

Fast fashion: response to changes in the fashion industry

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The fashion apparel industry has significantly evolved, particularly over the last 20 years. The changing dynamics of the fashion industry have forced retailers to desire low cost and flexibility in design, quality, and speed to market, key strategies to maintain a profitable position in the increasingly demanding market. This article reviews the literature on changes that have happened in the fashion apparel industry since the 1990s, highlighting the emergence of a concept of 'throwaway' or fast fashion. It describes fast fashion from a supplier as well as a consumer's perspective, and draws attention to several potential research issues.

Keywords: fast fashion; supplier; consumer; quick response; fashion season

The fashion apparel industry has significantly evolved, particularly over the last 20 years, when the boundaries of the industry started to expand (Djelic and Ainamo 1999). The changing dynamics of the fashion industry since then, such as the fading of mass production, increase in number of fashion seasons, and modified structural characteristics in the supply chain have forced retailers to desire low cost and flexibility in design, quality, delivery and speed to market (Doyle, Moore, and Morgan 2006). In addition to speed to market and design, marketing and capital investment have also been identified as the driving forces of competitiveness in the fashion apparel industry (Sinha 2006). Franks (2000) suggested 'sense and respond' as the key strategy to maintain a profitable position in the increasingly dynamic and demanding market. A key defining characteristic of rapid responsiveness and greater flexibility, in this context, is to maintain closer relationships between suppliers and buyers (Wheelright and Clark 1992).

Looking at the basic structure of the fashion industry until the late 1980s, traditionally fashion apparel retailers used their capability of forecasting consumer demand and fashion trends (known as ready-to-wear) long before the actual time of consumption in order to compete in the market (Guercini 2001). However, recent years have seen fashion retailers compete with others by ensuring speed to market with their ability to provide rapidly the fashion trends revealed by fashion shows and runways. According to Taplin (1999), such retailers could be credited with the adoption of 'quick fashion' that is an outcome of an unplanned process on the reduced time gap between designing and consumption on a seasonal basis.

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Fast Fashion Response To Changes In The Fashion Industry

**Gianni Montagna, Manuela Cristina
Paulo Carvalho Figueiredo**



Fast Fashion Response To Changes In The Fashion Industry:

Fast Fashion Systems Tsan-Ming Choi, 2013-12-05 Fast fashion is an industrial trend that refers to the concept of shortening lead time production distribution and offering new products to the market as fast as possible Despite an abundance of research results there is no comprehensive reference source that covers the state of the art findings on both theoretical modeling and empirical research on fast fashion systems This edited volume consists of three sections review and exploratory studies analytical models and empirical research made up of many interesting contributions in the respective domain The result is a well balanced handbook which includes both theoretical results from various perspectives and empirical findings This volume will be of interest not only to those involved in the fashion industry but also to academics and practitioners in the wider fields of business manufacturing engineering systems engineering and supply chain management

Fair Fashion. Welche Hindernisse halten Verbraucher von nachhaltigem Modekonsum ab? Blerta

Laiq, 2021-03-09 Bachelorarbeit aus dem Jahr 2020 im Fachbereich BWL Sonstiges Note 1,8 FOM Hochschule für Oekonomie Management gemeinnützige GmbH München früher Fachhochschule Sprache Deutsch Abstract Es stellt sich die Frage warum die Konsumenten trotz eines absolut notwendigen Umdenkens innerhalb des Modekonsums keinen Konsum von nachhaltig produzierter Mode und Kleidung bevorzugen Welche Faktoren behindern den Konsum von nachhaltiger Mode Und was bedeutet Fair Fashion überhaupt In der vorliegenden wissenschaftlichen Arbeit Fair Fashion Welche Hindernisse halten Verbraucher von nachhaltigem Modekonsum ab wird diesen Fragen nachgegangen Die empirische Forschung der quantitativen Analyse erfolgt durch eine Online Umfrage mittels der Web Software Umfrage Online Um die Forschungsfrage Welche Hindernisse halten Verbraucher von nachhaltigem Konsum ab zu beantworten wurden vier Hypothesen aufgestellt Mangelndes Vertrauen in Modeunternehmen hindert Verbraucher gezielt nachhaltig einzukaufen Jüngere Verbraucher haben ein begrenztes Wissen an Umweltpolitik Die wichtigsten Kriterien beim Kauf von Kleidung sind Aussehen Design Qualität und Preis Nachhaltige Mode ist kostspielig und kommt lediglich für Verbraucher mit hohem Einkommen in Frage

