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The Rise of Slow Fashion

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Abstract

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Slow fashion is the opposite of fast fashion. It embraces the garment from beginning to the end. Consumers are willing to pay more for them because they know they will be getting a quality piece made ethically with the environment and workers in mind. Although consumer behavior is something that is not going to change quickly, once the industry starts changing the consumers will follow. Throughout this there are good examples of how to become a slow fashion business. Different types of companies are deemed slow, and they show it is possible to change from the current business model to a more sustainable one. There is a risk of greenwashing when a business does not go through each step of its marketing plan. Consumer buying habits can be broken if the trust with a company is not there. Transparency and keeping the consumer base involved is key, not only informing consumers but making sure all employees uphold the company's values. That way, when a fashion brand needs to start sourcing its materials, moving labor to other counties, or the logistics of bringing the garments in from somewhere, all of this will stay consistent with the company values. That will make slow fashion attractive to consumers. With the help of marketing and communication, the profit will come, but most importantly so will a loyal consumer base.

Keywords: Consumer behavior
Slow fashion
Fast fashion
Marketing plan
Start-up

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Glossary

EU European Union

UN United Nations

UNCTAD United Nations Conference on Trade and Development

1 Introduction

Slow fashion is for the socially conscious consumer. Moreover, it is for all of us. Slow fashion is building a bridge between the fashion industry and sustainability. Building a sustainable business is a goal of many. Sustainability should apply in terms of profits, steady growth, and staying ecologically conscious. Slow fashion is a variety of things: second hand clothing, a circular business model, new eco conscious sustainable start-ups, re-wearing your own closet of clothes, swapping with others, and much more. Creating a sustainable business model in this context means taking into account consumer needs and slow fashion demands and requirements. Slow fashion thrives via appropriate business models, transparency, and durability. The products are usually developed to be more durable and timeless, in the knowledge that they will be going through harsh washing cycles with chemicals, rinsing, stretching, and drying.

2 Slow Fashion – The movement

Fast and slow fashion, pairings of words that seem inseparable from each other. As the names suggest the two concepts are opposites. Fast fashion is something the consumer is able to reach for immediately. Fast fashion is how most of the world's biggest fashion corporations are categorised. New collections are brought out as often as every week. The production costs are as low as possible, as are the prices of the products. Rapid consumption of fashion has made fast fashion companies cut corners. The by-product of fast fashion is environmental damage and even violated human rights alongside a satisfied consumer base that keeps coming back for more affordable and on trend items.

The slow fashion movement is worldwide and prominent in many countries. Slow fashion is something the consumer can reach for instantly. New collections are not brought out often and selling all the stock is made a priority. Transparency in the chain of production is a vital part of a slow fashion brand. It reflects the pricing of the products. The slow movement made its debut first in

the food industry as a counteraction to fast food. Through the popularisation of the slow trend, slow fashion became a counterpart in the fashion industry. Rather than only including the fashion cycle, the slow movement also considers social and environmental sustainability. The objective is to buy quality over quantity less often and let the pricing be reflective of the high-quality garments being bought. Approaches can be from the production or consumption aspect (Jung and Jin, 2014). The latter focuses on consumer behaviour and how to impact it. Production becomes a question with consumers when contemplating the quantity of production and how much should be produced. Production aspects arise when discussing possible business models slow fashion brands could implement.

In principle, we could shift consumers' mindset from fast to slow fashion by equating fast fashion with junk and fast food and let them make change with a push to the right direction. However, because of general costs businesses will have while following slow fashion, the demand may not be able to sustain the business because of higher prices. Fast fashion in this case has the higher stool because it does not care about transparent pricing, instead focusing on profit (Jung and Jin, 2016). The number of fashion seasons has increased drastically. Now for many fast fashion companies there could be 52 "macro-seasons" a year (Stanton, 2021). A collection every week pushes consumers to believe that they need more garments than they actually do. Clothing trends do not come only from big fashion magazines anymore, they are created by companies who push out new items. It pressures the supply chain to its limit. In the end the trends fade out in a couple of months, if not weeks, narrowing the lifecycle of the bought garments (Jung and Jin, 2016).

2.1 Slow fashion vs Fast fashion

The fashion industry is a large 3 trillion dollar empire globally. According to the chairman of the World Retail Congress Ian McGarrigle, the unifying issue in retail is that the consumer has to be in the heart of everything. Consumers are less loyal nowadays and want to shop 24/7. In Europe consumers now have

access to over 800 000 retailer choices online to choose from. Retail stands in the middle of all of this because it has become the ultimate consumption model. In McGarrigle's opinion fast fashion and sustainability have a path together. Retailers are aware of their target audience but also their business and social purpose. McGarrigle thinks that Millennials and Generation Z who are two of the biggest consumer groups of fast fashion are somewhat aware of ethical and environmental considerations (Pillot de Chenecey, 2020). Nevertheless, evidence suggests that this linkage is, at best, weak.

2.2 Environmental impacts of the clothing industry

A desert full of toxic clothes: Chile's Atacama Desert is filled with mountains of clothes. They will be there for centuries. 59 000 tonnes of unsold clothes are sent to the desert from the United States of America and Europe alone. The pile keeps growing every year. The clothes are sent from all over the world and the total number is considerably higher than is accounted for. Clothes are shipped from all over the world to the desert. In Chile, no one is responsible for cleaning up. No company, not the EU, no one is taking accountability for it. No one wants to pay for it to be cleaned up. Because the clothes are made from synthetic materials it will take hundreds of years until the clothes will deteriorate just by themselves. In the USA the communal landfills are not accepting the clothes that the country generates because of the chemicals used in the making of these. That is why they are shipped abroad. This is creating a huge environmental gap between countries and consumers. The clothes are hidden from the eyes of the consumers who keep buying the products. Clothes are being sold in Santiago, Chile, imported legally or smuggled into the country. Everything left behind stays in the pile. Only 20 000 tonnes of clothes are redistributed on the continent. The United Nations (UN) has said in one of their global reports that the clothing industry is responsible for environmental degradation. The global fashion industry has for years been under the magnifying glass when it comes to bad work conditions, child labour and emissions of dangerous chemicals. Huge amounts of clean water are used in the production of the garments. A United Nations Conference on Trade and

Development (UNCTAD) report estimated that the fashion industry uses 93 billion cubic meters of water each year. That is enough water for 5 million people being used yearly just for our garments. For example, a making of a pair of trousers is estimated to use 7500 litres of water. The same amount is drunk on average by one person in 7 years. Where we stand right now the carbon emissions produced by the industry are between 8 to 12 percent globally. (Sanden, 2021).

2.2.1 Supply chain of fashion

Norwegian television channel TV 2 made a documentary tracking where do our clothes actually go after returning them. In an article summary of the documentary Ruben Kristiansen wrote, the following happens with the clothes you send back in February 2022. Zalando's return policy is extremely attractive to their customers. They offer a 100-day free return after the purchase has been received. Zalando admits that 50% of purchases made are returned. The investigation by TV 2 starts off by the investigators ordering a few articles of clothing and putting Apple AirTags in them to track them. The returned clothes are all around the same time first sent to Norway's biggest postal company's facilities. Next destination for the parcels at different times is a temporary storage in Sweden. Then the journey of the parcels starts separating. The pricier pieces in this experiment are sent straight to Zalando's main warehouse in Germany while the cheaper clothes in price are sent to a storage in Northern Poland. A professor of sustainable logistics and world expert of returns Sharon Culliane says this is nothing out of the ordinary. The consumer view of returns and what happens differs tremendously. The clothing return rate is different with every piece although long dresses have a return rate of as much as 90%. Customer returns have increased because we have gotten more used to online shopping. We are comfortable with buying any amounts of clothing and returning them with no consequences. As seen in the picture below the items travelled altogether a total of 26 242 kilometres. One item individually travelled a journey of 10 512 km which is equivalent of a direct flight from Helsinki Airport Finland to Jakarta Indonesia (10 161 km) (Kristiansen, 2022).



Figure 1: How much the clothes have travelled (TV2, Norway)

In the traditional life cycle for clothes the most emissions are from sourcing all the materials, making the product and the end consumer using the final product. The transportation of the products only produces a small part of the products' carbon footprint. However, when seven pieces of clothing already travelled a journey longer than the Great Wall of China, we can more easily imagine how much all the clothing is polluting globally (Kristiansen, 2022).

2.3 European Union legislation

The European consumption of textiles has risen into being the fourth highest with its impact on the environment. The European Green Deal and the Circular Economy has an action plan to tackle this (Interreg Europe, 2022). The European Union (EU) is developing a textile strategy with ambitious goals. The strategy is a part of EU's green initiative programme launched in 2019. It hopes to achieve a situation where every textile that is sold in the Union is durable, repairable, and recyclable. The product should be made from recycled materials. Produced with respecting the environment and garment workers. No harmful chemicals should be used. The Commission, by working on this strategy, hopes that consumers would leave fast fashion behind and would rather turn to more durable products that last longer. In March 2022 the

Commission stated that the fashion industry has become accountable for the whole supply chain, from beginning to end. It disapproves of all burning of products and wants to ensure minimising waste becomes a priority. The European Parliament admits hitting these goals will need support and effort globally, not only from corporations but also from consumers. If these strategic goals are met it will change the industry forever. Garment workers all over will get better rights and fast fashion will have to rapidly change away from their current business models. This strategy is meant to be piloted into action in the years 2025 and 2026 (Frilander, 2022). This is still under development; however once it is in action major changes will start happening in the industry.

