

**ISSUES OF FAST FASHION: CREATING A RESPONSIBLE BUYER
CAMPAIGN**



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ABSTRACT

The intent of this thesis was to research the concept of Fast Fashion and its influence on society and the environment. The Fast Fashion business is a business strategy, a main goal of it is to supply affordable trendy clothing and to maximize profit. The current environmental situation is negatively influenced by Fast Fashion production processes and moreover, it also develops consumerism among people.

The research was conducted for Wood Wood - a fashion brand that focuses on merging streetstyle, high fashion and sportswear. Recently they have adjusted their strategy towards sustainability. They are transparent with their CSR strategy, suppliers and materials they use. The author aimed to suggest a campaign that will increase awareness of Fast Fashion issues and influence customers to become responsible buyers. The investigation may serve as a basis for other brands that are interested in the topic. The author made a qualitative interview-based research where workers of Wood Wood expressed their attitude towards brand's strategy, Fast Fashion and whether they are ready to create a campaign. The research discovered that workers of Wood Wood are conscious with their personal purchasing attitudes. However, it is also visible that the idea of sustainability is not yet fully accepted by workers. Wood Wood did not have any campaigns concerning the environment, but their workers are willing to do so.

The author suggested a campaign which could be named "Circular Fashion Campaign", inspired by a panel discussion about the circular fashion on Copenhagen Fashion Summit 2018. Moreover, alternative options such as collaboration with Adidas, Helsinki Fashion Week and fashion bloggers were suggested as well.

Keywords Fashion business, Fast Fashion, Environment, Responsible Buyer, Circular Fashion
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1 INTRODUCTION

The fashion business has a long history with a humankind. Every person is involved in this industry, at least to some extent. Over the last decades, the fashion industry has drastically changed. The demand of both companies and end-users forced the change of many concepts and strategies as well as required a quick adaptation. Retailers became focused on a mass production. Only those who created more standardized design, had flexible quality and a fast delivery were able to maintain competitive positions on the market and rapidly response to the environment. (Bhardwaj & Fairhurst 2009.)

Due to such changes, customers were able to purchase desired clothes faster. Retailers increased their profits by lowering the costs on the production. These changes resulted in the creation of a new strategy in the fashion industry which was called Fast Fashion.

An issue of Fast Fashion currently is widely discussed on a global level. Low-cost strategies required many sacrifices from companies, customers and the environment in general. Following chapters will discuss what sacrifices the world makes and how they influence a current state of the environment. Moreover, it is also important to discuss a buyers' behavior and awareness of Fast Fashion issues.

1.1 Fast Fashion Concept Background

To begin with, the author introduces a structure of a market segmentation in the fashion industry.

“There are two main markets in the fashion market (Figure 1.): haute couture, which is exclusive custom-fitted fashion, and prêt-à-porter, which produces standardized clothing” (Memie, M., & Minhas, F. 2011). Fast Fashion belongs to the high-street section in the ready-to-wear(prêt-à-porter) segment. (Scamans 2016, 3.)

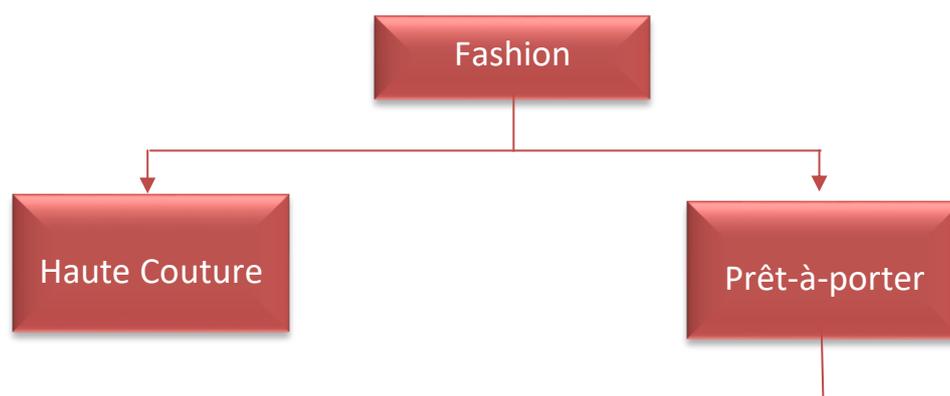




Figure 1. Fashion Industry Market Segmentation

Many retailers identify a term “Fast Fashion” in different ways. Thus, it is important to clarify in which context the author uses this term.

