The Future of Sustainable Fashion: A Systematic Review

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ABSTRACT

Sustainable fashion has emerged as a significant importance on the area of interest on textile and apparel sector. In order to reduce the negative effects on the environment and to encourage the moral behavior sustainable fashion is indispensable. It impacted to ethical code of conduct, quality over quantity. Not only using the eco friendly materials but also it may includes ethical production which encourages fair wages, safe working conditions, supply chain transparencies and it lasts to circular economy. Therefore, by making a conscious choices from the part both buyer and seller, there generate a new world having eco friendly and ethical fashion industry. The ultimate objective of the study is to identify the present trends, challenges and the future of sustainable fashion. PRISMA model will be developed for the study. Total of 9962 results were obtained. Scopus database has used for finding data. After scrutinized based on several procedures, got 11 articles for the study. The growing eco-friendly materials are the forces behind sustainable fashion. Greenwashing and the high production costs are the main challenges facing of sustainable fashion. Consumer education, support from the government, and innovation of new technology are included the recommendation of the study.

Keywords: Sustainable fashion, ethical fashion, slow fashion, eco conscious.

INTRODUCTION

The ability to satisfy the current demands without compromising the future generation to satisfy their own needs is known as sustainability. Fashion sustainability is striking the balance between the social, environmental and economic performance (Adamkiewicz et al., 2022). Sustainable fashion is a part of slow fashion movement but it is misleadingly described as the opposite of the fast fashion. But, the foundation of slow fashion is a philosophy that encourage the sustainability principles like hard effort (Henninger et al., 2016). The area of sustainable fashion which tackles the social and environmental effects of the fashion industry which intricate and constantly developing. In order to improve the sustainability in fashion and they create more effective sustainable fashion landscape, also future research should concentrate on a variety of demographics and the creative business strategies (Mukendi et al., 2020). Green, fair trade, slow, sustainable, eco were the variety of items includes sustainable fashion. The consumers may think beyond purchasing they are focusing on use, reuse and the disposal as well (Louise,2016). Sustainable fashion includes clothing, footwear and accessories which are designed, manufactured and used in a way that are socially and environmentally responsible. It aims to reduce the

negative impact on the planet made by the fashion industry by ethical production promotion, waste reduction, and encouraging responsible consumption.

Following are the research questions that the study put forward.

RESEARCH QUESTIONS

RQ1: What is the present trend of sustainable fashion?

RQ2: Which are the challenges faced by the business for doing sustainable fashion?

RQ3: What would be the future agenda?

SEARCH CATEGORY

The data were obtained from Scopus database. The keywords were finalized from the insights of previous literature and the database pilot runs. The keywords include "sustainable fashion", "ethical fashion", "slow fashion", and "eco conscious".

INCLUSION AND EXCLUSION CRITERIA

After eliminating the duplicates, a screening was done based on the title-abstract-keyword, and included only the last ten years, then eliminated other discipline except Environmental Science. Then eliminated books, editorials and chapters and include only article paper with open access only and include only English language and exclude all other languages.

Table 1 Literature search keywords

Data string	
(TITLE-ABS-KEY ("sustainable fashion") OR TITLE-ABS-KEY ("eco conscious") OR TITLE-ABS-KEY ("slow fashion") OR TITLE-ABS-KEY ("ethical fashion")) AND (LIMIT-TO (PUBYEAR , 2015) OR LIMIT-TO (PUBYEAR , 2016) OR LIMIT-TO (PUBYEAR , 2017) OR LIMIT-TO (PUBYEAR , 2018) OR LIMIT-TO (PUBYEAR , 2019) OR LIMIT-TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR , 2021) OR LIMIT-TO (PUBYEAR , 2022) OR LIMIT-TO (PUBYEAR , 2023) OR LIMIT-TO (PUBYEAR , 2024)) AND (LIMIT-TO (SUBJAREA , "ENVI")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (EXACTKEYWORD , "Circular Fashion") OR LIMIT-TO (EXACTKEYWORD , "Sustainable Development")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (OA , "all")) AND (LIMIT-TO (PUBSTAGE , "final"))	SCOPUS

**Table 2 Filtering criteria for systematic review**

Parameters for inclusion	Parameters for exclusion
*Studies must be in Environmental science	* Discipline other than Environmental science
* Studies must be in English	* Studies other than English language
* Studies must be in article type	* Editorials, books, chapters and conference Proceedings
*Studies must be in open access	* Green, gold, bronze and hybrid gold

Table 3 Literature retrieved and reviewed

Author	Title
1. (de Albuquerque Landi et al., 2023	Sustainable management in the slow fashion industry: carbon footprint of an Italian brand
2. (Sadrul et al., n.d.)	Textile & Leather Review A Bibliometric Review of Green Technology-Related Research in the Textile Industry.
3.(Neethu &Bhuvaneswari, 2024)	The Global Clothing Oversupply: An Emerging Environmental Crisis.
4.(Tay et al., 2024)	Fostering sustainable agriculture: An exploration of localised food systems through community supported agriculture
5.(Khan et al., 2024)	The influence of cultural differences on consumers' willingness to pay more for sustainable fashion.
6.(Charnley et al., 2024)	Retaining product value in post-consumer textiles : How to scale a closed-loop system
7.(Pontes et al., 2024)	From intention to action: How environmental setback perception mediates green purchase behaviour.
8.(Bartkutė et al., 2023)	Between Fast and Sustainable Fashion: The Attitude of Young Lithuanian Designers to the Circular Economy
9.(Maharana & Behura, 2024)	Harmony with Nature: Exploring Sustainable Development through the Lens of Hindu Tradition.