3 Greenwashing

Greenwashing occurs when someone misleads or claims as true a false set of actions made by a company or any organisation about a positive impact their product or service has on the environment. Greenwashing as a term was first introduced in 1986 by environmentalist Jay Westerveld. His example was about the hospitality industry: specifically, hotels asking customers to reuse towels for conserving energy and saving water. However, what Westerveld discovered was that those companies did little to nothing in helping the environment and the towel request was an act of greenwashing (Kerner, 2022). Greenwashing is an unsubstantiated claim intended to deceive. In the fashion industry greenwashing can occur, for example when a product is claimed to be made from recycled materials. Part of the claim might be true, as companies engaging in greenwashing usually exaggerate their impact in an effort to mislead the consumer. Whitewashing is the term used with reference to misleading information that glosses over the bad behaviour of an actor. Greenwashing is a play on that, focusing specifically on environmental impact. All companies want to make profit. Greenwashing is a way to do that. After all, demand is growing for environmentally conscious products (Kenton, 2022).

Not all businesses are held accountable for greenwashing. Not all claims are recognised by the advertising regulators. To help consumers spot businesses'

tricks there are seven ways to spot greenwashing: (1) Look out for vague language or false claims or even impossible claims. (2) Greenwashing often happens with use of the colour green and with images of nature. It is used to deceive the eye and make us believe the environmental connotation that may not be there. (3) Look out for buzzwords. Eco, sustainable, natural, green, are just some of the words that appear without having any scientific standards attached to the. The product might be what they claim with the buzzwords, but they need concrete evidence mentioned in the packaging to back up their claims. (4) Hiding or intentionally covering up information. In fashion often some specific collections are promoted as sustainable, and more eco-friendly when rest of the clothing sold is damaging to the environment. (5) Not taking responsibility from their supply chain but still claiming that as a company they are environmentally friendly. (6) Carbon offsetting is argued to be the company's way of kicking the problem under the mat. Not needing to cut any emissions because they are offset by paying for it. Senior economist David Barmes working with a campaign group Positive Money points out that in his opinion, of all different greenwashing ways carbon offsetting is the most popular form. (7) Be aware of company ownership. Even environmental companies like Oatly, a company producing milk made from plant-based ingredients promoting sustainability, for example, can have harmful investors. In their case Blackstone investor company that invests mainly in oil production (Timmins, 2021).

To target environmentally conscious consumers larger corporations have often bought smaller brands. They know that they consumer would not have otherwise spent money in favour of this company but now the money is directed to the acquirer. For consumers, finding out the ultimate owner is important for understanding the entire environmental impact. Vegans for example often prefer not to have their makeup and skincare products tested on animals. L'Oréal bought the Body Shop in 2006. Many consumers did not realise by supporting the Body Shop cosmetic company they were still funding animal testing. The Body Shop as a company stands strongly against animal cruelty and testing. Consumers became more knowledgeable and in 2017 L'Oréal sold off The Body Shop and it is no longer attached to the brand. Consumers now know that

they can trust the ethical claims that the Body Shop stands by. Nevertheless, it severely damaged the brand's reputation. Some consumers chose to not come back.

Another common problem concerns statistics that are not compared against anything. It shows lack of transparency if a consumer is not able to find where the numbers are coming from. Additionally, there are false statements, for example, of a product being better than something else, producing fewer emissions than another rival product, being sustainable but in an unspecific way. If eco-credentials are made hard to find it could be an indication that there is something to hide. Lastly, the product or its label and packaging is categorised as recyclable. Often, especially when online shopping, the products are delivered in plastics that are claimed to be recyclable. However, it is not highlighted that the recycling happens commercially, not at the customer's home. If wrongly recycled it will go into general waste and even into the landfills (Timmins, 2021).

3.1 Greenwashing in fast fashion

The fashion industry is notorious for environmental claims. "Made from sustainable cotton" can mean a garment is made 100 percent out of sustainable cotton, or just one percent, or something in between. Statements like these are not regulated. It is up to consumers to spot the greenwashing.

The New York City federal court is filing a lawsuit against H&M, the Swedish born fast fashion corporation. The court is accusing the corporation of engaging in false advertising in regards of the sustainability of their clothing; in other words, greenwashing. H&M claims the points Chelsea Commodore who first brought up this issue to the law enforces is a result of technical issues. Commodore alleges that the brand's Conscious Collection's products use more water even though they are marketed as using less. The products are also marked to contain up to 100 percent polyester which is a material that does not biodegrade. From material used to make clothing currently only one percent is

recycled. H&M does have a clothing recycling programme for its customers; however at this time H&M customers are encouraged to buy new clothes rather than help the environment. The sustainability claims are not holding up. Commodore claims to have overpaid for fashion that is not as conscious as it says it is. It happened to be an act of greenwashing because Commodore's reasoning of buying the product was the lesser environmental impact. H&M is capitalising on the segment of consumers who care about the environment and who want to give the benefit of the doubt to the fast fashion company (Wicker, 2022).

In light of this H&M lawsuit, in the United Kingdom (UK) the Competition and Markets Authority began to investigate Boohoo and ASOS for their vague claims of sustainability. Sustainable Apparel Coalition was established in 2009 to figure out the question of how to make fashion sustainable. Currently the coalition includes nearly 150 members from Amazon to Reformation. Their goal was to be able to have a label on products for consumers to know that they are making a better choice. The SAC introduced the Higg Index, a tool collecting data on particularly the fashion industry's supply chain and rates its sustainability. The index has been under fire countless of times. Fashion sustainability author Maxine Bédard says that the index should have always been used only as an average, and not claim anything about a specific product. Fast fashion is never good enough. Some experts even wonder if this will halt any efforts to change across the whole industry (Wicker, 2022).

Apart from the lawsuit there are other greenwashing scandals involving fast fashion companies:

- SHEIN, the Chinese fast fashion brand, appointed a head of sustainability to look over all environmental, social, and governmental actions, commonly known in the industry as an ESG advisor. Despite the new appointed head, the way SHEIN's business model works has so far not changed.

- Boohoo launched a sustainable collection. The materials used in the collection's products are made from acrylics, a type of plastic. Some of the products cost less than 12 euros.
- The supply chain used by Boohoo is being criticised. When paying so little, how much are the garment workers making?
- Adidas' Stan Smith advertisement. The advert slogan said "Stan Smith Forever. 100% iconic, 50% recycled". The French advertising bureau stated the ad broke advertising rules by misleading the consumer. It also noted that claiming 50 percent recycled makes it seem that 50 percent of the total materials used are recycled. That was not the case. Adidas used an end plastic waste logo in the campaign which further misled the consumers.
- ASOS' circular line. The brand came under fire for similar greenwashing that happened with Boohoo. They marketed it as something good for our wardrobes and even better for the planet. It turns out some of the products are made out of plastic, thermoplastic in this case, which is extremely hard to recycle and not environmentally friendly (Rauturier, 2022).

4 Consumer behaviour

Consumers have power. Where and how we choose to spend our money is a choice. The core idea with ethical consumerism or "responsible consumerism" is that our buying habits are all decisions. They affect social, environmental, political and economic issues and link is to them with even the smallest of buying choices. As consumers we can close our eyes on this chain but cannot deny it (Clark, 2004).

4.1 Ethical consumerism

Is ethical consumerism something we should strive for or rather should we be pushing consumer wants and needs over ethics? Duncan Clark, in his book *The Rough Guide to Ethical Shopping* (2004) argues for and against ethical shopping, bringing up discussion around how ethical actually is ethical. Every product purchased ends up being a political, social, economic, and environmental issue, whether we like it or not. Making purchase decisions unethically is not necessarily about denying anything, it is choosing not to open your eyes to the issues each decision holds. Slow fashion is trying to tackle this root issue of consumerism. Having a transparent business model until the end consumer is a key value. As mentioned before when talking about greenwashing, for the consumer it has been made extremely hard to be able to distinguish between a reliable brand and with one that is relying on otherwise distracted consumers' good hearts. Though the consumer may not recognise the difference for a change to happen it is still up to consumers to decide what companies to purchase from. In the end it is the company making profits, regardless of whether the working conditions are liveable or not. Clark puts it well in his book: it is like voting. Whether or not we decide to buy anything other people will make the decision for us. We have to systematically start wanting the change. Consumerism is not all about making a negative impact to the world. With the help of consumer legislation, credentials and labelling have become better. Putting effort into buying products that are environmentally focused can help raise issues that may not otherwise have the opportunity. Ethical consumerism can be a way of helping consumers align their beliefs and actions with each other. "We have to accept that we are born consumers, and the only rational course open to us is responsible, accountable consumerism." So said Anita Roddick, the founder of The Body Shop chain. She goes to the roots of consumerism with her quote. We are born this way. The world around us is activating us to keep buying (Clark, 2004).

There are arguments against ethical consumerism and the "moralisation" of consumerism. Clark points out that many of the arguments have come from

radical left, reactionary right, and conservative ideas. Firstly, nothing is truly ethical. Does it really make a difference if we try or not? The short answer is yes, yes it does. A longer and more equivocal answer is provided by Clark. The ethical consumerism world is subjective. Everyone sees it morally differently. This often leads to the problems that surround it. Because ethical consumerism is about buying, it is a form of consumer power. It keeps production going, especially in the fashion industry. The act of power may also act as a distraction from bigger issues, including political, legislation, environmental. We are not able to buy our way out of trouble. As also mentioned in the book, we are intelligent enough to not close our eyes to the other issues and to be locked in a box of dissociation from the real world. We should be ethical citizens first and ethical consumers second (Clark, 2004).