The Fast Fashion business is defined as a business strategy which is widely used by big clothing retailers. A main goal of Fast Fashion is to supply affordable trendy clothing and maximize profit. Fast Fashion retailers must be able to respond to the quickly changing environment and renew garments according to the popular and fashionable designs, offering them on a relatively low price.

1.1.1 Why to Fast Fashion?

According to *Vogue* (Casu n.d., 2), a famous fashion journal, there are three reasons why companies decide to apply the Fast Fashion strategy. First is due to an economics of scale. This allows companies to reduce costs by producing standardized products in a large quantity.

Second is attracting a customer by constantly renewed offering. Additionally, clothing changes so fast that the customer have no time to think and make a conscious purchase decision. When the price is low, the customer thinks he/she does not lose anything.

Third reason is costs saving on producing products of a lower quality. Since customers already know what kind of the quality to expect, producers produce items that are already presumed to be disposed after a short period of time. Cost saving comes also from the manufacturing in developing countries because of low payments for a labour force.

The main characteristic of a Fast Fashion product is that nothing designed to last long. Clothes are disposable and get outdated fast with the idea to make a consumer come to a shop and repurchase over and over again. (Hines and Bruce 2007, 44.)

Fast Fashion clothes help customers to be trendy, up-to-date at a low price. The possibility to look great without efforts is desirable and companies understand this desire. They have investigated the needs of their customers, and how to fulfill those needs.

1.1.2 Fashion Seasons

A topic of fashion seasons is important to mention because it is one of the main features which distinguish Fast Fashion from a traditional approach. As it was already said, Fast Fashion produces collections more often. This attracts customers to visit shops to check new items and because low quality clothes have to be repurchased more frequently.

“The term ‘season’ refers to a period of time during which fashion products are sold” (Hines & Bruce 2007, 171). However, frames of seasons are highly dependent on the field of business. For instance, a fabric manufacturer will start merchandising a collection way earlier than a retail selling season starts. Autumn/Winter and Spring/Summer are the two traditional divisions of the year for the fashion industry. This is because historically a customer’s demand was dependent on the weather conditions and, despite the fact that nowadays there are other reasons that drive the demand, these seasonal frames are still in use. (Hines & Bruce 2007, 172.)

On the other hand, Fast Fashion retailers are no longer following the typical two-fashion-season approach. Starting on the year 2014, there are officially 52 “micro-seasons” per year. Fast Fashion retailers make customers feel out-of-fashion already one week after the purchase. “The goal of Fast Fashion for consumers is to buy as many garments as possible, as quickly as possible.” (Whitehead 2014.) If taking Zara as an example, a pioneer of the Fast Fashion concept, their deliveries come to stores twice per week. H&M and Forever21 both acquire daily shipments of new clothing, while Top Shop introduce online 400 styles per week. In 2014 it was estimated that the average American throws away over 68 pounds of textiles per year. Since most of our clothing today is made with synthetic, petroleum-based fibers, it will take decades for these garments to decompose. (Whitehead 2014.)

According to Statista.com (Figure 2), a well-known online statistics forum, an annual growth rate of the apparel market is forecasted to increase by 6.16 percent in 2020 comparably to the previous year.

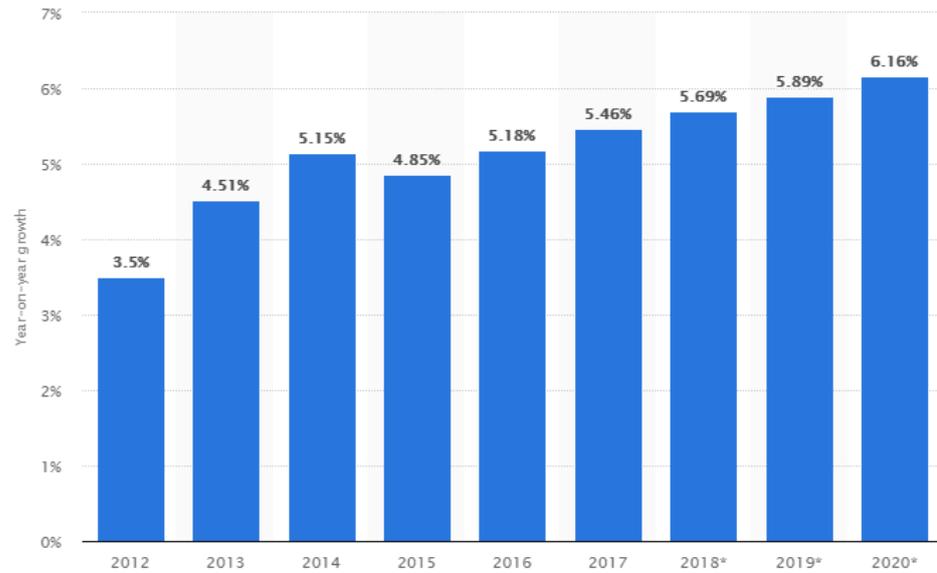


Figure 2. Market growth of the apparel industry worldwide from 2012 to 2020 (Statista.com. 2018.)

