates cutting-edge technology, moral behaviour, and customer involvement.

The creation and application of environmentally friendly materials forms the basis of sustainable fashion. Bioengineered textiles, hemp, recycled polyester, and organic cotton are some of the innovations that are lessening the industry's ecological impact and dependence on non-renewable resources. Closed-loop solutions, which facilitate material recycling and reuse, are assisting firms in reducing waste and opening up new avenues for circular business models. Developments in biodegradable textiles support these initiatives and can lessen the amount of textile waste that ends up in landfills.

An important factor in the industry's transition to sustainability is technology. Blockchain technology is being used to improve supply chain transparency so that buyers can confirm the clothing's environmental and ethical credentials. In a similar vein, digital platforms enable the rental and resale markets, while AI-driven design procedures maximize material utilization. By prioritizing quality over quantity, these advances not only lessen their negative effects on the environment but also promote a culture of responsible consumerism.

Introduction of Industry:-

As consumers and businesses alike grow increasingly concerned about sustainability, the global fashion industry is going through a paradigm shift. The industry has always been associated with fast fashion, which is defined by low prices, mass production, and disposable trends. Excessive waste, high carbon emissions, water contamination, and exploitative labour practices are only a few of the negative social and environmental effects of this paradigm. Sustainable apparel, which prioritizes ethical production practices, eco-friendly materials, and circular economy concepts, is currently becoming a disruptive force in the market.

Customers' growing consciousness of the environmental impact of their purchases has been
the driving force behind this shift. In order to satisfy this need, brands that were previously just motivated by revenue are increasingly incorporating sustainability into their fundamental principles. From well-known fashion brands to eco-aware startups, businesses are coming up with new ways to make clothes that are both fashionable and ethical. Through the introduction of biodegradable materials, recycling technology, and circular business models such as apparel rentals and resale platforms, the movement is transforming the fashion industry.

A variety of factors, such as recycled and organic materials, fair trade certifications, and environmentally friendly production techniques, characterize sustainability in the fashion industry. Leading companies are taking the lead in efforts to integrate their operations with sustainable principles, including Patagonia, Stella McCartney, and H&M Conscious. In addition to drawing in environmentally conscious customers, these initiatives have established standards for the sector. For instance, companies are using digital channels to provide consumer access to eco-friendly products and educate them about sustainable choices.

Company Profile:-

Note: The profile of companies I'm writing about below both promote sustainable fashion.

Introduction to Doodlage:

In terms of sustainable apparel, Doodlage is a pioneering Indian fashion company that perfectly captures the movement from awareness to action. Kriti Tula founded the company in 2012, and since then, it has grown to represent repurposed fashion and creative solutions to the expanding issue of textile waste. Doodlage demonstrates how eco-conscious design can be both stylish and useful by skilfully fusing sustainability with style. The business tackles the environmental impact of fashion while meeting the demands of contemporary consumers for individuality and responsibility by making clothing and accessories from pre- and post-consumer trash.

Doodlage's dedication to upcycling and zero-waste production is at the core of its business practices. The business transforms what would otherwise be thrown away into fine, wearable art by sourcing excess fabric and scrap material from major manufacturers. Doodlage reduces its carbon footprint and saves energy by reusing these materials, which lessens the requirement for virgin resources. Whether in clothing construction, patchwork designs, or accessories like bags and masks, their production techniques are geared to make sure that even the smallest pieces are used.

Doodlage encourages consumers to recycle and repurpose garments as a proactive way to support a circular economy. By offering repair services and buy-back programs, the brand promotes responsible consumption. Doodlage promotes sustainable consumer behaviour and lessens waste by prolonging the lifecycle of each garment. Their dedication to the circular economy is in line with international initiatives to establish a fashion business that places an emphasis on reuse rather than disposal.

Introduction to Paiwand:

A trailblazing Indian company, Paiwand is committed to producing sustainable apparel by turning textile waste into unique, handcrafted items. Paiwand was established with the goal of addressing the escalating issues of environmental degradation and textile pollution. The brand epitomizes upcycling and sustainability in contemporary fashion. The brand's name, which translates as "patchwork" or "connection" in Persian, represents its dedication to using creative design and sustainable processes to unite individuals, communities, and the environment.

The main goal of Paiwand is to upcycle used textiles into one-of-a-kind wearable artwork in order to address the issue of textile waste. In order to keep them out of landfills, the business acquires excess materials, fabric scraps, and used garments from nearby manufacturers and communities. After that, these resources are transformed into superior goods, greatly lessening the environmental effect of conventional fashion production. Paiwand prioritizes quality, longevity, and ethical production methods in its slow fashion business model.