Figure 1 REVIEW SEARCH FLOW
(source:https://www.prisma-statement.org/prisma-2020-flow-diagram)
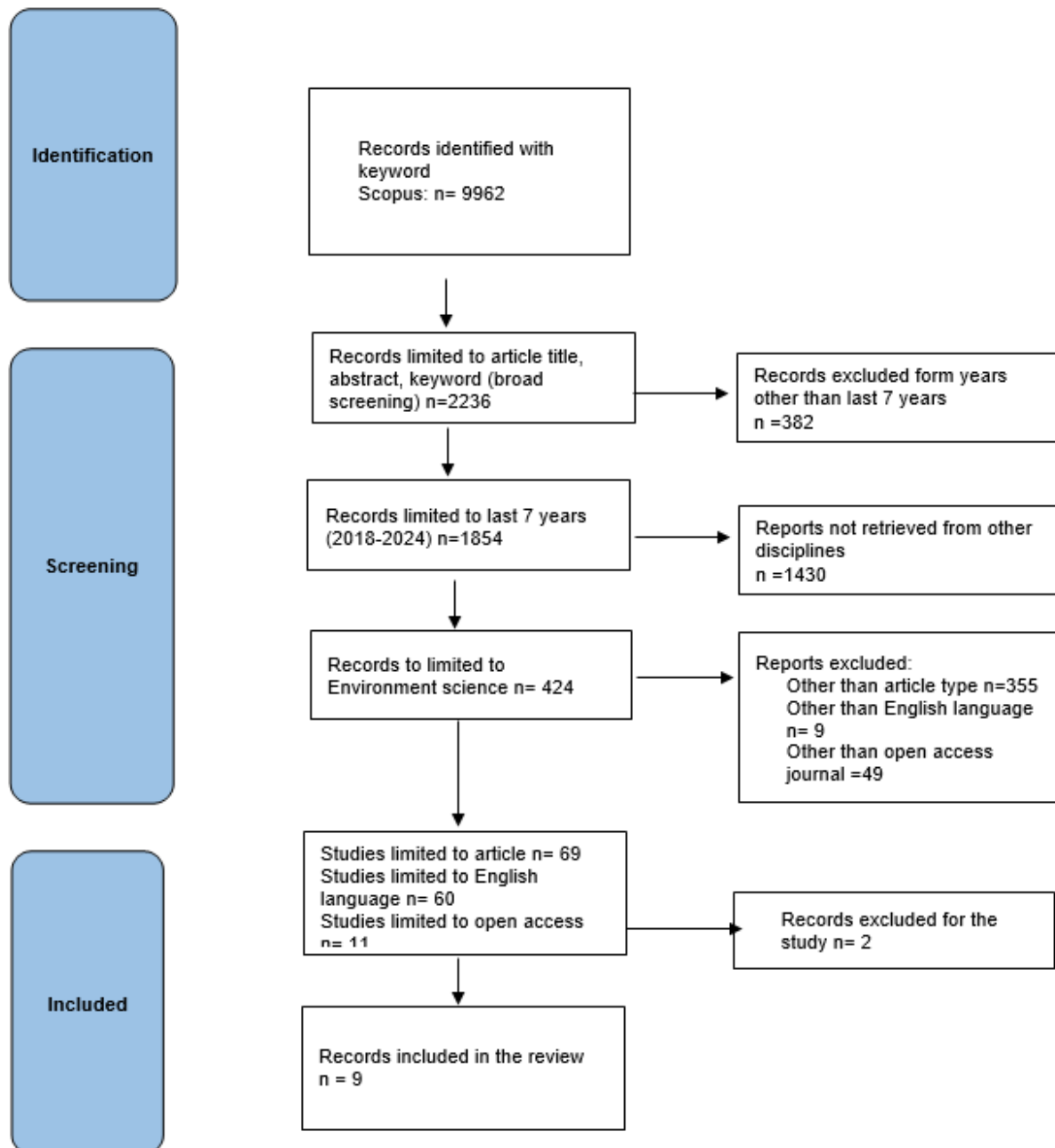
FINDINGS
PRESENT SUSTAINABLE TREND

Growing environment concerns and shifting customer preferences are driving a major role in the fashion industry towards sustainability. At present, encouraging the industry to adopt more sustainable practices are main tasks for luxury business
(de Albuquerque Landi et al., 2023).