Information Systems for the Fashion and Apparel Industry Tsan-Ming Jason Choi, 2016-04-13 Information Systems for the Fashion and Apparel Industry brings together trends and developments in fashion information systems industrial case studies and insights from an international team of authors The fashion and apparel industry is fast growing and highly influential Computerized information systems are essential to support fashion business operations and recent developments in social media mobile commerce models radio frequency identification RFID technologies and ERP systems are all driving innovative business measures in the industry After an introductory chapter outlining key decision points and information requirements in fast fashion supply chains Part One focuses on the principles of fashion information systems with chapters covering how decision making in the apparel supply chains can be improved through the use of fuzzy logic RFID technologies evolutionary optimization techniques and artificial neural networks Part Two then reviews the range of applications for

information systems in the fashion and apparel industry to improve customer choice aid design implement intelligent forecasting and procurement systems and manage inventory and returns Provides systematic and comprehensive coverage of information systems for the fashion and apparel industry Combines recent developments and industrial best practices in apparel supply chain management in order to meet the needs of the fashion and apparel industry professionals and academics Features input from a team of highly knowledgeable authors with a range of professional and academic experience overseen by an editor who is a leading expert in the field Reviews the range of applications for information systems in the fashion and apparel industry to improve customer choice aid design implement intelligent forecasting and procurement systems and manage inventory and returns

Intellectual Property Rights, Copynorm and the Fashion Industry Marlena Jankowska, 2023-12-22 This book traces the development of the fashion industry providing insight into the business and in particular its interrelations with copyright law The book explores how the greatest haute couture fashion designers also had a sense for business and that their attention to copyright was one of the weapons in protecting their market position The work also confronts the peculiarities of the fashion industry as a means of demonstrating the importance of intellectual property protection while pointing out the many challenges involved A central aim is to provide a copyrightability test for fashion goods based on detailed analysis of the legal regulations in the USA and EU countries specifically Italy France the Netherlands Germany and Poland The book will be of interest to researchers and academics working in the areas of Intellectual Property Law Copyright Law Business Law Fashion Law and Design The Open Access version of this book available at <http://www.taylorfrancis.com> has been made available under a Creative Commons Attribution CC BY 4.0 license

Functional Textiles and Clothing 2020 Abhijit Majumdar, Deepti Gupta, Sanjay Gupta, 2020-12-19 This volume contains select papers presented during the Functional Textiles and Clothing Conference 2020 held at Indian Institute of Technology Delhi The volume covers recent developments challenges and opportunities in the field of functional and protective clothing functional printing and finishing sustainable production and supply chain and testing and characterisation This volume will be of interest to researchers professional engineers entrepreneurs and market stakeholders interested in functional textiles and clothing

Digital Marketing Strategies for Fashion and Luxury Brands Ozuem, Wilson, Azemi, Yllka, 2017-10-31 Online shopping has become increasingly popular due to its availability and ease As a result it is important for companies that sell high end products to maintain the same marketing success as companies selling more affordable brands in order keep up with the market Digital Marketing Strategies for Fashion and Luxury Brands is an essential reference source for the latest scholarly research on the need for a variety of technologies and new techniques in which companies and brand managers can promote higher end products Featuring coverage on a broad range of topics and perspectives such as brand communication mobile commerce and multichannel retailing this publication is ideally designed for managers academicians and researchers seeking current material on effectively promoting more expensive merchandise

using technology Blockchain Technology: Applications and Challenges Sandeep Kumar Panda,Ajay Kumar Jena,Santosh Kumar Swain,Suresh Chandra Satapathy,2021-04-30 This book discusses the various open issues of blockchain technology such as the efficiency of blockchain in different domains of digital cryptocurrency smart contracts smart education system smart cities cloud identity and access safeguard to cybersecurity and health care For the first time in human history people across the world can trust each other and transact over a large peer to peer networks without any central authority This proves that trust can be built not only by centralized institution but also by protocols and cryptographic mechanisms The potential and collaboration between organizations and individuals within peer networks make it possible to potentially move to a global collaborative network without centralization Blockchain is a complex social economic and technological phenomenon This questions what the established terminologies of the modern world like currency trust economics and exchange would mean To make any sense one needs to realize how much insightful and potential it is in the context and the way it is technically developed Due to rapid changes in accessing the documents through online transactions and transferring the currency online many previously used methods are proving insufficient and not secure to solve the problem which arises in the safe and hassle free transaction Nowadays the world changes rapidly and a transition flow is also seen in Business Process Management BPM The traditional Business Process Management holds good establishment last one to two decades but the internal workflow confined in a single organization They do not manage the workflow process and information across organizations If they do so again fall in the same trap as the control transfers to the third party that is centralized server and it leads to tampering the data and single point of failure To address these issues this book highlights a number of unique problems and effective solutions that reflects the state of the art in blockchain Technology This book explores new experiments and yields promising solutions to the current challenges of blockchain technology This book is intended for the researchers academicians faculties scientists blockchain specialists business management and software industry professionals who will find it beneficial for their research work and set new ideas in the field of blockchain This book caters research work in many fields of blockchain engineering and it provides an in depth knowledge of the fields covered