With these figures in mind, it is important to understand the danger of the Fast Fashion developing.

1.2 Commissioning Party

“Wood Wood is much more than a brand. It’s about style and attitude. We were raised with the desire to constantly evolve and we’ll keep on taking the brand even further by combining elements of underground and high-end into our very own aesthetic.”, - Karl-Oskar Olsen, Co-founder and Creative Director, Wood Wood. (“The History of Wood Wood | The Idle Man”, n.d.)

The commissioning party which agreed to cooperate with the author for this thesis is a brand from the apparel industry called Wood Wood. It is a Danish company, headquartered in Copenhagen, which was established in 2002 by co-founders Karl-Oskar Olsen and Brian SS Jensen. Their style is a contemporary streetwear for men, women and kids. Moreover, they create footwear, accessories, designs for skateboards and art books. Wood Wood owns stores in Berlin, Aarhus, Copenhagen, Moscow and other cities, as well as online ones. “They mix high fashion, sports and streetwear with youth culture, art and music creating the best possible product balanced between style and function.” (WoodWood.com, n.d.)



Figure 3. Not to be trusted (WoodWood, 2018)



Figure 4. Nike x Acronym (WoodWood, 2018)

Due to their global orientation, Wood Wood is proud to make more than 50 collaborations and partnerships with well-known global brands such as Nike, LEGO, Barbour, Adidas as well as niche brands and artists such as Peter Sutherland, Elmgreen & Dragset, So-Me, FUZI UVTPK, Gosha Rubchinskiy and others (WoodWood.com, n.d.).

They claim that their capsules launches can be compared to the conventional fashion, where fashion seasons are traditional. To be more precise, “a capsule collection is a condensed version of a designer’s vision, often limited edition” (“Capsule Collections | Fashion A-Z | BoF Education | The Business of Fashion | #BoFEducation”, n.d.)

Wood Wood is focused on developing the sustainable and environmentally friendly brand by using recyclable materials, caring

about environmental issues and stakeholders. Their renewed CSR strategy will be discussed more in depth in a Chapter 2 – THEORY.

The company is interested in the research because they are involved in current trends and they are open to new ideas that might help the business in developing and reaching new goals.

1.3 Research Question

The research question of this thesis is following: “What campaign can influence the mind of customers and increase awareness regarding Fast Fashion?”

1.4 Research Objectives

Research objectives are vital elements of any research work because fulfillment of them stands for the metrics of a comprehensive work. This thesis comprises four main research objectives:

- Theoretical framework has to be fully related to the issue. Main concentration is finding the solution to the Research Question. Moreover, it should be considered that since Fast Fashion issues are relatively new to investigate and discuss, an available information about them mostly could be reached via Internet only.
- Analyze the current situation of the market and customer feelings towards the Fast Fashion.
- Consider all possible limitations that might occur concerning the analysis. Analysis must collect opinions from people from the customer base of the organization.
- Provide the commissioning party with the useful and comprehensive information concerning the methods of increasing the awareness about the Fast Fashion issues.

1.5 Structure and Methodology

The thesis consists of five Chapter which are vital for the research. Chapter 1 describes main ideas that the author desires to clarify before the analysis begins. There is a condensed discussion about what Fast Fashion means and some facts which provoke a further exploration. There is short information about the commissioning party, research objectives, and the research question, which is the most important guide for this work. Chapter 2 is defined by theoretical part. It includes facts about Fast Fashion: the history, the current situation, opinions of luxury brands on the issue of Fast Fashion, and the description of characteristics of a typical Fast Fashion customer. Theory will include facts about the environmental danger which Fast Fashion causes and may keep causing in the future if nothing will be changed. Moreover,

this chapter discusses the Corporate Social Responsibility (here and after referred to as CSR) strategy of the commissioning party, Wood Wood, and their ways to promote sustainability and the environmentally friendly attitude of their brand. The last part of the theoretical background of this thesis will be concentrated on current marketing campaigns that different brands use to promote their CSR activities and to attract more customers to the side of the conventional fashion. Third chapter is focused on the marketing research and the results that the author gained from conducting the research. After analysis is made, Chapter 5 and 6 contain recommendations and conclusion which are the main goals to reach in the thesis. All information should be consistent with a topic of the research and the research question must be answered thoroughly with a benefit for the company.