Clark lists five general approaches to ethical consumerism: (1) Fair-trade, (2) Boycotting, (3) Selective shopping, (4) Buying less, and (5) Buying local. The first approach is fair-trade, but does it work in practice? First concern arises when defining the word "fair". Clark begins by defining the word and the two different meanings: for example, responsible or alternative. In the eyes of consumers fair can mean different things. When defining a fair-trade approach, it is highly important to be transparent as possible to make sure consumers know what the aim of the fair is. The business model for fair trade aims to make sure that poor and marginalised workers' livelihoods are improved. The second approach is to boycott. The term dates back to the nineteenth century. It involves refusing to buy from organisations that do not align with the consumer's own values. The other side of this approach is when demand is reduced it might be hurting the people that they are trying to help. Work conditions do not get better because there is no or only minimal work. A third approach is selective shopping, and in that sense also about brand loyalty. Choose the best company for each product every time is time consuming because it may not be the same company for each product. The biggest difference can be made by voting with our wallet and questioning businesses' values. The fourth approach mentioned is about buying less. It goes hand in hand with over-consumption. Typical "Western" consumption habits are

unsustainable, and we are not going to be able to keep up with the production if we want to consume ethically. The last approach offered by Clark is buying local. With local production and buying, accountability and collaboration with the producers is easier to balance. The transportation is not going to harm the planet as much because distances are shorter. Hopefully with buying local it would enable us to consume less and at the same time produce less (Clark, 2004).

4.2 Buying behaviour

Everyone's own personality influences and affects their buying behaviour. The term personality is described as a distinct psychological characteristic that leads to continuous and relatively consistent reaction in the environment. Self-image in relation to personality. Meeting the self-image of the target market is what the marketers mostly seek. There are three major theories used in consumer research: the socio-psychological, factor of trait and the psychoanalytical. It is assumed that these three traces are common in many if not all individuals. The absolute amounts vary depending on the individual. We are as consumers dominated by a few psychological factors. We are influenced by learning, motivation, beliefs, and attitudes. In what follows we will break down the four factors (Guimaraes, 2010).

Motivation (with the help of Philip Kotler): A need becomes our motive once a certain level of intensity is reached. A motive strong enough leads a person to action, in this context shaping our buying behaviours. For motivation references there are three different psychologists whose work applies. Sigmund Freud suggests that our behaviour is unconscious. No person can fully understand their motives even if they originate from our ultimate needs. Abraham Maslow proposes that our needs are in a hierarchical order. From the most to least urgent and in order of importance. From a marketer's perspective Maslow's theory has the ability to help us understand various consumer needs, like their goals and plans. Lastly for motivation there is Frederick Herzberg's theory. He offers the idea of the satisfactory and unsatisfactory factors that both needs to

be present to motivate one's purchase habits. With the help of this logic the seller should be able to navigate what are the unsatisfactory factors for customers. The brands that consumers choose to buy are positive in their minds and therefore satisfactory (Guimaraes, 2010).

Learning is an action that arises from experience. Consumer habits are learned. We act out of impulse but still have been able to learn what to control and when to control. We want to buy but hold back or vice versa; we do not even want to buy but buy it anyway. Impulse is a stimulus, a strong internal one, that leads us to action. Again, as with motivation marketers for a slow fashion business can exploit such strong impulses by using motivational signals and providing positive reinforcement around a product to create demand (Guimaraes, 2010).

Lastly out of the four factors we have beliefs and attitudes. A belief we have of something is our descriptive thought of it. We are being influenced every day. It affects our buying behaviour. Because we know consumers will have already established attitudes marketers need try and change their belief systems, getting them to break the cycle of fast fashion in this instance. Consumers need something else to feel good about. Emotional charge may or may not be in everyone's belief system. However, consumer perceptions of products and brand images establish the companies and brands. Anyone's reputation can be tarnished because of bad press. And no company is above that. As we can see from the figure below attitude is formed by feelings and beliefs (Guimaraes, 2010).

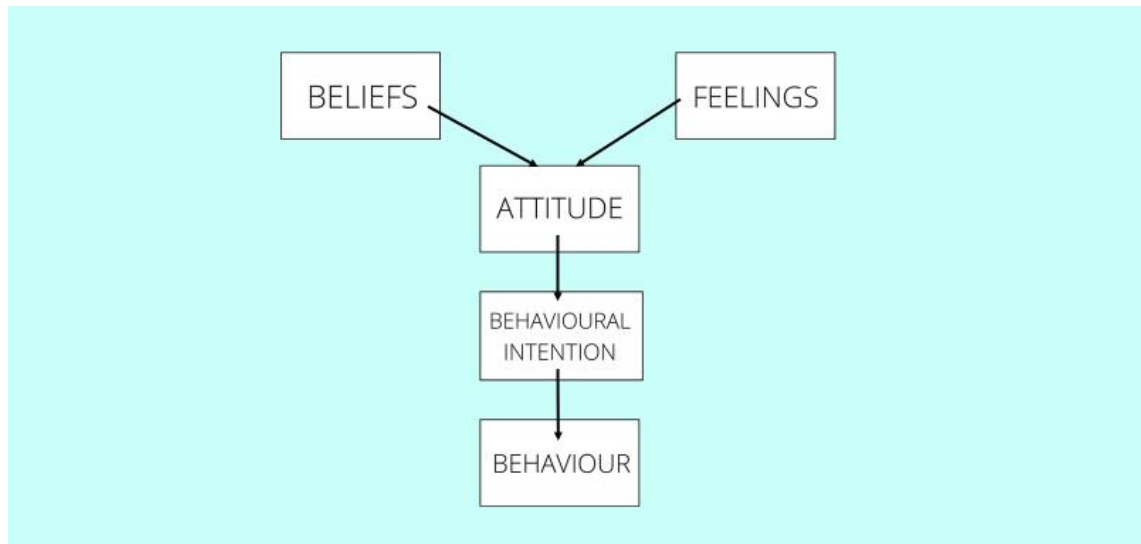


Figure 2: Attitudes: *Green marketing and ecological advertisements*

A slow fashion business needs to find consumers' primary perceptions in relation to the clothing. What makes them more likely to choose over others. Also getting on top of the consumers feelings is a major determinant of their attitudes. Some activities bring out more emotional attachment that can last our whole lifetime. Shopping in fast fashion and online stores may bring that out in some consumers. They have an emotional bond and a feeling while doing so. Understanding the way attitudes are formed helps to support attempts at figuring out how to influence consumer attitudes (Guimaraes, 2010).

4.2.1 Consumer perspective

How do our own perceptions help us navigate our consumption? We all may have different perceptions about the same objects. Perception helps us individually create an image of things out of the information given in various forms. Kotler helps us categorise these perceptions into three different types: selective attention, selective distortion, and selective retention. Our attention span and what we let to be filtered through in the end is up to our selective attention. We marketers hope it to be our product that attracts your eye. Competing against flashy fast fashion advertisements going on around us in real life and in social media. How we perceive things in the end is based on our selective distortion. Marketing campaigns should try to be transparent enough

so that consumers would less likely misunderstand what is being messaged at them. With selective retention we tend to forget what we saw throughout the day. We may retain some information that support our beliefs and attitudes. Repetition of messages and dramatizations are good ways of trying to get consumers to remember the good points communicated to the target market demand (Guimaraes, 2010).

Nevertheless, consumer perception differs slightly because they occur subconsciously. We do not realise that it is the vivid memories on our minds. Or that we choose to remember advertisements only from products we are already fans of. If the consumer has little to no knowledge of the current offered products a perception of injustice is more likely to occur. Marketers of a product, brand or a business should be attentive of two perception types. The perception that the seller has of the consumer needs desires and goals; and the consumer's own perception about the products and services. It is up to marketers to make the perception of the product admiring. They need to convince the consumers of the value that the product will bring to them to satisfy their wants and needs, in this case making the slow fashion clothing more attractive in the eyes of consumers. On the other hand, even though consumer desire and potential value for the product is high, it does not mean that demand will be met (Guimaraes, 2010).

A UK based handmade fashion label called With Love Evie buys "death stock" fabrics. Fabric that has been deemed death stock arises when a company discontinues making product out of that fabric. Any individual is able to purchase these types of fabrics at discounted prices. Every new collection launch sells out. Evie, the founder of the brand, is not able to produce more clothes because there is no more of the fabric. The small quantities of clothing resulting from the buying up of fabric that would otherwise go in the landfills qualifies her fashion brand as a slow fashion label. The price of each product is a reflection of the collection's quantity but also that it is fully hand made by one individual. That means that the customers who purchase products labelled With Love Evie prioritise their purchase habits such that they save up money to be

able to get a quality product that will last. The need has to go over the wants of quick shopping sprees. Quality over quantity.

As talked about before consumer behaviour is a key part of figuring out how to make any business flourish. It affects advertising to consumers to keep them interested in the products and understanding why the potential customers behave as they do. Two sets of factors affect our buying behaviour: (1) The interpersonal influence of society, family, and culture; (2) Non-personal influences that are mostly out of the consumers control are for example, place, time and environment. Both of these sets of factors affect the process by which people choose what to buy. Personal perception, learning and motivation are influenced by these factors. It's a circular process that requires marketing communication. Skilled advertisers understand how to influence people during this process to ease their buying behaviour with messages to get them to turn to their own products. This is achieved with the help of a communication system that targets consumers in a clear and objective way (Guimaraes, 2010).