Paiwand's partnerships with talented craftspeople around India are among its distinguishing characteristics. The firm incorporates traditional skills like patchwork, weaving, and embroidery into its creations by collaborating with regional artisans. These partnerships give craftsmen stable incomes while simultaneously conserving India's rich textile legacy. Paiwand's emphasis on handcrafted goods guarantees that each item is distinctive, honouring the creativity and cultural value of each production.

Literature Review

1)Consumer Purchase Behaviour of Eco-Fashion Clothes as a Trend to Reduce Clothing Waste: This study explores consumer behaviour toward eco-fashion clothes made from recycled materials. The increasing volume of apparel waste and the lack of landfill space highlight the need for recycling programs. Consumer demand is critical for the success of these programs. The Theory of Planned Behaviour (TPB) was used to analyse consumer behaviour, with findings indicating that attitude, perceived behavioural control, and subjective norms significantly influence purchase intention. A strong connection was found between sustainable disposal behaviour and the purchase of eco-fashion clothes (Jalil, 2021).

2)Perceptions and Attitudes Toward Sustainable Fashion Design: Challenges and Opportunities: This research examines the challenges of implementing sustainable design practices in the fashion industry. Internal challenges include a lack of consensus and knowledge about sustainable design, while external challenges involve consumer demand and behaviour gaps. The study emphasizes the need for incentives and education to promote sustainable fashion (Cassidy, 2020).

3)The Wardrobe Diet: Teaching Sustainable Consumption Through Experience: Fast fashion has led to increased consumption and environmental damage. This study implemented a learning experience called "The Wardrobe Diet," where students wore only six clothing items for 30 days. The results showed a positive shift in consumption behaviour, highlighting the potential for educational interventions to promote sustainability (Johnson, 2022).

Objectives of the Study:-

- To Examine the Present Level of Knowledge About Sustainable Fashion
- To research how consumers behave when buying eco-friendly apparel
- To Assess How Technology Is Helping to Promote Sustainable Fashion
- To Compare the Approaches Taken by Top Brands
- To Evaluate Circular Business Models' Effectiveness

Methods of Research

Research is carried out logically and methodically. The study collects and analyses student data and uses graphs and charts to address general questions. utilizing rational and scientific techniques.

RESEARCH DESIGN:
Type of Methodology: descriptive research.

The methodological strategy employed in this investigation is as follows:

First step: A thorough theoretical examination was conducted.

Analysing consumer perceptions of Flipkart's and Amazon's marketing strategies is the second step.

SAMPLING
non-probability sampling is the sampling design.

Purposive sampling is the sample technique used.

Example of a unit: Students

The sample size is 53.

Galgotias University is the study area.

Data analysis technique: tables and graphical representation

METHODS FOR COLLECTING DATA:

The two primary techniques for gathering data are primary and secondary.

Primary Data: Information obtained for a specific purpose straight from the source objective, usually through questionnaires and surveys.

Secondary data is information that is already available online and in papers. Information from both primary and secondary sources was used. A survey was distributed to random people to collect primary data, and secondary data was used to understand how the two platforms' marketing strategies differed. The sample consisted of about 19 responses.

Data Findings, Analysis, and Interpretation:-

The results of the survey are used to evaluate and comprehend the data. Pie charts are used to graphically display the data. The sample individuals' differing viewpoints are dispersed as proportions.
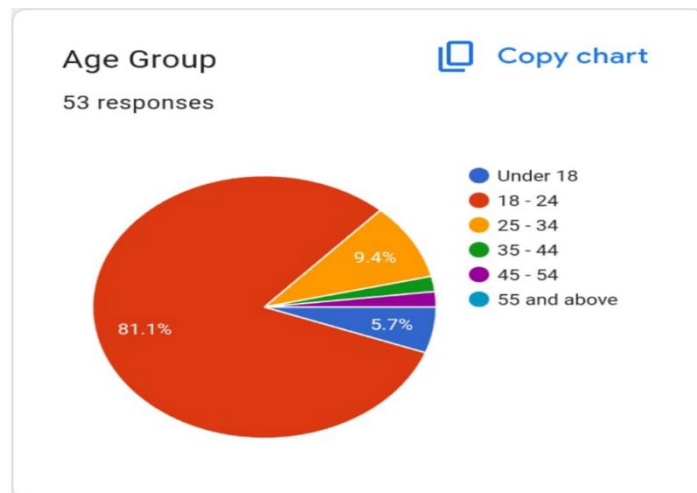**Q1. Gender?**