Although the topic does not have many written academic publishing yet, the research is based on relevant and up-to-dated information from statistics portals, reports and dissertations, reliable academic books and other trustful sources. The process is research based, as the emphasis is to describe the current situation and to recognize possible solutions.

2 THEORY

2.1 Fast Fashion

The chapter describes shortly historical moments that has led to Fast Fashion, main players on the market of this industry, opinions of luxury brands concerning this matter and the description of a typical Fast Fashion consumer in order to understand what drives him to purchase such garments.

2.1.1 The History of Fast Fashion

An industrial revolution emerged in 18th century in Britain. New technologies and techniques pushed a large-size manufacturing to an action. These changed the whole way of a working process, starting with working conditions, creation of new job positions, requiring new abilities etc. (Idacavage 2016.) Regarding clothing, people were able to get their clothing only tailor-made. This required several fittings, so clothing was taking weeks or months to create. These were always at high costs, so it was never possible to order new clothes often. However, as was already mentioned, the industrial revolution brought a new prospective, and the textile industry was the most beneficial from it. Unfortunately, this went hand in hand with children labour and slave labour force, but this is another topic for the discussion. "Massive

amounts of cotton were produced in the southern states of America. In 1841, 528 million pounds of cotton were imported from the states to the U.K to feed the growing textile industry.”, - mentioning Jenny Ravel (2018).

In 1900 – 1950s the amount of garment factories and sewing technologies began to increase, even though a huge amount of clothing still were produced at home or in small workshops. During the World War II, there was a necessity for more functional and strict clothing. From these times, a bigger amount of more standardized clothes was produced. In 1911 the first biggest tragedy in the fashion industry happened. The Triangle Shirtwaist factory was burn, having 146 killed and even more injured. Many of them were young, mainly female immigrants. (Idacavage 2016.)

Later, 1960 cheap clothing became a fashion trend among young people. Other fashion brands decided to follow a trend, creating massive textile factories. Afterwards, it was obviously cheaper to maintain them in developing countries. Hence all big industries shifted production to such countries, saving money by outsourcing and producing more and more. The amount of producing one-sample clothing started decreasing since 1992. (Idacavage 2016.)

With a growing amount of production, the prices have dropped dramatically. In the 2000's, prices in Europe decreased approximately in 26.2%. As following, the consumption rose and provoked suppliers to turn their strategies in favor of low-price clothing and a cheap production. Right in these years H&M, Zara, Primack, Forever 21 and other future fashion giants started their work. This was the emergence of Fast Fashion. (Ravel 2018.) The term “Fast Fashion” was a first time used by New York Times. By this term they meant to name a strategy of Zara, which claimed to deliver one item from designer to the store in 15 days. (Idacavage 2016.)

As a result, the mass production has faded due to the conclusion that this is not what does the fashion business profitable. Instead, a number of fashion seasons began increasing, frequently supplying customers with more various styles. This was needed because customers became more fashion-conscious. All of these can be summarized in several driven forces of competitiveness of the fashion apparel industry: low cost, flexibility in design, fast delivery, marketing and capital investments. (Bhardwaj & Fairhurst 2009.)

After a success of before mentioned brands, it was easy to spot even Michelle Obama or Kate Middleton in H&M or Zara dresses, so people thought that such clothing democratizes fashion. (Idacavage 2016.)

Currently, very little amount of people knows who produce their clothes. This is a reality of Fast Fashion: the lack of connection between an original producer and an end consumer. With a time being, the globalization has allowed to increase the distance from countries exporting and importing clothes. It also allowed to produce cheap materials, and, unfortunately, create a cheap labour force. On the other hand, accountability and transparency of manufacturing is what has decreased. The factory workers who made clothes, and environment which struggle from enormous usage of resources and pollution are the costs for these. (Woodyard 2017.)

The fashion industry historically has been focused on moving faster. For now, many people notice that it is a time to slow down and be more conscious about purchases we make. (Idacavage 2016.)