4.3 Power of the economy

Consumers want to buy brands that have a purpose. Ethical consumption has a direct link to the sharing economy, in which globally more than two thirds of people for financial gain want to rent out or share their personal assets. Product utilisation has become more of a key factor than total ownership of a product. This type of action has been attached to the circular economy model with the focus on reusing and recycling. To have an alternative for the traditional linear economy that consists of making the product, using it and then disposing of it. Consumer purchase behaviour has also been reframed with this idea. A person may opt out in buying some clothing items completely. They will favour sharing or renting a product that already exists without having to become the ultimate owner of it (Pillot de Chenecey, 2020).

Sean Pillot de Chenecey argues in his book *Influencers and Revolutionaries* how innovative trailblazers, trends and catalysts are transforming business, and

that a crucial issue with this mindset is from the manufacturer's perspective. Quality is judged less when it comes to purchase price. This is because of the perspective on the booming sharing economy. Quality of a rented dress used during one occasion and then given back versus the same dress being purchased at one thousand euros. The quality becomes much more of a spoken topic when you are considering purchasing something rather than sharing and consequently not owning it. Pillot de Chenecey brings out a point that in the slow fashion world we want to hear. Increased product sales at a higher price. It could affect the overall sales volumes because of consumers choosing to make purchasing decisions less often. Consumers may choose to buy fewer cheap products and switch to more expensive ones, without the massive sales volumes. This being the finalised purchasing decision at this point people will value quality (Pillot de Chenecey, 2020).

The sharing economy has a positive impact on the environment. Purchasing decisions are made with the economy in mind. Quality is valued because the consumer has a higher chance of reselling or renting out products from their own closet. Environmentalism is now at the centre stage of fashion. From the perspective of ethical production, humane capitalism so to say, and environmental sustainability, it is staggering how much the fashion industry affects the environment. The leading fashion houses with the help of fashion weeks all over the world are still encouraging consumption. However, newer fashion designers coming to the market prefer to upcycle, investigate, and make the garments as environmentally friendly as they can. In the United Kingdom (UK) an activist group called Extinction Rebellion is demanding that the British Fashion Council would declare a climate emergency. From a business perspective of whether or not would I want to make a new fashion brand that promotes slow fashion, the time really is now. The pressure is going to increase for fast fashion companies enormously. Even at the legislative level within the EU, we want to move on from fast fashion and over consumption. If no genuine action is taken, the fashion industry will be accountable for 25 percent of all global carbon emissions (Pillot de Chenecey, 2020).

5 Green Marketing

Companies have different reactions when bringing up green marketing strategies. Green marketing is explained to have two basic actions: a defensive or reactionary action, and an aggressive way of aggressive strategy. Defensive action relates to companies doing the minimum necessary to meet all government regulations and avoid any boycott by consumers. This can involve reacting to competitors' actions on ecological factors. All such actions are to help the company maintain its market position. Nevertheless, any company with such action to green marketing will not be able to improve its image. Growing concern on sustainability among consumers means that they will recognize that the efforts to change were minimal (Guimaraes, 2010).

The second basic action taken is the aggressive way. The name could suggest that the company's actions would be aggressive against other companies or consumers; however, it indicates that the actions taken in the defensive strategy are now going to be undertaken at a completely new level. Previously, the action was aimed at meeting minimum requirements. By contrast, an "aggressive" strategy means being the first on the market with new ideas and exceeding the expectations of government and consumers (Guimaraes, 2010).

5.1 Model of a Green Marketing Strategic Planning

When adding green marketing to a marketing strategy development planning process it has been a problem for many due to treating environmental policies as parallel planes. They have not been fully integrated into the overall business planning processes. In his book *Green marketing and the ecological advertisements* (2010) Antonio Fernando Guimaraes presents a model of green marketing strategic planning. It investigates the different steps companies should take in regards of marketing and overall business planning. The model was first introduced in the *Journal of Consumer Marketing* in March 1993. The figure seen below is a recreation of a graph from the book. The figure starts with the biggest headline of environmental concerns. It breaks into four different

smaller columns that touch on what a company needs to analyse in order to get a better understanding on what it is doing for the environment. From left to right, these four elements are: companies' mission and objectives, analysis of government regulations, analysis of trends in consumer attitudes, and analysis of competitors' strategies. The middle two, analysis of trends is followed up by forecasting the impact of environmental trends on products and markets. While the companies' objectives and competitors' strategies skip that part and fall right into the second to last box, adding all of these above-mentioned steps into the strategic marketing plan demand (Guimaraes, 2010).

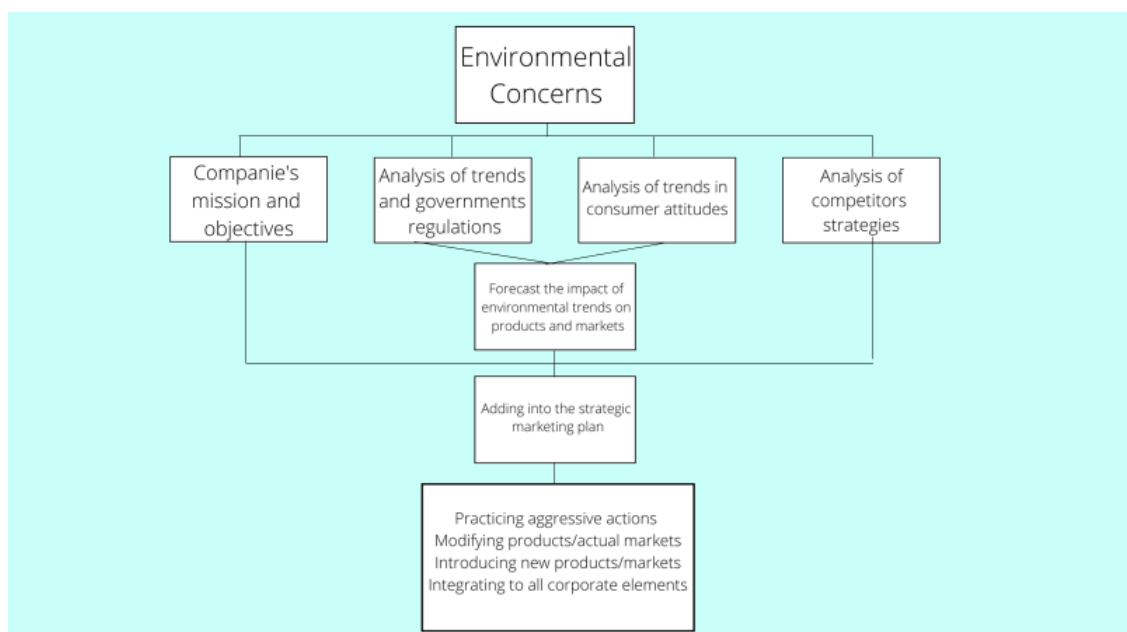


Figure 3: Model of green marketing strategic planning.

At this point the company should have taken concrete actions regarding any environmental concerns there may have been. All of these lead to the last box of information. The last four points are concrete actions the company will be accountable for. To practise aggressive actions going forward. Modifying products and actual markets to fit the newfound elements. Introducing new products and markets that fit the new values better. Integrating these to all corporate elements (Guimaraes, 2010).

5.1.1 10-Step concrete action plan

Here are ten concrete steps to facilitate the implementation of the above-mentioned process. They are broken into smaller concrete actionable steps:

Step 1 is to develop a corporate environmental policy for the whole company. Integration of environmental consideration should be made a mission for all the company's policies and corporate decisions. Applying this to an up-and coming start-up that is just in the journey of making different policies will help to ensure the company's values to the customers right away.

Step 2 is to create a Senior Management team that includes environmental leadership. Taking into account environmental actions to create long-term commitment. To lead any business there will be different roles assigned. Making sure environmental leadership is included in this board will help to keep it more balanced.

Step 3 involves developing or hiring advocates for the environment within the organisation. Going as far as creating a new department within the company dedicated to environmental planning or having people who focus on voicing environmental problems in the company consistently. Someone to look over that the sustainability promises are being kept. For example, looking where the fabrics are coming from or that the logistics are as ecological as claimed.

Step 4 is to make sure that all staff is educated and trained in relation to environmental issues. Environmental awareness should permeate the entire organisation from the board to the factory floor. No matter how big the company, environmentally sustainable values should run through the whole organisation.

Step 5 is to have and maintain an active dialogue with government agencies and other external environmental groups. The organisation must stay aware of current concerns and issues of the times. Working externally and collaborating with non-profit organisations, giving out parts of profit to charity, having days

where it is all about the environment; all of these things need to be done genuinely, otherwise there are risks of greenwashing and misleading the consumers.

Step 6 is to develop a programme that aggressively pushes for environmental action. It should be included in the overall strategic business planning in the organisation. Throughout all of these steps the key idea is to incorporate these principles into actual business and marketing plans. This brings transparency internally and externally.

Step 7 is to make all departments flexible enough such that they are able to facilitate answers and make changes in response to environmental needs. If all departments are aware of the values and stay on top of the policies, responding to requests for clarification that customers may have should be easier.

Step 8 is to allocate resources to be able to show commitment for the cause. Demonstrations of the organisation's environmental commitment through effective direction of personnel resources and action programmes. Making sure the website is updated often enough, and that customers will be able to find relevant product information from there. In this case, for example, what makes a business a slow fashion label. What are the actions being taken, what makes the choice of fabrics used sustainable.

Step 9 is transparency for consumers through effective advertising and communication campaigns on what the company is doing. It will not only build consumer loyalty but also may motivate and encourage consumers to take on and cooperate in environmental efforts. To lead by example. Showing not only your customers but to all what it takes to be and stay sustainable and environmentally conscious.