S.no.	Particulars	Respondents	Percentage
1.	Males	39	73.6
2.	Females	14	26.4
	Total	53	100
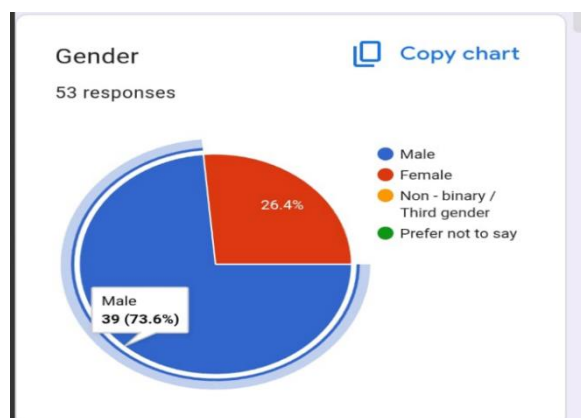
This chart shows that, 73.6% respondents are male and, 26.4% respondents are female.

Q2. Age group?

Sr.no.	Particulars	Respondents	Percentage
1	Under 18	3	5.7
2	18-24	43	81.1
3	25-34	05	9.4
4	35-44	01	1.9
5	45-54	01	1.9
6	55 and above	00	00
	Total	53	100

This chart shows that questionnaire is mainly filled by the age group of 18-24 which is 81.1%.

**Q3. How familiar are you with the concept of sustainable fashion?**

Sr. no.	Particulars	Respondents	Percentage
1	Very familiar	19	35.8
2	Somewhat familiar	20	37.7
3	Heard of it not sure what it means	12	22.6
4	Not familiar at all	02	3.9
	Total	53	100
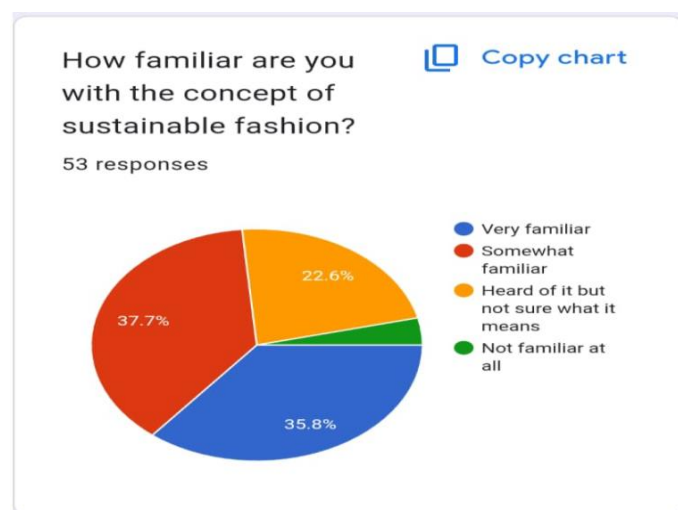
This chart shows that 37.7% respondents were somewhat familiar, 35.8% respondents were very familiar, 22.6% respondents were heard of it but not sure what it means, and 3.9% respondents were not familiar at all with the concept of sustainable fashion.