2.1.2 Main Players

Inditex's largest brand called Zara is known to be a leader of the Fast fashion industry along with Uniqlo, H&M, Forever 21, Mango etc. These can be referred to as Fast Fashion brands from now on. (Loeb, 2015.) Main characteristics are that clothing is inexpensive, it is frequently changing and is delivered to stores very fast, within two to four weeks. It also recreates high fashion designs. (Memic & Minhas 2011.) For example, Zara's customers know for sure that they are going to receive up-to-dated stylish clothing after fashion weeks as soon as possible. (Loeb 2015.)

Since Zara and H&M are the biggest leaders, the author will describe their operations management and some inside facts about these companies which represent Fast Fashion.

- Zara

Zara owns about 650 stores in more than 50 countries. Their stores are spacious and seem to have a variety of choices. However, this is not quite true. Since Zara constantly tries to maintain the feeling of exclusivity, the number of items per size is limited. Therefore, customers are driven by the feeling "buy now or lose the chance" and they are more likely to purchase what they want. Around 10 000 Zara's designs are selected for the production annually. Most of them are modified replications of the couture market. Zara owns three production lines of men, women and children clothing. What is important to mention, managers work separately on each line as an independent branch. As other Fast Fashion brands do, Zara reaches high profits by minimizing costs on fabrics, designs, and a fast delivery to stores. All procedures, performance measures, and other matters are simplified and focused on a fast and efficient transfer of the information within the organization. For example, it was mentioned that lines work independently. It is a normal situation if the clothing

factory will have to deal with calls from several different managers who are responsible for their lines. In order to avoid overproduction and discounting, Zara allows their retailers to adjust and modify up to 50% of the order since the season started. Meanwhile traditionally changes in conventional fashion shops cannot exceed 20%. According to Harvard Business Reviews, in London for instance, an average customer will visit stores 4 times annually. Along with this, Zara's shops are visited on average 17 times a year. (Ferdows, Lewis & Machuca 2005)

- H&M

H&M is another Fast Fashion brand which is famous for being second largest clothing retailer which owns 950 stores in 19 countries around the world. The process of design consists of two-fold design processes: the long-term planning and forecasting and updating of designs according to feedbacks and information flows. Despite the fact that main creation still belongs to H&M, this company is largely outsourcing parts of their activities. H&M not always tries to copy the haute couture fashion, since basics in clothing is more important for branding and positioning. They may also use high-fashion samples from 50s and 60s. Unlike Zara, H&M produces 80% of their retail inventories in advance. What is important, suppliers' and partners' relationships are very strong and loyal, which helps the company to minimize the lead time and be efficient and fast even with having zero own factories. 60% of productions are held in Asia, with 40% remaining in Europe. Thus 30 oversight production offices are set to insure quality and sample checking. (Lu, 2014)

As it was mentioned earlier, the mass production is not the case for Fast Fashion brands anymore. They are successfully using "now or never" policy to push the customer to acquire the product since it is not going to stay on shelves for long. (Memic & Minhas 2011.)

It has been stated that Fast Fashion brands creates their new designs so fast by mimicking the luxury fashion straight after fashion weeks have been performed. This has been the issue which even cause lawsuits between some companies. "Forever 21 is a notable fast fashion copyist from USA and has been a defendant in about 53 lawsuits regarding close copying during the years 2003 to 2008. In contrast for the same time period, H&M had two lawsuits while Zara had none" (Memic & Minhas 2011).

Moreover, Mango has been noticed on copying other brands as well. Obvious copying can be seen not only by specialists but also by a regular customer. See the picture of an example below:



Figure 5. Mango Announces Commitment to Fast Fashion, Copies Gucci. Gucci (left) and Mango (right) (thefashionlaw.com 2015.)

Haute couturiers are suffering while notice other people making sketches during the catwalks or measuring sample details. “Designers challenge and even enhance the fashion innovation process, while copyists threaten the innovation process” (Memic & Minhas, 2011).

Nevertheless, Zara and H&M are two brands among those desist close copying, they most likely get inspired by haute couture industry, and then modify and adapt their designs to regular customers. (Memic & Minhas, 2011.)

In addition to all above mentioned, the author mentions new players on the market such as Boohoo.com, ASOS and Missguided. These are online-only stores which have become very popular recently. They create both personal designs as well as retail products of other brands.