Lastly, Step 10 is to do active marketing research programmes to monitor customer responses. For the company to be able to have constant flexibility and adaptation to the environmental needs and wants of the consumer base. Listening to customers who are also aware of the environment and will stay on

top of your companies' actions is vital for healthy communication and transparent actions demand (Guimaraes, 2010).

For the company to be able to implement this 10-step action plan requires a process of actively communicating both internally and externally. This involves extensive education regarding what type of causes the company stands behind. Advertising and publicity is a critical step to make the consumer base knowledgeable of the company's values. The following are critical to make sure the steps are going to be implemented successfully: A sincere commitment to the environment. Attention to reflect and respect. Keep the company values visible all the way from high levels of the company. The message of environment should be transmitted all the way throughout the organisation. The consumers will become critical. They will not accept misconduct. To be prepared to go through a thorough examinations of one's own activities. All the ecological actions the company will be making shall have its own meaning. Focus on positive actions. Avoid direct comparisons. Highlight and focus on what your own company is best at. Avoid anything general or exaggerated. The environmental appeals should be simple, understandable, and transparent. Ecological information about the product demand (Guimaraes, 2010).

Traditionally the focus has been on functionality, durability and technical quality and use. Consumers are becoming aware of the potential affects that products may cause for the environment. The challenge is to relate all of this to new upcoming start-ups in the fashion industry. As mentioned, these steps are extremely important to implement into current businesses with already established business models. The company needs to push its values from up high to all levels and to all systems and departments. Starting off a business establishing the values from beginning and carrying them forward by listening to all of the steps will give significantly more room in the future for growth (Guimaraes, 2010).

5.1.2 Steps in action: Patagonia

An example of circular-economy action is by Patagonia in their “Worn Wear” pop-up stores, featuring their own “ReCrafted” collection of clothing. Supply chain transparency is a concept that a decade ago was virtually unknown, especially from a consumer perspective. Governments are putting pressure and demanding that corporations give transparent information to their informed consumers. Patagonia is one company that is able to prove the credibility of its marketing claims. A footprint chronicles guide from its website illustrates the integrity of its supply chain, including where and how its materials are sourced, and the involvement of which factories in the making of their products. The website has information regarding recycling, organic cotton, fair trade certification, sourcing of their wool and pollution and more, even going into its overall corporate social responsibility and the impact of their business practices on the environment. Patagonia is a brand name known, sold and worn all over the globe. The approach it has decided to take goes with the ten steps mentioned above. All the steps of its business are utterly transparent, from product innovation to strategic and tactical levels. We can see the steps applied in action and by this Patagonia shows what it is possible. Creating a culture of continual improvement is vital. The need for transparency will only grow in not only the fashion industry but in all industries (Pillot de Chenecey, 2020).

5.1.3 Finnish Slow fashion: Lovia

Lovia, a Finnish start-up business, is also a company that highlights all the above-mentioned steps. The company was founded in 2014 with the slogan “trash to treasure”. Patagonia shows that it is possible to be done in a global level. A company can change to be even better. On the other hand, when Lovia was established, it already held on to all the values needed to apply a transparent, sustainable business model. The whole team of less than 15 people hold on to environmentally sustainable values. Lovia’s speciality is handbags, and it also sells jewellery. All the handbags are made by hand. Lovia uses a direct-to producer supply chain with a small artisan team, new Milan

Italy. All the jewellery is made in Helsinki. If a consumer wants to find out more about the Italian team, there are blog posts written about it in the Lovia website. Consumers also expect the same in all parts of Lovia's supply chain and Lovia chooses carefully who it works with. From Lovia Collection's website, consumers can find all its sustainability claims easily in the transparency DNA option at the top of the website. There is a breakdown of emissions, materials, production, and pricing, all which are also shown for each individual item every time one is opened. (Lovia, 2022).

Fashion is not only clothing. Lovia is an example of that. Below we can see a figure taken from the Lovia website of one of its products. It is a screen grab for a handbag, a forest green velvet Vasu pouch. It is on sale from 165 euros to 100 euros. The transparency DNA is extremely thorough. You not only see all its possible emissions but also all the costs of labour on the pricing. This particular bag emits 3,08 kilograms (kg) of CO₂. It is shown that if the bag would be made from new materials and not from excess dead stock materials the CO₂ emissions for one product would be as high as 29 kg approximately. It is an equivalent carbon footprint to taking a 33-kilometre car drive that uses around 26 kg of CO₂ (honest mobile, 2020). Lovia also transparently highlights that regular retailers usually mark up the prices of products up to 5 to 6 times the manufacturing costs. Lovia by contrast chooses to have it only 2 to 3 times higher (Lovia, 2022).

TRANSPARENCY DNA

Get to know our makers, materials, transparent pricing as well as the carbon footprint behind our items. By being transparent about all the factors relating to our actions, we are advocating for a more just and responsible fashion industry. We aim to increase understanding about what the real costs and emissions behind our items are in a production chain that is fair to both its workers and takes into account the environment.

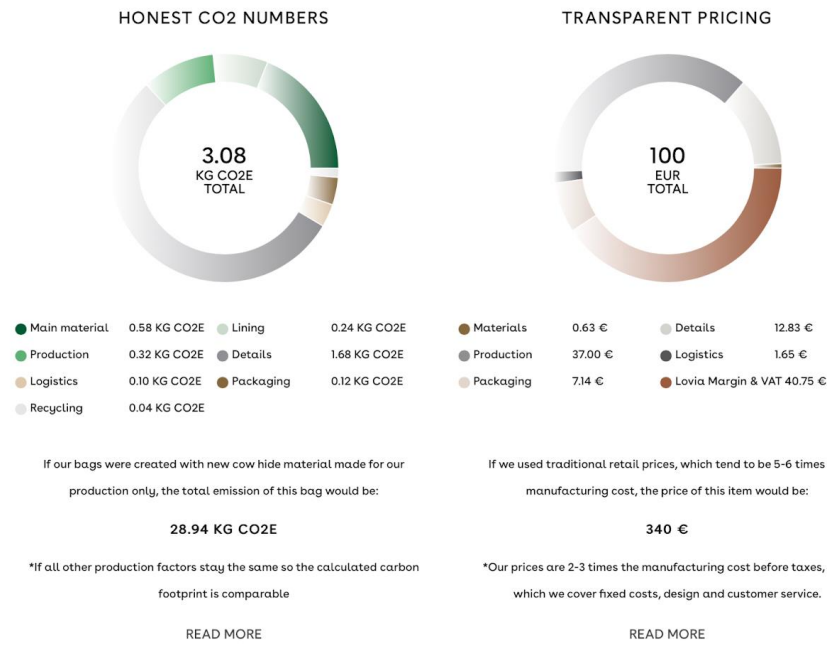


Figure 4 Lovia Transparency DNA.

Lovia is also following the step of keeping its consumers informed other ways. On its website there is a blog section with all things related to sustainability, supply chain and product materials (Lovia, 2022). From all this information the consumer gets to make a purchase decision based on whether or not the product and price is right for them. However, this slow fashion brand gives all the possible details to help the purchase decision.

6 Company cases

This chapter provides two case studies of companies that have consciously and very deliberately chosen to pursue strategies that are consistent with slow fashion principles. The first of these is a particularly prominent example of a well-established brand rejecting earlier practices in favour of greater sustainability and environmental responsibility. The second leans more on how

to establish a brand that since the beginning values the environment. Companies just like individuals make mistakes but as shown we are able to learn from these, and with time bring back the trust for the consumers that they once had.

6.1 Levi's and jeans

Jeans and specifically denim is described by Miller as the primary example of consumption and material culture. They have become the backbone of everyday life. They are something that is not necessarily advertised but which most of us own. The best-known jeans brand is often said to be Levi's. This brand is associated with quality. Unlike other fast fashion clothing items, with jeans, we let them wear out and do not feel the need to replace them as often as other pieces (Miller, 2012). Making profit in this case is more like a slow fashion business model. Consumers in the case of jeans have adapted a mindset where we do not need to be consuming so much. Apart from having many different styles on the market, the need to keep buying many denim garments is not taking off. The same mindset should be aimed to be implemented to other slow fashion clothing. From a consumer point of view, because jeans are such a stable item of the closet, they are easy to come back to if it feels like there is nothing else to wear. It touches on the issue of ethical consumerism and why we decide to buy what we buy. Aside from fast fashion and following trends, getting confidence from clothing is a big part of why we buy what we buy. While showcasing the importance of jeans to the slow fashion movement and consumer confidence, we cannot discard the environmental destruction that the making of jeans creates. The extensive amount of chemicals used while bleach washing the jeans, colouring them, fading them and many other procedures used leave a mark on the environment and on those having to work in the chemical fumes. Workers' lives are possibly shortened because of the use of all the strong chemicals (Szmydke-Cacciapalle, 2018).