Q4. Have you ever purchased clothing labeled as sustainable or eco- friendly?
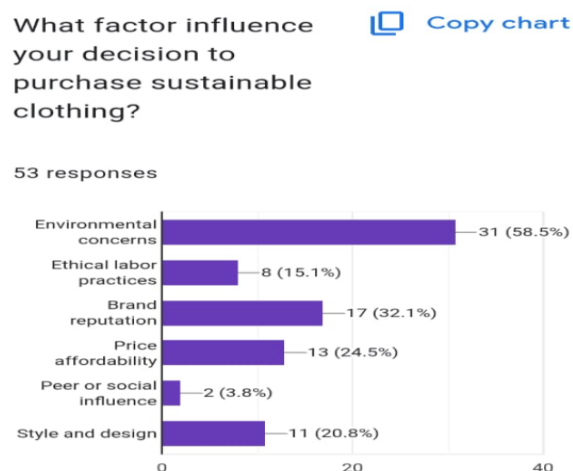
Sr.no.	Particulars	Respondents	Percentage
1	Yes, regularly	13	24.5
2	Occasionally	23	43.4
3	Only once or twice	10	18.9
4	Never	07	13.2
	Total	53	100
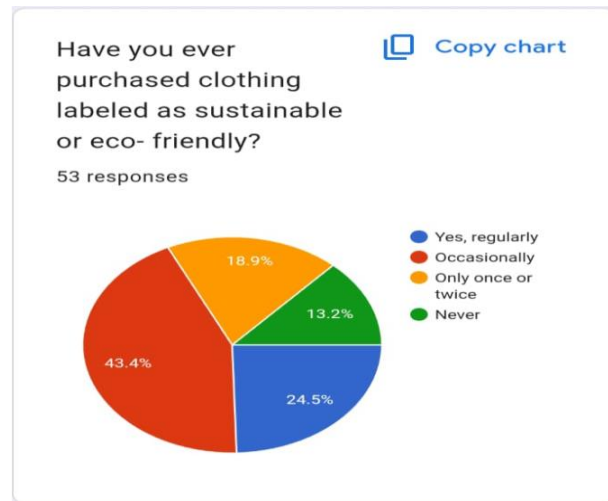
This chart shows that 24.5% respondents were regularly, 43.4% were occasionally, 18.9% were only once or twice, and 13.2% never purchased eco-friendly or sustainable clothes.

Q5. What factor influence your decision to purchase sustainable clothing?

Sr.no.	Particulars	Respondents	Percentage
1	Environmental concerns	31	58.5
2	Ethical labor practices	08	15.1
3	Brand reputation	17	32.1
4	Price affordability	13	24.5
5	Peer or social influence	02	3.8
6	Style and design	11	20.8
	Total	53	100

This graph shows that factor which influence the decision of respondents to purchase sustainable clothing is Environmental concern.
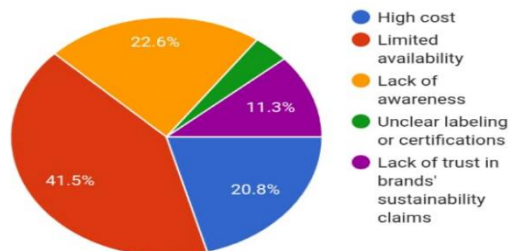
Q6. What do you preceive as the biggest to buying sustainable clothing?

Sr.no.	Particulars	Respondents	Percentage
1	High cost	11	20.8
2	Limited availability	22	41.5
3	Lack of awareness	12	22.6
4	Unclear labelling or certifications	02	3.8
5	Lack of trust in brands sustainability claims	06	11.3
	Total	53	100

This chart shows that respondents perceive as the biggest to buying sustainable clothing is limited availability which is 41.5%.
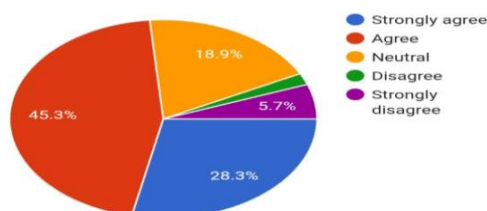
Q7. Do you believe sustainable fashion has a significant impact on reducing environmental harm?

| Sr.no.	Particular	Respondent	Percentage
1	Strongly agree	15	28.3
2	Agree	24	45.3
3	Neutral	10	18.9
4	Disagree	01	1.8
5	Strongly disagree	03	5.7
	Total	53	100

This chart shows that 28.3% respondents were strongly agree, 45.3% were agree, 18.9% respondents were neutral, and 5.7% respondents were strongly disagree with the statement of sustainable fashion has a significant impact on reducing environmental harm.

Q8. How likely are you to support a brand that promotes sustainability, even if it is more expensive?

Sr.no.	Particulars	Respondents	Percentage
1	Very likely	13	24.5
2	Somewhat likely	24	45.3
3	Neutral	12	22.6
4	Unlikely	02	3.8
5	Very unlikely	02	3.8
	Total	53	100
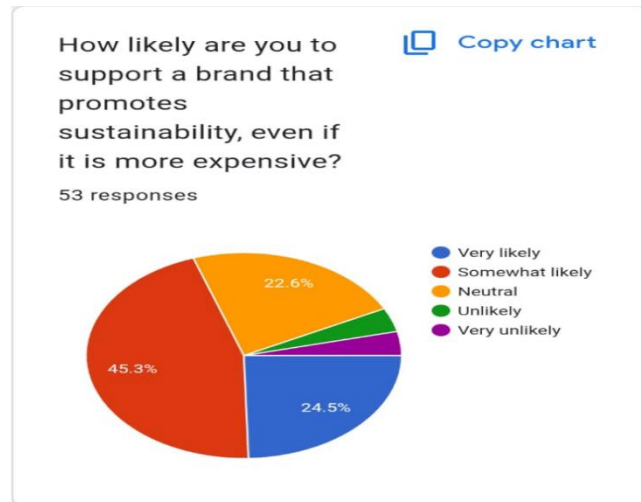
45.3% respondents were somewhat likely to support a brand that promotes sustainability, even if it is more expensive.