Exploring Waste Management in Sustainable Development Contexts Mohan, Chandra,Jeet, Shobhna,Dixit, Saurav,Carabineiro, Sónia A.C.,2024-05-30 Effective waste management is more crucial than ever in dealing with environmental challenges The Sustainable Development Goals SDGs provide a framework for addressing these challenges but their complex interplay with waste management practices requires deeper examination Exploring Waste Management in Sustainable Development Contexts offers a comprehensive exploration of this intersection highlighting the urgent need for innovative solutions to transform waste management into a driver of sustainable development The book delves into the various challenges of waste management from the types and volume of waste generated to its environmental and health impacts It sheds light on the inadequacies of current methods and presents sustainable practices that can pave the way for a

greener future By focusing on sustainable approaches to waste management the book is an inspiration for actionable change and fosters a deeper understanding of waste management s role in achieving the SDGs **Sustainable Luxury** Miguel Angel Gardetti,Subramanian Senthilkannan Muthu,2018-06-16 This book highlights ten cases of entrepreneurship that in the context of circular economy have redefined the paradigm of luxury and the notion of exclusivity that it requires It shows how by using technology and a new consumption model the ten companies have created novel business models for luxury and more intelligent forms of use better suited to modern times **Fashion Communication in the Digital Age** Nadzeya Kalbaska,Teresa Sádaba,Francesca Cominelli,Lorenzo Cantoni,2019-06-03 This book represents a major milestone in the endeavour to understand how communication is impacting on the fashion industry and on societal fashion related practices and values in the digital age It presents the proceedings of FACTUM 19 the first in a series of fashion communication conferences that highlights important theoretical and empirical work in the field Beyond documenting the latest scientific insights the book is intended to foster the sharing of methodological approaches expand the dialogue between communications studies and fashion related disciplines help establish an international and interdisciplinary network of scholars and offer encouragement and fresh ideas to junior researchers It is of high value to academics and students in the fields of fashion communication fashion marketing visual studies in fashion digital transformation of the fashion industry and the cultural heritage dimension of fashion In addition it is a key resource for professionals seeking sound research on fashion communication and marketing Creative Textile Industry Hafsa Jamshaid,Allah Dad,2024-08-29 This book gives a comprehensive overview of the creative textile industry and its sectors involved in South Asian countries namely Pakistan India and Bangladesh It provides basic knowledge about the textile fabric manufacturing techniques processing and design method used for the development of creative textile products from the three countries in the past till the 1900s to the present 2023 and discusses the future challenges and prospects It introduces the concept of a multi species design process as the future need to obtain a sustainable product cycle of creative textile fabrics The content of this book appeals to academic researchers industrial practitioners and policymakers who are interested in the creative textile industry in South Asia its economics and sustainability *Real-World Applications in Cognitive Neuroscience* ,2020-08-06 Real World Applications in Cognitive Neuroscience Volume 253 the latest release in the Progress in Brain Research series highlights new advances in the field with this volume presenting interesting chapters on Perception and Decision Making at Sea The Sleep Wake Regulation in Cognition Applications in the Real World Decision making and the menstrual cycle in elite athletes Decision Making under pressure in elite football Economics and the Brain Predictive coding Neuroscience and art The brain and music Application in behavioral change Applications of Cognitive Neuroscience to understanding Aphantasia Applications in Inhibitory control Applications in Vision helping patients find their golf balls again and much more Provides the authority and expertise of leading contributors from an international board of authors Presents the latest release in the Progress in Brain