The adoption of eco friendly materials and the production process to reduce the environmental impact. There is a growing interest in circular fashion which promotes recycling and reusing for minimizing was

te (Sadrul et al., n.d.).

Now a days, increased demand in sustainable cloths because customers are well aware about sustainable fashion. Also, businesses are using organic cotton, recycled polyester and innovative fabrics and practice circular economy (Tay et al., 2024).

The trend towards the sustainable fashion is gaining advantage to both the businesses and the customers. There is an increasing demand from the part of consumers for ethically produced goods (Neethu & Bhuvaneswari, 2024).

The cultural factors are significantly effects the consumers' willingness to purchase more in sustainable fashion. Also, at present, the companies are willing to transform to sustainable value chain from the traditional business models (Khan et al., 2024).

Now a days, the fashion industry is increasingly shifting towards the circular economy having the motive of reducing waste and reusing materials. Textile to textile recycling has emerging in the current hectic world (Charnley et al., 2024).

There is an increasing awareness among the customers about sustainability. People are now prefers to eco friendly products. The trend of circular fashion has accepting by the businesses and they are willing to adopt (Pontes et al., 2024).

There is a rising awareness among the young generation about the importance of sustainability in fashion. Brands are treated it is a corporate social responsibility and they are ready to prioritize sustainability (Bartkutė et al., 2023).

Now a days, businesses are using organic cotton, tencel, and recycled polyester to reduce environmental impact. They are shifting towards organic, recycled and biodegradable materials (Maharana & Behura, 2024)

CHALLENGES FACED BY BUSINESSES

There is a complexity in globally distributed supply chains and it is difficult to track the environmental and labor practices, the operational costs associated with the sustainable practices are also the challenges faced by the business (de Albuquerque Landi et al., 2023).

High costs associated with the green technologies, lack of standardized definitions and regulations over sustainable fashion (Sadrul et al., n.d.).

High production costs and the complexity in the supply chain were the ultimate challenges faced by the business while practicing sustainable fashion (Tay et al., 2024).

The businesses has been criticized for its lack of concern towards the environment and the social issues, also, customers are aware about sustainability but they do not follow the practices, also there is a lack of transparency in the supply chain (Neethu & Bhuvaneswari, 2024).

There are many consumers who have unclear knowledge about sustainability and it will leads to unwillingness to purchase and influence others too. Green washing is one of the critical challenges faced by the business, which will leads consumer distrust and the avoidance of purchase (Khan et al., 2024).

The recycling effort is challenging. There is a lack of clarity on the scaliing of recycling. The trade policies prevailing in the country has also remains a hurdle (Charnley et al., 2024).

There has high cost for implementing sustainable practices. There is a lack of consumer understanding about the sustainable fashion. Also complexity in the supply chain and it consumes more time (Pontes et al., 2024).

Businesses are facing the challenge of balancing between the sustainability and their profitability. There exist a struggle to access the markets of sustainable products (Bartkutė et al., 2023).

The cost of sustainable material is always remains the hindrance and the lack of awareness of consumers about sustainable fashion (Maharana & Behura, 2024)

FUTURE RESEARCH AGENDA

There are research gaps in the area of smart textiles, non-woven fabric manufacturing and the effect of retail operations on the environment. Recycling technologies will enhance the fashion industry's sustainability (Albuquerque Landi et al., 2023).

There has to be explore the effectiveness of various sustainable practices in the reduction in waste and pollution in the production of textile (Sadrul et al., n.d.).

Innovation in material, policies should be formulate for the development of sustainable practices, collaboration with other brands for enhancing the transparency and provide education to the customers were the future agenda that the study put forward (Tay et al., 2024).

The adoption of innovative strategies which promote the business having ethical practices will be result a better environment (Neethu & Bhuvaneswari, 2024).

There is a scope of applying the cultural sensitivity in marketing will helps to lead a better business environment having sustainability (Khan et al., 2024).

There is a need of policy development and make innovative business models. Also, the engagement with the customers were leads to develop a clear knowledge about sustainable fashion (Charnley et al., 2024).

There is a vast scope in innovation and collaboration across the industries and also needs regulatory support to foster more sustainability in fashion industry (Pontes et al., 2024).

There is a need of significant investment in the area of knowledge and technology, consumer education has also crucial for increasing demand (Bartkutė et al., 2023).

collaboration with other industries and the development of new sustainable materials has wider scope in future (Maharana & Behura, 2024).

CONCLUSION

In the modern textiles and apparel, sustainable fashion is not at all a trend but also a necessity. Now-a-days, consumers are well aware about the importance of sustainability and the businesses are adapting those practices. But they face so many challenges. It includes high production costs, limited availability of sustainable raw materials. By getting policy support and more technological upgradation will results into a better environment having sustainable nature.

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