**Q9. How often do you research a brand's sustainability practices before buying their clothes?**

Sr.no.	Particulars	Respondents	Percentage
1	Always	10	18.9
2	Often	10	18.9
3	Sometimes	15	28.3
4	Rarely	12	22.6
5	Never	06	11.3
	Total	53	100

According to this chart 18.9% respondents were always, 18.9% respondents were often, 28.3% respondents were sometimes, 22.6% respondents were rarely, and 11.3% respondents were never research a brand's sustainability practices before buying their clothes.

Q10. Have you ever practiced in sustainable fashion like clothes recycling, upcycling, or thrifting?

Sr.no.	Particulars	Respondents	Percentage
1	Yes, regularly	15	28.3
2	Occasionally	18	34
3	Only once or twice	04	7.5
4	Never	16	30.2
	Total	53	100
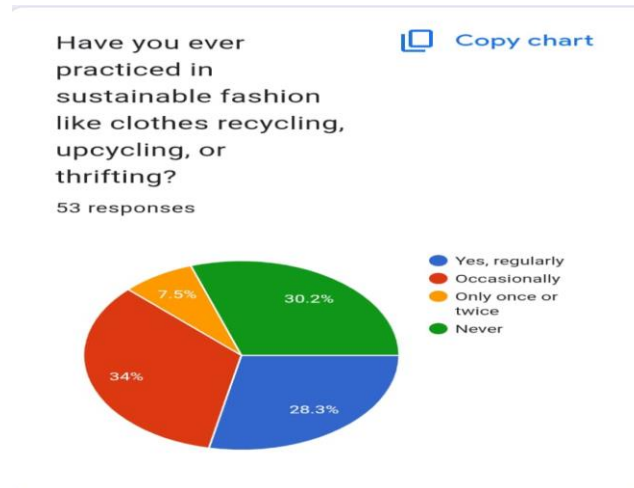
This chart shows that 28.3% respondents were regularly, 34% respondents were occasionally, 30.2% respondents were never, and 7.5% respondents were only once or twice practiced in sustainable fashion like clothes recycling, upcycling, or thrifting.

Findings and Suggestions:-

Findings:

Populations:
The majority of responders (81.1%) were between the ages of 18 and 24, and a sizable fraction (73.6%) were men.

Knowledge of Sustainable Fashion:
35.8% of respondents were extremely familiar with sustainable fashion, compared to 37.7% who were only moderately knowledgeable. Nevertheless, 3.9% were completely unfamiliar with it, and 22.6% had only heard of it but were unclear of its significance.

Buying Patterns:
Of those surveyed, 24.5% routinely bought eco-friendly or sustainable apparel, compared to 43.4% who did so occasionally. 13.2%, nevertheless, had never bought such things.

Influencers of Decisions:
The most important element affecting the purchasing of sustainable apparel was environmental concerns (58.5%), which were followed by price affordability (24.5%) and brand reputation (32.1%).

Adoption Obstacles:
The largest obstacle was thought to be the scarcity of sustainable apparel (41.5%), which was followed by a lack of knowledge (22.6%) and expensive prices (20.8%).

Perception of Impact:
Environmental harm is much reduced by sustainable fashion, according to 45.3% of respondents, with 28.3% strongly agreeing.

Encouragement of Sustainable Brands:
Even if a sustainable brand cost more, 45.3% of respondents said they were somewhat likely to support it, and 24.5% said they were extremely likely to do so.

Investigating Sustainable Practices:
Just 18.9% of respondents said they regularly or frequently looked into a brand's sustainability procedures, compared to 28.3% who said they occasionally and 22.6% who said they seldom did so.

Taking Part in Sustainable Practices:
34% of respondents occasionally participated in sustainable practices including recycling, upcycling, or thrifting, compared to 28.3% who did so on a regular basis.

Suggestions:

Boost Awareness:
Through campaigns, workshops, and open communication, brands should concentrate on informing customers about sustainable fashion.

