

# Fashioning a Sustainable Future: Circularity, Technologies, and Social Responsibility

## Introduction

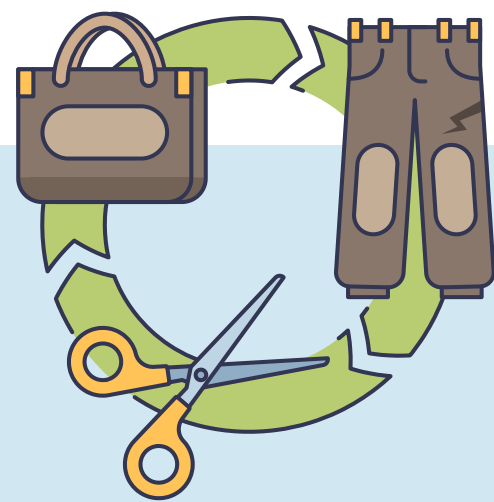
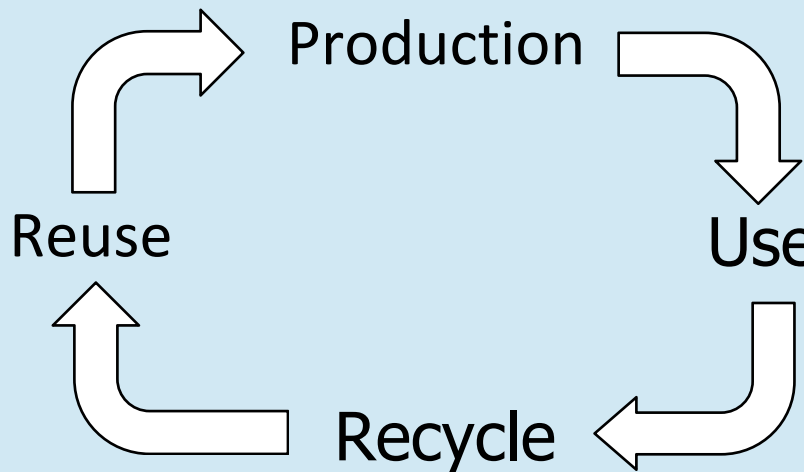
### The “old” traditional fashion model

Take → Make → Dispose

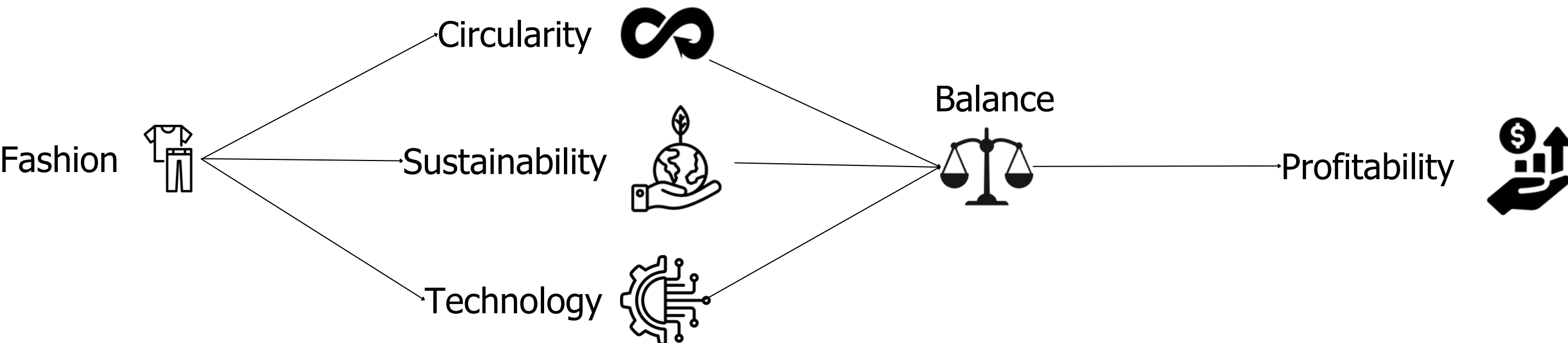


The fashion industry generates 92 million tons of textile waste annually.

### Circular fashion model



## Research question



The research explores how the fashion industry can integrate these elements while maintaining profitability.

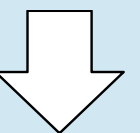


## Research Methodology



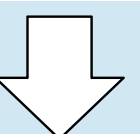
### Literature review

- Impacts of linear fashion models
- Exploration of circular business practices
- Role of emerging technologies in addressing sustainability challenges



### Semi-structured interviews

- 8 experts in sustainability, fashion, and technology
- explore challenges and opportunities for circular business models



### Data analysis

- Identification of recurring themes
- Examination of challenges in circular fashion
- Exploration of opportunities in circular fashion



## Findings

### Challenges

**High initial costs** for implementing circular practices were highlighted as a key barrier by 75% of respondents.

Participants noted the **lack of advanced technologies** and infrastructure for tracking and recycling materials.

**Consumers' preference** for fast fashion and **lack of awareness** about sustainability emerged as significant challenges.

### Opportunities

**Collaborative efforts** between governments and businesses were identified as crucial for overcoming financial barriers.

**Blockchain and AI** were seen as key enablers for improving supply chain transparency and efficiency.

**Customer education** can raise awareness about the benefits of sustainable fashion and can drive behavioral changes among consumers.



## Recommendations

- Strengthen collaboration between governments, businesses, and academia.
- Leverage blockchain and AI for transparency and efficiency.
- Educate consumers on sustainable fashion benefits.
- Adopt circular business models to reduce waste.
- Enforce regulations to support sustainability and prevent greenwashing.