As mentioned before Levi Strauss & Co. (Levi's) is one of the, if not the best-known, denim brand. The company was founded in 1853. That is when its first store was opened in San Francisco. The brand's story started from a dry goods store opened by the founder, who immigrated from Bavaria, Germany. The jeans designed were for the American worker and slowly became a uniform of the time. First the jeans were worn by miners and cowboys but slowly it moved on to more mainstream consumers and by the 1990s everyone was wearing Levi's (Levi Strauss & Co., 2021). The company story sounds promising and innovative. When there was a need a solution was found. However, at first, the product was not in a fully outsourced supply chain. It was after the Gold Rush period once the boom of production started. Coming to the 2010s, Levi's has again taken off as the leading denim brand maker and is manufacturing other clothing as well. It had to change its commercial side of branding to digital marketing and to social media. It realised early on that only putting on big TV commercials, even with high production value, is not going to push the company's message any more (Balakrishnan, 2010). It understood the importance of social media early on and got an understanding of that space. Today, there is no doubt that the creativity has pushed Levi's as a brand to fall into the fast fashion category. Youths of the world are wearing not only their jeans but also all the other clothing pieces provided, hoodies, T-shirts, sweatpants, to name a few.

6.1.1 Breaking out of the Fast Fashion bubble

Is it possible to break out of the already created fast fashion bubble without greenwashing and to make a change. It seems to be a goal of Levi's to change its approach to their brand. With slow fashion the idea is to have a completely different business model when creating the brand or company, compared to fast fashion. As mentioned above, in slow fashion transparency in all aspects of the company is one of the key elements to bring in. After the success of Levi's branding to the youth from a consumer's point of view it seems that it was not what the brand values. Now in 2021 Levi's is highly valuing the slow movement and pushing its customers to more conscious decision making while shopping.

The new headline found from the front page of Levi's website is "We're on a mission to change the clothing industry. For good." The company transparently touched upon the issues within their own brand while highlighting how vastly important becoming an all-around sustainable brand is for Levi's (Levi.com, 2021). With any company there is always the possibility of greenwashing and deceiving the consumers but for a company to be able to change consumers need to give it the benefit of the doubt, when it seems probable that changes are happening. For now, it seems that not only is Levi's pushing its production to a more sustainable path; it is also guiding its consumers to think more sustainably: to buy better, and wear longer what they already own. In these aspects Levi's seems to be a fan of the slow fashion movement because the marketing is done at the expense of its profits. Saying that consumers should not buy pieces that they do not actually need is inevitably going to affect the 44 billion dollars of profit made at some point.

6.2 Nobody's Child: Slow fashion with Fast fashion quantities

Nobody's Child, eco conscious affordable fashion. A new era of sustainable fashion that may not be considered slow fashion after all. A United Kingdom based London born fashion brand Nobody's Child was established in 2015. Different to Levi's, Nobody's Child started its brand journey by pushing sustainability as its core value right from the beginning. Looking at its website we can find "our responsibility" information under Nobody's world. In the roadmap of responsibility, the four main topics brought up are: people, planet, product, and goals. The company stays transparent all the way through. They have numbers about climate change but also posts about actions it has taken and is taking currently to tackle these issues. As mentioned earlier in the next 30 years the fashion industry will be accountable for 25 percent of total carbon emissions. It currently stands at 1.2 billion tonnes annually and accounts for 10 percent. In the figure below we can see the impact of Nobody's Child on the planet in 2020. The data acquired is from April 2020 to April 2021. Carbon footprint of 2050 tonnes is equivalent of 1266 flights from London to New York. The number does not represent the footprint of consumer purchases. The

COVID pandemic should be taken into account in these numbers. It was at its peak during the time period. For Nobody's Child production makes up 47 percent of the total emissions and is its biggest polluter. The second biggest is material acquisition and pre-processing, releasing 40.9 percent of emissions. The rest makes up only 12.1 percent of emissions (Nobody's Child, 2022).

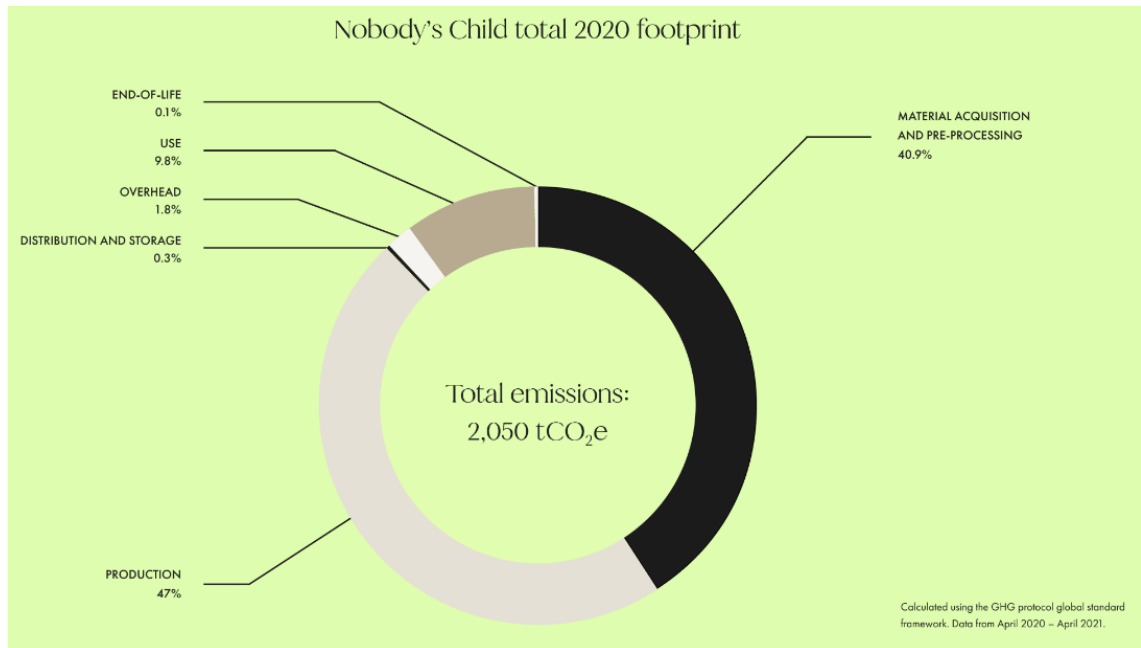


Figure 5 Nobody's Child total 2020 carbon footprint.

External businesses: Nobody's Child is working in collaboration with Re-Fashion. They have a clothing donation programme to give clothes a longer life. From each donated bag the programme will plant a tree in order to restore rainforests. The tree planting is done by TreeSisters. Consumers can donate clothing to whatever store and no matter the size. Once donated they will be sent a 30 percent discount at Re-Fashion, not Nobody's Child. Nobody's Child is promoting the Re-Fashion programme rather than working with them on it (Re-Fashion, 2022). **Garment care:** From the website under loved clothes last, Nobody's Child has made a small blogpost on how to take care of clothes to make them last. How to wash, dry and repair them. Highlighting clothing does not need to be washed too often. It reduces waste. Making clothing last two years rather than one reduces emissions by 24 percent. They highlight social media accounts that spread information about these topics. Consumers can

choose to view them on their own time and when the information is relevant for them. They also direct users to a business called Clothed Doctor for any repair needs. It is another external company. One last external party Nobody's Child works with and directs customers to on their website is Hirestreet for clothing rental possibility (Nobody's Child, 2022). Nobody's Child, by taking these actions, is promoting a circular economy model even if it is not directly contributing to it. The figure below shows the circular fashion goals for Nobody's Child (Nobody's Child, 2022).

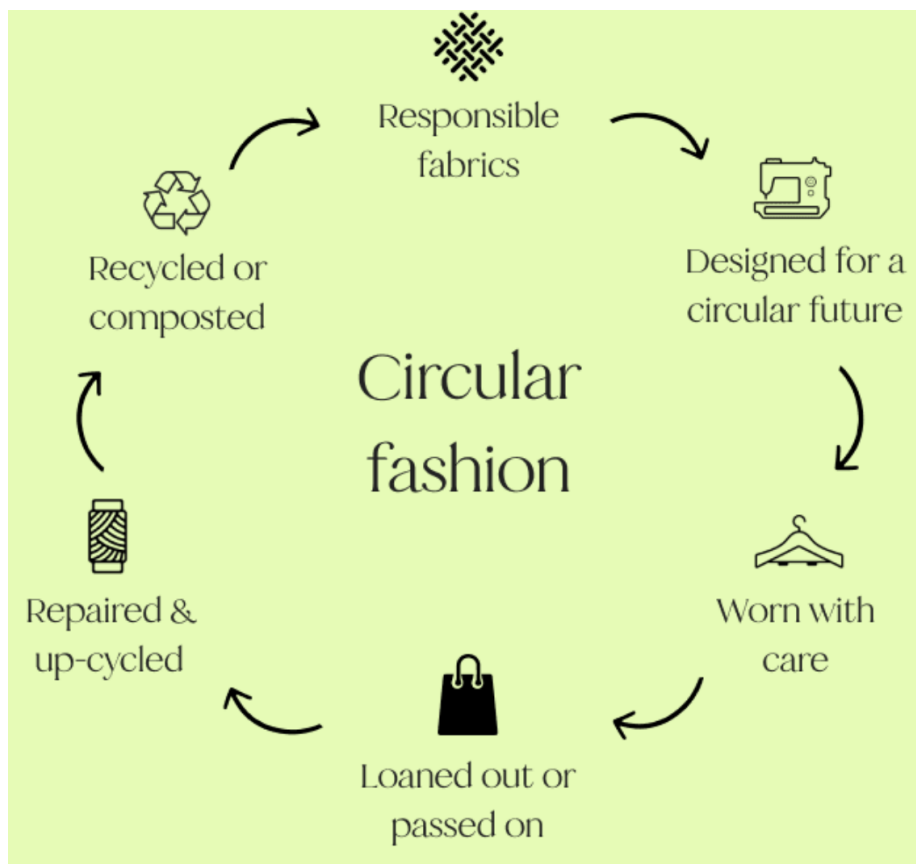


Figure 6 Nobody's Child goals.