Research series Updated release includes the latest information on cognitive neuroscience *The Role of Smart Technologies in Decision Making* Eleonora Pantano,Francesca Serravalle,2022-10-20 This comprehensive book examines the impact of smart technologies in consumer s behaviour from a contemporary perspective blending marketing and retailing along with other disciplines such as psychology media studies and sociology Market forces and technological advancements are making the management of and strategies for innovation more prominent and essential in all functions of business not least marketing and retailing Frontiers of marketing are constantly pushed requiring the development and adjustments of new theories Prior literature on innovation in marketing has mainly focused on digital marketing strategies and consumer behaviour while only recently introducing the notion of smart retailing in terms of smart experience and interaction While these studies provide a basis for defining smart retailing and consumer behaviour in smart retail settings the concept of smart consumers is still under investigated Thus the smart consumer consumers making extensive use of smart technologies in all steps of their shopping behaviour and experience of the store both offline and online is emerging as a promising area for future marketing and retailing studies The chapters in this edited volume seek to understand the effect of innovation in consumer behaviour by proposing original empirical and theoretical contributions methods models tools and case studies that contribute to explain this emergent phenomenon The chapters in this book were originally published as a special issue of the Journal of Marketing Management *Sustainability in Fashion and Textiles* Miguel Angel Gardetti,Ana Laura Torres,2017-09-08 There is no doubt that the textile industry the production of clothing fabrics thread fibre and related products plays a significant part in the global economy It also frequently operates with disregard to its environmental and social impacts The textile industry uses large quantities of water and outputs large quantities of waste As for social aspects many unskilled jobs have disappeared in regions that rely heavily on these industries Another serious and still unresolved problem is the flexibility textile industry companies claim to need Faced with fierce international competition they are increasingly unable to offer job security This is without even considering the informal sector work proliferating both in developing and developed countries Child labour persists within this sector despite growing pressure to halt it Fashion demands continuous consumption In seeking to own the latest trends consumers quickly come to regard their existing garments as inferior if not useless Old items become unwanted as quickly as new ones come into demand This tendency towards disposability results in the increased use of resources and thus the accelerated accumulation of waste It is obvious to many that current fashion industry practices are in direct competition with sustainability objectives yet this is frequently overlooked as a pressing concern It is however becoming apparent that there are social and ecological consequences to the current operation of the fashion industry sustainability in the sector has been gaining attention in recent years from those who believe that it should be held accountable for the pressure it places on the individual as well as its contribution to increases in consumption and waste disposal This book takes a wide screen approach to the topic covering among other

issues sustainability and business management in textile and fashion companies value chain management use of materials sustainable production processes fashion needs and consumption disposal and innovation and design The book will be essential reading for researchers and practitioners in the global fashion business **Fashion for the Common Good** Isabel Cantista, Elaine L. Ritch, Linda Shearer, Silvia Pérez-Bou, Sonika Soni Khar, 2024-04-01 This book presents state of the art research from around the world on how the fashion industry can help in the transition towards a sustainable model of development and a circular economy It presents the proceedings of the 10th Global Fashion Conference held in 2023 which since its creation in 2008 has endeavoured to contribute to the recognition of a sectoral innovation system which may lead to regional and transnational policies that promote innovation for the sake of sustainability Presenting cutting edge research on how fashion contributes to the common good the book covers core topics including the circular economy social innovation fashion law and sustainability sustainable finance and education for sustainability offering a meaningful contribution to the UN Sustainable Development Goals *Developing Successful Global Strategies for Marketing Luxury Brands* Mosca, Fabrizio, Casalegno, Cecilia, Gallo, Rosalia, 2021-03-26 In recent times the advent of new technologies the concerns about sustainability and the new tastes of the youngest generations of luxury consumers have affected the traditional dynamics of the luxury goods markets These emerging issues have caused significant changes in the marketing of luxury goods Sustainable development is not a new practice in the luxury market but is of increasing importance The real challenge is for luxury companies to overcome the residual corporate social responsibility perspective to embrace a real integration of environmental ethical and social concerns into the corporate strategy Integrated output and sustainable processes the introduction of non financial reporting as operational practice and a new orientation to circular economy practices are emerging issues that still today request for a deeper exploration both on the academic and managerial point of view Digitalization is another relevant issue that is reshaping the business model of luxury companies Big data blockchain omnichannel experience and digital customer experience represent the main digital challenges that luxury brand companies are facing nowadays Luxury brands must keep up with these digital demands and sustainability concerns to maintain their position in the global market *Developing Successful Global Strategies for Marketing Luxury Brands* upgrades the most relevant theoretical frameworks and empirical research about the marketing of luxury goods This book is focused on contemporary issues affecting luxury industries such as digital transformation blockchain big data analytics innovation processes sustainable development changes in luxury consumers behavior integration between physical and online channels and the development of social media marketing strategies Chapters will cover areas of marketing management buyer behavior and international business creating a multidisciplinary approach for this book This book is ideal for scholars local government agencies and public bodies managers luxury business owners along with practitioners stakeholders researchers academicians and students who are interested in emerging issues affecting the luxury market such as sustainability and