In 2011, ASOS had 11 million unique users a month, counting approximately 700 000 people per day. This number is way higher now. More than a half of their sales are international, targeting an internet-enthusiastic people aging from 16 to 34 years old. ASOS also owns marketplace but online. This is a webspace which brands can rent and sell their clothing form it. ASOS was one of the first who established the shop on the social networking site - Facebook. When you sign up, ASOS automatically get your email, phone number, possibility to send messages for you and see your profile information. Some experts say that by doing so, ASOS perfectly understand who their customers are. ASOS confess that is one of their biggest keys to success. (Barrett 2011.)

Online sales of clothing conquered the market very fast. “In the US is [sales of clothing online] expected to grow at a rate of 17.2% in 2016 - 17.9 China overtook the USA as the world’s largest digital market in 2014, with fashion the biggest e-commerce category.” – Greenpeace states. (Cobbing & Vicaire 2018.)

Specialists predict that such companies as ASOA may change Fast Fashion into Ultrafast Fashion due to their production time taking as little as a week or two. Hence, Zara and H&M may not be leaders of the global Fast Fashion retailing anymore in several years. (Fung Global Retail & Technology 2017)

Nevertheless, it will be unfair to admit that only mass-market brands are going into Fast Fashion. Contrary, many luxury brands are also entering this profitable area of the apparel production. (Siegle 2014.) Thus, it does not matter from which segment the brand is. The impact and goals which every brand pursuit – this is what matters.

2.1.3 The Fast Fashion Consumer

To understand the nature of what drives people to buy, the author prefers to describe main steps of a traditional decision-making process and further analyze whether these steps are different for a Fast Fashion consumer.

Marketers consider Kotler’s model of Consumer Behaviour as traditional purchase decision-making model. It comprises of 5 steps:

1. Need Recognition

The stage where a consumer clearly understands the need to purchase a product or service.

2. Information Research

After the consumer has decided to purchase, according to Kotler, he/she starts searching for the information about the product/service. Sources of information may be different, including family, friends, social media, newspapers, word-of-mouth etc.

3. Evaluation of Alternatives

When all the information needed is gathered, the consumer evaluates alternatives according to personal measures of evaluation. It can be price, quality, feedbacks, ease of usage and many others.

4. Purchase Decision

The stage where the actual purchase happens.

5. Post-purchase evaluation

This is when the customer compares a product/service with previous information about it and own expectations: whether they were met or not or exceeded. It is important to mention that if the customer has previously acquired the product/service and was satisfied or even over-satisfied with it, he/she will more likely to purchase the product again and will spread a good word about it. And vice versa, if the customer had bad experience with the product/service, he/she will not buy it anymore and will spread none or even bad word about it. (Essays, UK. 2013.)

However, these steps are obviously not supported by a Fast Fashion customer. The Fast Fashion customer is aware that fashion seasons change quite often so this will increase the amount of random purchases. For example, there may be times when a person has some need to acquire one thing, but then will buy totally another one. Or even the person may not even need anything or did not even have any plan to go shopping, but while passing by Zara he or she came in and bought something.

This impulsivity eliminates traditional steps of purchase decision-making and make it more difficult to predict and explain. (Wang 2010.) According to the empirical findings made by Tina Yinyin Wang, there can be defined 3 patterns of decision-making by Fast Fashion customers:

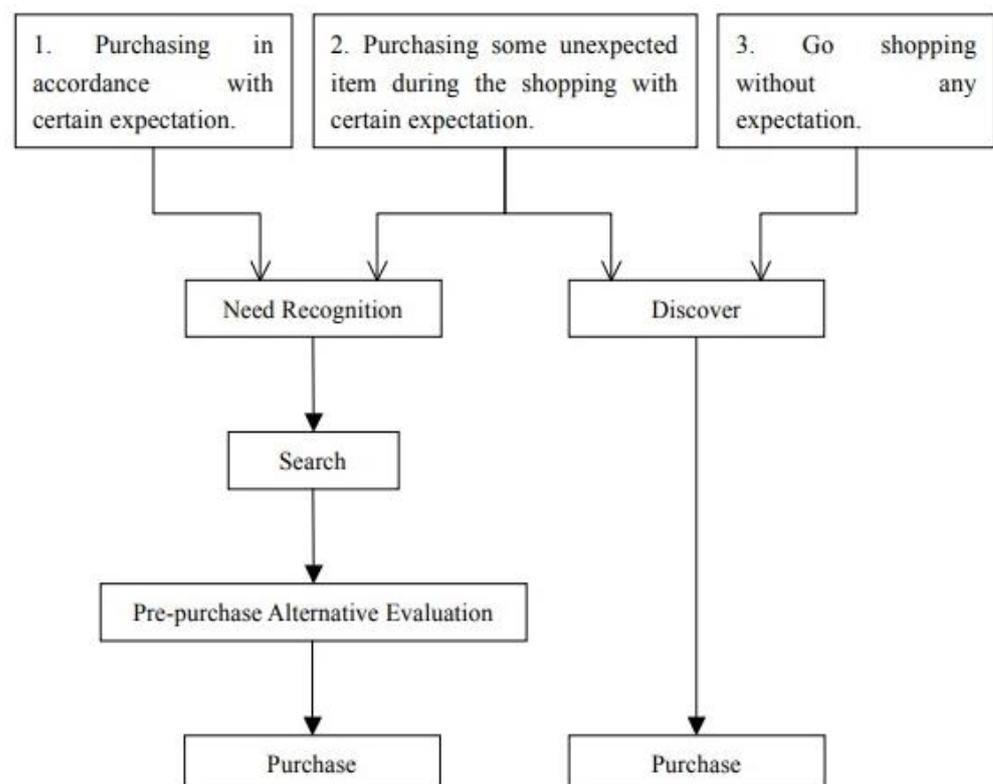


Figure 6. Compositions of the Three Fast Fashion Consumer Decision (Wang 2010).

Anyways, finally the decision will be more likely made in a side of purchasing.

Additionally, impulsive decisions to purchase are perfectly supported by a cheap and trendy positioning of Fast Fashion clothing which add even more reasons to create a purchase without a need. (Wang 2010.) Low prices persuade consumers that they are saving money. However, the facts are showing that people consume more. Since the early 1900s the average world's consumption increased in 500%. Researchers claim that this is mainly because the quality of the products we are buying has decreased with the price as well. (Woodyard 2017)

Moreover, customers constantly change their habits. This relates to generations features as well. It is known that the majority of current population are millennials, representatives of which particularly the Fast Fashion is also oriented on.

Defining people into the groups help demographers to compare how the development of technologies and other important events of life influence people. Millennials belong to the conventional group of people aging between 1981 and 1996, according to the Pew Research Foundation. Many vital situations happened during this year. Millennials has been experiencing globalization at fullest, survived terrorist's attacks, and, was a first to experience a Fast Fashion boom. (Lee & Loria, 2018)

All the features of millennials, earlier called as "new customers", are well documented by The Henly Center, but some of significant are also listed as following (Hines, T., & Bruce, M. (2007.):

- Millennials are more individualistic than other generations;
- They are more focused on career, the age of marriage is much later, and the amount of marriages is bigger;
- More women working;
- Income is under pressure due to the increase of competition;
- Millennials has strong rejection of mass production since they desire to be "as no one else"
- Although the still want to belong to the group. The Internet has been proven as a great facilitator to gather like-minded people.
- The decision-making process in not following traditional steps anymore, but more depends in the situation in which a customer finds himself in a very specific moment. As managing director of New Look commented: "To be honest I've given up trying to fathom out why people buy what they do" (Hines, T., & Bruce, M. (2007).

From all above mentioned, it is possible to conclude that it is quite obvious why the Fast Fashion brands are so popular nowadays. They are perfectly fitting to the mind-set of Millennials. However, the future Generation Z – Post-Millennials are quite different from their predecessors. Later in this work the author will define how the Post-Millennials treats of characters may threaten the Fast Fashion industry.

2.1.4 Generation Z

Despite that the majority of people are not consonant with the idea of harm which Fast Fashion does on the society and environment, new generations are usually different from the old ones. Even after a relatively short period of time, after starting the research, the author felt difficulties on finding the information. However, after some time passed, more and more researches and articles bring up the issue of Fast Fashion and why people should start being more conscious about their purchasing habits.

Thus, it is important to talk about the generations. It is known that the society is divided by age groups and habits inside those groups. Previously, the author highlighted how millennials' behavior enriches the Fast Fashion industry. However, children that were born in a postmillennial era have quite different feelings about the current world, including Fast Fashion in particular. This means that Generation Z may be a key to resolving current environmental problems, since they have radical views on what is going on. And, what is more important, they have been born at the era of internet – one of the most powerful sources to influence people's minds. There are some differences that may change the future of Fast Fashion if the new generation cares. These differences concern multiple areas of life, although all of them may lead to conclusions concerning the main topic of the thesis. However, it is important to highlight that some of the following conclusions are exclusively the authors' opinions based on the following facts.