Increase Accessibility:
 Through a variety of partnerships and retail channels, increase the availability of sustainable apparel, particularly in semi-urban and rural locations.

Address Cost Issues:
 To dispel the notion that sustainable clothing is expensive, provide reasonably priced solutions and highlight the long-term benefits of doing so.

Enhance Labelling and Certifications:
 To increase confidence in sustainability promises, make product certifications clearer and simpler.

Utilize Online Resources:
Share brand narratives, inform consumers about sustainable practices, and communicate with them through digital platforms.

Increase the Range of Products Offered:
In order to appeal to a wider audience while upholding sustainability ideals, concentrate on a range of designs and styles.

Promote eco-friendly behaviours:
Encourage programs that promote a circular economy, such as trade-ins, repair services, and second-hand possibilities.

Work Together to Promote Innovation:
To cut expenses, enhance materials, and expedite logistics, collaborate with governments, non-governmental organizations, and technological companies.

Strategies to Make Awareness about Sustainable Fashion:-

Participate in Social Media Initiatives:
Social media sites are excellent resources for spreading knowledge about eco-friendly fashion. Companies can produce engaging information, such infographics, films, and narratives, that emphasizes the moral and environmental advantages of sustainable operations. Working together with advocates and influencers who appeal to environmentally concerned audiences can help spread the word and spur action.

Workshops and Events for Education:
Consumers can be educated by planning workshops and events that include subjects like upcycling, sustainable materials, and conscious consumption. In order to encourage sustainable lives, these programs can be carried out in-person or online and target a variety of audiences, such as professionals, students, and fashionistas.

Openness in the Supply Chain:
Emphasizing the product's journey—from obtaining raw materials to the finished item of clothing—can increase consumer trust and inform them about sustainability. Sustainability may be made more relatable by showcasing ethical standards and environmental impact through the use of technologies like blockchain technology or comprehensive product labels.

Work together with educational establishments:
Long-term awareness can be raised by collaborating with educational institutions to incorporate sustainable fashion themes into their curricula. Organizing sustainability-focused contests, seminars, and fashion exhibits can inspire young people and advance environmentally sensitive ideals.

Make Use of Brand Narratives and Storytelling:

The endeavour can be made more relatable by sharing the success stories of sustainable projects, such as utilizing cutting-edge materials, helping craftsmen, or reaching zero waste. Testimonials, documentaries, and blogs can all be used by brands to evoke strong feelings and motivate consumers to take action.

Encourage the use of circular fashion:

Urge customers to embrace circular behaviours such as clothing rental, recycling, and thrifting. Companies may make it simpler for customers to engage with sustainable fashion by offering trade-in alternatives, resale programs, and repair services.

Conclusion:-

With the potential to change consumer behaviour and industry norms, the study emphasizes
the growing importance of sustainable apparel in contemporary fashion. It considers how raising awareness and taking deliberate action might lead to significant advancements in sustainability within the fashion industry.

Sustainable apparel has become a game-changing idea that combines fashion with environmental consciousness. As customers is becoming more conscious of climate change and the negative effects of fast fashion on the environment, they are gradually adopting eco-friendly behaviours. According to the study, companies are forced to innovate and give sustainability top priority in their operations as customers look for brands that share their beliefs.

The use of recycled and organic Sustainable clothing practices include using eco-friendly materials, ethical labour standards, and methods for minimizing waste.. Both well-known fashion labels and upstarts have started using technology to increase transparency and support circular economy projects including clothes rental services, second-hand markets, and repair initiatives.

There are still difficulties in spite of these developments. The cost and availability of sustainable solutions are major obstacles, and consumer behaviour frequently shows a disconnect between awareness and action. Scaling up sustainable solutions and incorporating them smoothly into supply chains without sacrificing profitability are additional challenges facing the fashion industry.

A team effort is necessary to close this gap. Businesses, consumers, and policymakers must collaborate to build an environment that supports sustainable fashion. This change can be accelerated through increased investment in green technologies, incentive-based purchasing methods, and awareness campaigns.

Sustainable clothing has the potential to be a major factor in creating a future that is more morally and ecologically conscious as the fashion industry develops. The industry can go beyond awareness and create tangible change that is consistent with the values of responsible production and consumption by promoting a balance between sustainability, usability, and beauty.

REFERENCES:-

Websites:

1. www.google.com
2. www.scribd.com
3. www.slideshare.com
4. www.paiwand.com
5. www.doodlage.com