As a consumer and a customer of Nobody's Child myself it is hard to navigate the fashion industry. Trying to figure out greenwashing in the industry is extremely difficult. Nobody's Child is walking on thin ice trying to navigate the industry as a business itself. The comparison to fast fashion comes from the sheer quantity of clothing offered. New collections are pushed out around once to twice a month which is comparably much more often than in the other slow

fashion companies highlighted before. It is inevitably pushing the consumers to buy more. Nobody's Child itself admits that the fashion industry flourishes via consumption. Comparing to Lovia, Nobody's Child has a much larger quantity that it produces, and 100% ecovero lenzing viscose is not as environmentally friendly as made to seem because of the amount of water needed to produce the fabric (Nobody's Child, 2022).

Nobody's Child is a great example that a business can stay profitable, relevant, and trendy even when pushing for sustainability. In the end, Nobody's Child is extremely transparent. A way for it to improve would be to be even more transparent on how much garment workers earn. Nevertheless, Nobody's Child claims it is ensuring fair pay by meeting International Labour Organisation and the Universal Declaration on the Human Rights (Nobody's Child, 2022).

Consumer behaviour is a long process to change. And as been mentioned once consumers become more knowledgeable, they also become more aware.

Businesses must be able to change with the times. Even trying to predict what is going to come to stay ahead of the times. Make a mark in the market space before others.

7 Future of Slow fashion

Slow fashion is the new era of the fashion industry. It is a trend concept, analogous to fast food and slow food. However, every time you choose to buy slow fashion you know you are supporting sustainable, environmentally conscious, labour market fair fashion. At least you should be. It is up to the companies to keep up with those promises and stay accountable. If they decide otherwise, the market will just keep on supporting fast fashion companies.

Consumers are at the heart of it all. Even though he categorised this as an issue, it is also about power: power to change the industry for the better.

Changing consumer habits to not allow the misuse of the environment and bad work conditions. Turning to slow fashion is the better choice. As mentioned earlier even the European Union wants to change the course of action with the fashion industry. Fast fashion is out; slow fashion is in.

Consumers act often on instinct. Many things affect the consumer decision making process, including motivation, external factors and many internal factors that we have grown up with. Skilled marketers are able to use tactics to sway people's minds into buying their products. However, consumers also buy out of habit. Choosing the brands, they always buy. Nevertheless, brand loyalty is not always as important to them as getting the product they want.

We as consumers are in a mindset that we often get bored of what we already own. We want to go with the trends and belong to a group. Social peer pressure makes us think that if we do not buy the newest top from Zara, we may become outcasts. This is not the case. Instead of us being creative with what we have in our closets already we buy something new. We feel like we need something new for every occasion. It is not us who makes us think like that but actually the very clever ways that fast fashion companies have been able to influence us for years and years. Microtrends on social media that take over our feeds. Stores change the mannequin clothing every week to fit the new micro trends created. No wonder we feel pressured. Slow fashion was created to combat this.

Will we ever get out of the cycle of fast fashion is a widely discussed topic. Hopefully in the near future. Consumers are becoming more aware of current environmental and global issues. Slow fashion provides an alternative. It can be approached from so many different points of view. Starting a new completely sustainable start-up business is just one of the ways to help do it. The fashion industry is a complex market valued at over 3 trillion dollars. This makes the apparel and textile the 4th biggest sector in the world. It accounts for two percent of global gross domestic product (Vilaca, 2022).

Slow fashion, ethical consumption, sustainability, are all becoming trend words and good ways for companies to greenwash. Greenwashing means that the company is intentionally misleading the consumers by giving out vague statements about the environment that turn out not to be as said. Recycled clothing that is considered to be under slow fashion has even been under fire for greenwashing. It is outmost important that companies hold up the values

promised with these given titles. Otherwise, consumers will stay in the belief that they are always going to be misled. Anyone intending to have a slow fashion business should make sure to be truthful in all communications. That is one of the ways we are going to be able to change the fashion industry.

With the help of *Green marketing and the ecological advertisements* by Antonio Guimaraes we were able to identify one of many business plans for a start-up or an already established business to become more environmentally conscious. It gave a concrete action plan to implement a process first mentioned in the *Journal of Consumer Marketing*. This ten-step plan goes all the way from building your management teams and departments to how to advertise and market and stay accountable with these actions. The key component of it all is the environment. Following this list, a business has the possibility of becoming sustainable. However, proactive decisions have to be taken.

Companies can do better. As seen in the case study of Levi's, a company is able to rebrand itself after concrete actions have been taken. If greenwashing would be evident consumers would lose trust in the company and in their attempts at change. Transparency brings the company and the consumer base closer together. Levi's is en route to becoming a slow fashion label if it continues on its current path.

However, not all consumers are going to think the same. While consumers become more environmentally aware they also become more critical. Companies have to be able to take the criticism and change their actions in a way that is satisfactory to them, consumers, and the environment. New slow fashion labels are born amidst all of this. While already established corporations take actions to change for the better new companies are born to be sustainable. For example, With Love Evie. The other side of this all was also brought up with Looking into Zalando and the alleged burning of clothes. Zalando and many other online stores in that sense who are sites that sell other businesses clothing have a big dilemma on what are they themselves responsible for and what is the clothing company responsible for.

In the end, a start-up that wants to be in the fashion industry but also harm the planet as little as possible would wish to be slow fashion. A saying goes that the most sustainable fashion piece is the one we already have in our closet. At that point it does not matter is it fast fashion or not. The most important thing is that we keep wearing those until we have had to repair them and then we give them to be remade into something new. We keep the cycle going as long as we can so our clothing would be as little burden to the environment as possible. However, consumers will always keep buying. Therefore if we can get as many environmentally conscious companies as possible into the industry, we should always go for it. The values of each and every one working in the company will be reflective of what type of products are being launched.

8 Conclusion

Slow fashion is a complex topic with many different branches to talk about. Once one issue is talked another one is already in its boiling point. Fast fashion has become a monster. Consumers and companies alike want to disassociate themselves from that name. Legislations are being made to make the clothing industry sustainable and more environmentally friendly. Being a profitable business and not greenwashing consumers is possible. Companies and new start-ups should not make excuses on their decisions but work on being more aligned with global values. Being sustainable is going to bring in money based on the research of this paper. Transparency and trust are key values to have. Consumer behaviour must change, and the movement is growing.

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Appendices

List of figures in order

Below you can see attached all the figures from the text in a bigger form.



Figure 1 from TV2 research on clothing and logistics. How long do the pieces travel.

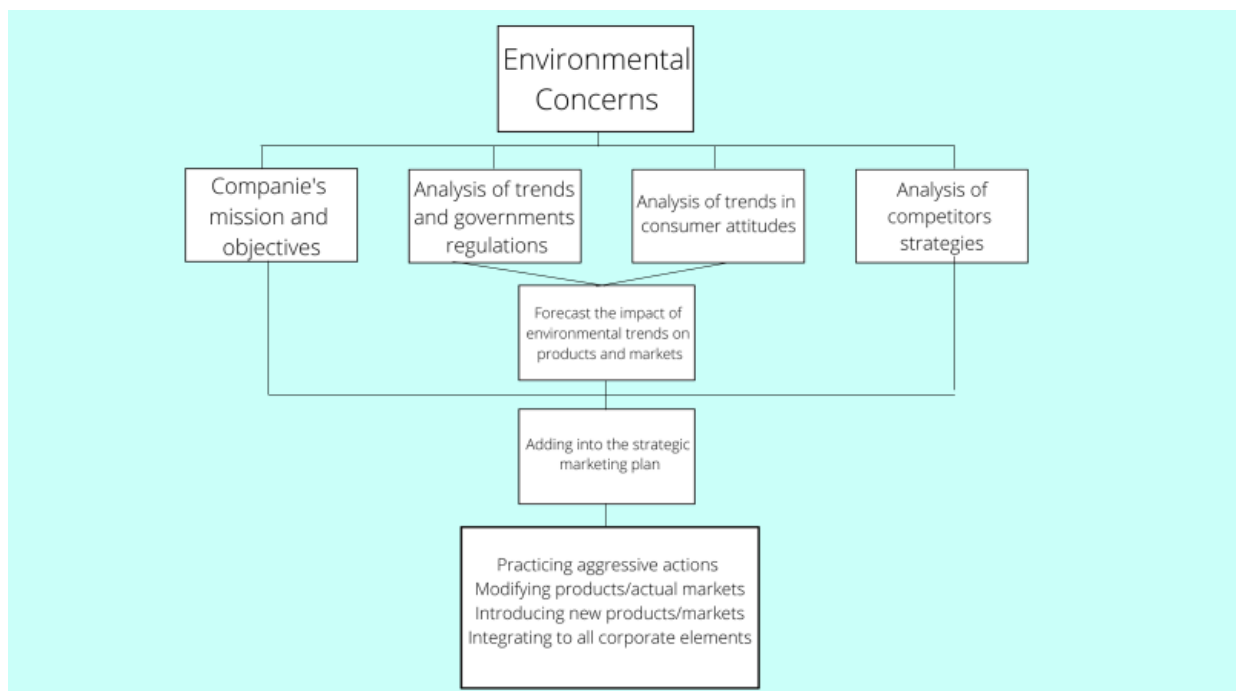
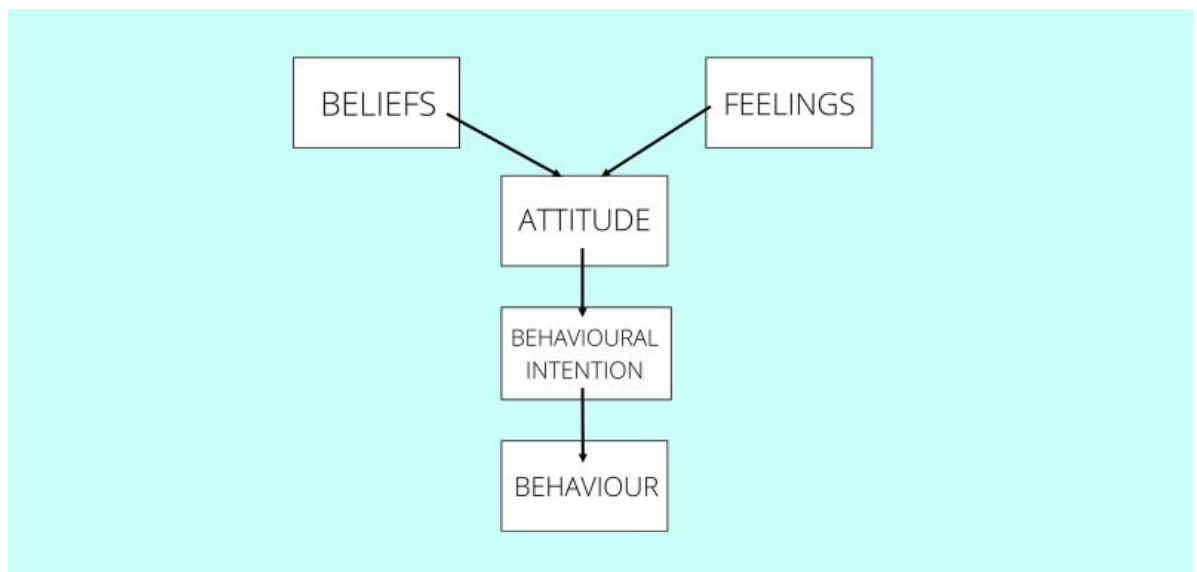
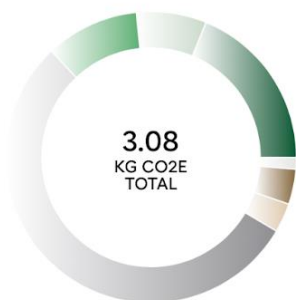