digital transformation **Sustainable Living Solutions: Renewable Energy and Engineering** Etleva Dobjani, Ivan A. Parinov, Enkelejda Kucaj, Vincenzo Paolo Bagnato, Antonio Labalestra, Hasim Altan, Ilaria Pigliautile, D. Jude Hemanth, 2025-06-23 This book includes topics that explore diverse and innovative aspects of architectural design urban planning infrastructure and engineering The Values Trilogy Design Philosophy emphasizes the harmonious integration of sustainability cost effectiveness and artistic expression in architectural projects DIGIT ACCESS explores a digital gateway to enhance accessibility to heritage architectures The influence of biomimicry and biophilia on sustainable urban planning is examined along with the application of biomimetic approaches in smart city design and traditional architecture in Saudi Arabia's Asir region An analytical study investigates zero energy concepts in high rise buildings while another contrasts the thermal performance of various insulation systems in hot desert climates The role of interior design in fostering creativity and cultural enrichment in performance arts academies is highlighted alongside an architectural appraisal of user perceptions toward Tamil Nadu Housing Board TNHB low income housing schemes In the realm of electrical mechanical engineering and fabrication this book covers advanced topics such as reducing peak average power ratio in OFDM systems for cognitive radio nonlinear buckling analyses of corrugated steel plate shear walls and accelerated corrosion testing of carbon steel The mechanical characteristics of sustainable rigid pavement using sintered fly ash aggregate are explored as well as the impact of fiberglass reinforced concrete on sustainable design Additional studies include the evaluation of water resistance in glass modified concrete the effects of laser treatment on waste poly aramid fiber for 3D printed composites and the polymerization of copperas into polyferric sulfate for leachate treatment Lastly a thermogravimetric evaluation and kinetic study of pyrolysis in commercialized timber species in Peru provide insights into sustainable material behavior

Textiles, Identity and Innovation: In Touch Gianni Montagna, Manuela Cristina Paulo Carvalho Figueiredo, 2020-05-19 D_Tex is proposed as a hub around which it is possible to look at textiles in their different forms in order to better understand study adapt and project them for the future It is intended to build a flow of ideas and concepts so that participants can arrive at new ideas and concepts and work them in their own way adapting them to their objectives and research D_Tex is intended as a space for sharing and building knowledge around textile material in order to propose new understandings and explorations Present in all areas of knowledge the textile material bets on renewed social readings and its evolutions to constantly reinvent itself and enable innovative cultural and aesthetic dimensions and unexpected applications to solve questions and promote new knowledge D_Tex proposes to promote discussion and knowledge in the different areas where textiles with all their characteristics can ensure an important contribution combining material and immaterial knowledge innovative and traditional techniques technological and innovative materials and methods but also new organization and service models different concepts and views on teaching With the renewed idea of the intrinsic interdisciplinarity of design and sharing with different areas that support each other the research and practice of textiles was

proposed by the D_TEX Textile Design Conference 2019 held June 19 21 2019 at the Lisbon School of Architecture of the University of Lisbon Portugal under the theme In Touch where as broadly understood as possible different areas of textiles were regarded as needing to keep in touch with each other and end users in order to promote and share the best they can offer for the welfare of their users and consumers

Bodies, Symbols and Organizational Practice Agnes Bolsø, Stine Svendsen, Siri Sørensen, 2017-10-06 Despite all the efforts to promote change power and authority still seem to be permanently associated with the white the straight and the masculine both symbolically and in the everyday world of organizations As the intricate relationship between the symbolic and the everyday remains under researched this anthology proposes a transdisciplinary feminist perspective drawing on the humanities in order to explore the complex nature of the gendered politics of organizations Indeed analyzing how images narratives symbols and bodies are all part of how power and gender are constructed in organizations through a broad and international range of empirical studies Bodies Symbols and Organizational Practice explores issues at the interstices of the humanities and social sciences combining theoretical and analytical perspectives from both areas Providing a radical analysis of the gendered dynamics of power as well as petitioning for radical intervention into those dynamics this timely volume will appeal to postgraduate students and postdoctoral researchers interested in fields such as Organization and Management Studies Gender studies Feminist theory and Sociology of Work Industry

Sustainable Entrepreneurship Francesca Masciarelli, Simona Leonelli, 2020-09-17 Sustainable Entrepreneurship How entrepreneurs create value from sustainable opportunities offers unique new insights represents a step towards the development of a more comprehensive analysis of sustainable entrepreneurship

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