Figure 2 and figure 3 are recreations from *Green marketing and the ecological advertisements* by Antonio Fernando Guimaraes (2010).

TRANSPARENCY DNA

Get to know our makers, materials, transparent pricing as well as the carbon footprint behind our items. By being transparent about all the factors relating to our actions, we are advocating for a more just and responsible fashion industry. We aim to increase understanding about what the real costs and emissions behind our items are in a production chain that is fair to both its workers and takes into account the environment.

HONEST CO2 NUMBERS



● Main material	0.58 KG CO2E	● Lining	0.24 KG CO2E
● Production	0.32 KG CO2E	● Details	1.68 KG CO2E
● Logistics	0.10 KG CO2E	● Packaging	0.12 KG CO2E
● Recycling	0.04 KG CO2E		

If our bags were created with new cow hide material made for our production only, the total emission of this bag would be:

28.94 KG CO2E

*If all other production factors stay the same so the calculated carbon footprint is comparable

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TRANSPARENT PRICING



● Materials	0.63 €	● Details	12.83 €
● Production	37.00 €	● Logistics	1.65 €
● Packaging	7.14 €	● Lovia Margin & VAT	40.75 €

If we used traditional retail prices, which tend to be 5-6 times the manufacturing cost, the price of this item would be:

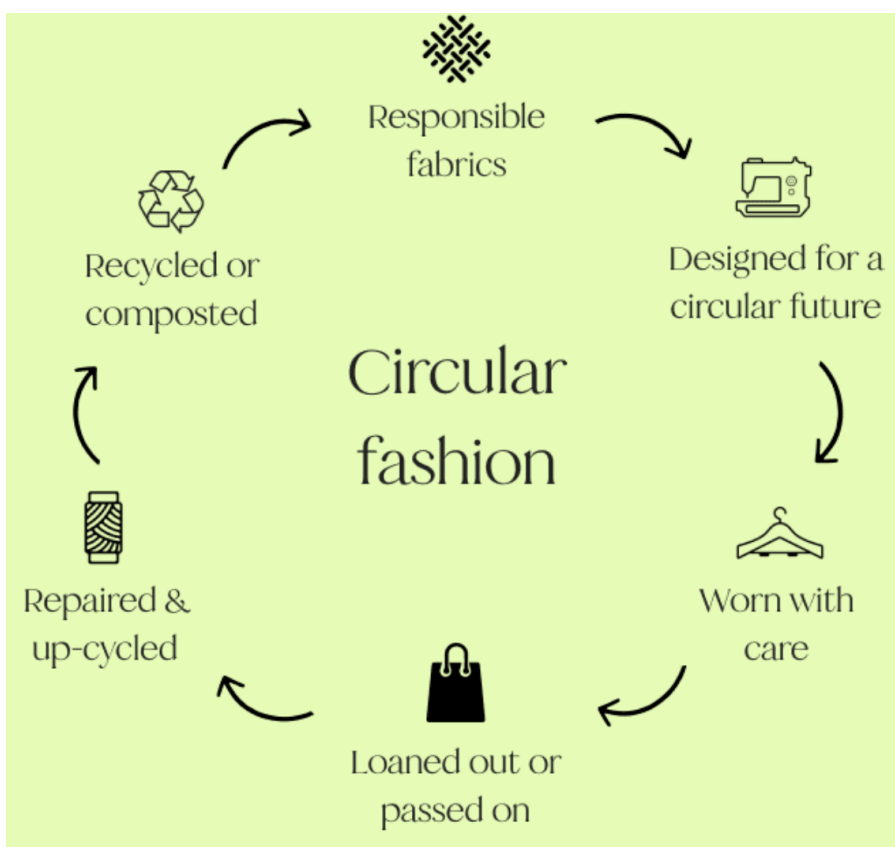
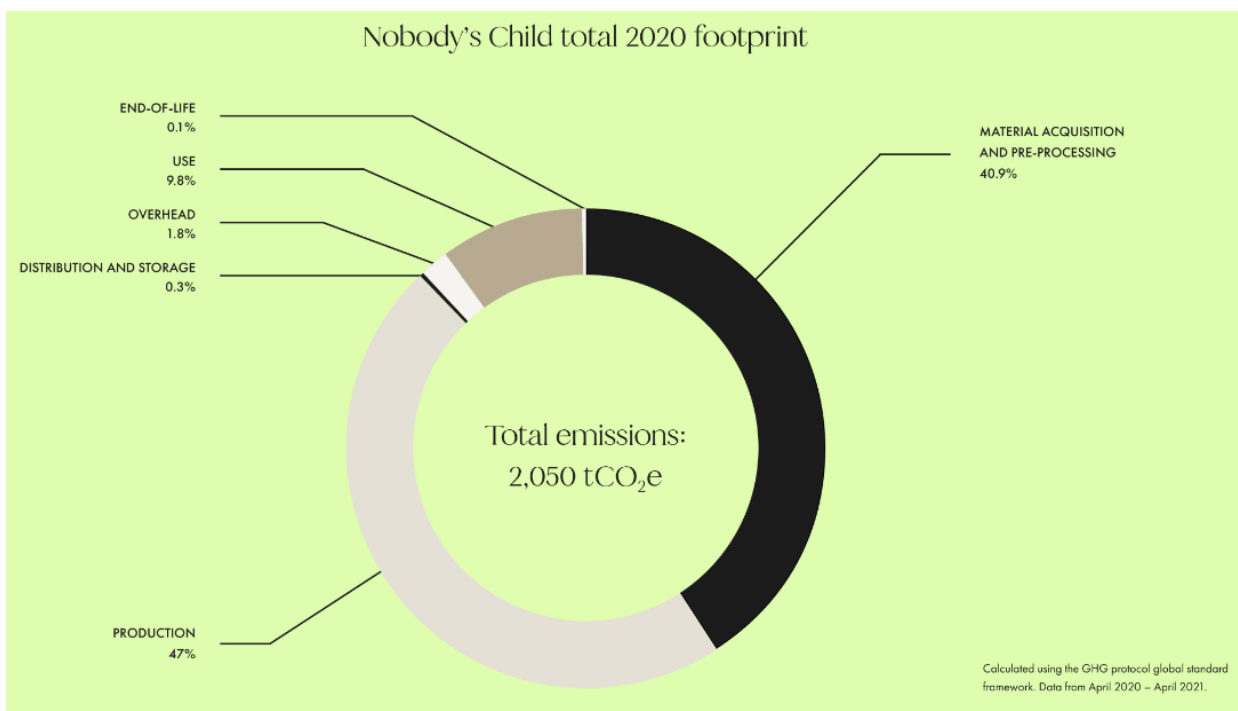
340 €

*Our prices are 2-3 times the manufacturing cost before taxes, with which we cover fixed costs, design and customer service.

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Figure 4 is taken from Lovia's website to highlight the transparency DNA that helps consumers see how Lovia calculates their pricing but also how big the carbon footprint of each product is. This particular transparency DNA is taken from a small purse pictured above. A green pouch with gold detailing with measurements of 20 cm x 14 cm x 3 cm.



Figures 5 and 6 to highlight the goals that Nobody's Child have on their sustainability journey.