1. Internet

Millennials were surprised when Fast Fashion became available. They were even more surprised when clothes were possible to acquire in several minutes online. They started widely using this new possibility without a deep thinking whether they actually need the item or not. People of generation Z (here and after referred to as Gen Z) are different. They have already had internet when they were born. Availability, online shops, tones of information were not a novelty anymore. Those are the necessity. This means it is not enough for companies to just be there anymore. Brands should do more to attract customers, to force them to look particularly on their products. (Premack 2018)

2. Economic status

Most of the millennials grew up in a healthy economic environment, but after graduating, majority of them ended up in poor economic conditions. The job market of majority of countries were and is depressed and it is more difficult to find a job. Moreover, millennials also began consuming more because of a poor quality of products which do not last long. Gen Z, on the other hand, are more open to the fast-changing world. They handle technologies better, they are not afraid to change the job or place of living. They keen on work for themselves. These characteristics allow Gen Z to find new ways of how to prosper in life. Additionally, Gen Z learned how to be frugal. They were growing in the economy that globally experienced problems and they saw how difficult is to earn money, in contrast to millennials, whose childhood was more careless. According to the Business Insider survey, 10% out of 100 teenagers named an economy depression and debts as the first problems they will have to face when grow up. This is most likely due to a Great Recession that was admitted in 2008. (Premack 2018)

Taking Fast Fashion into consideration, it was attractive exactly for affordable prices which suited millennials economic situation. It was a great possibility to look trendy on a low price. Gen Z overwhelmed with amount of choices they have so they will be more selective concerning clothes and might want to spend more money for more exclusive clothes. (Premack 2018)

3. New careers

Millennials most likely had a regular teenage job. In many countries, for example America or UK, teens had summer jobs already in a high school. According to the studies made by the University of Washington, “the most common jobs in 2005 were food service, office support and small sales” (Premack 2018.) Gen Z has bigger variety of jobs. As were stated in Harvard Business Review studies, 70% of current teenagers are self-employed. They may use their talents: teaching playing the instruments; knowledge: teaching school subjects or languages; or character: having a YouTube channel or a blog. Last ones rarely even count by millennials as a real job. Meanwhile, blogger may earn even more that a lawyer in a law firm. (Premack 2018.)

Fashion industries understood that in order to attract Gen Z, they have to communicate to customers from the ones whom they trust. A new job arose on a market called ‘influencer’. This may be a blogger, youtuber, a celebrity or any public person that influence a vast amount of people by what they are doing. Thus, Fast Fashion brands collaborate with such people, sending out their products for free as an advertisement from the ones with loyal audience and who can be trusted. Unfortunately, this promoted lots of clothes to be purchased

only because someone's favorite blogger wears it. This also adds to promotion of consumerism on a new level.

4. Intercultural connections

Because of social media, Gen Z do not perceive things from outside their countries as something strange. They are open to different cultures, travel around the world and do not afraid to take spontaneous actions. That is why the international connections of Gen Z are tighter than the ones of millennials. Millennials did not have many possibilities to travel because in that years it was more expensive and challenging. Gen Z interchange information between countries, which results in higher awareness in what is happening in the world even if the governmental sources of information are saying different. (Premack 2018.)

5. Education

Millennials put a lot of meaning into a college and university education. They believe that it is vital for a further life. Moreover, the better the school, they believed, the higher the chance of success. Gen Z, contrary to millennials, do not see education as a necessity in life. And by education they mean a college. Even more so, they do believe in a power of knowledge, but it is not consistent with a rule to go to the university anymore. Knowledge can be gained individually, through courses or classes. Gen Z prefers not to waste time on unnecessary things but to learn something they need specifically. (Premack 2018.)

Gen Z is self-educated, and they prefer to find out about the material they need to learn personally. This feature is very important for the society in the future, because universities of many countries still give an old-school information which may be out-of-date. With such system it may be difficult to find out the truth concerning other aspects of life. Gen Z tends to search into details to gain an idea of overall picture.

6. Millennials love their brands

Millennials care about brands because the vast amount of those were developing and growing when people were getting older. They are proud to wear a particular brand, especially with a visible label on it. Gen Z are less brand-oriented. Better to say, they are divided to some groups. Some people care more about what stands behind the brand, its story. Other do not care about brands at all but try to express individuality. It can be even a vintage or self-made dress – the more unique the better. On the other, Gen Z cares more about trends that can be expressed through social media, such as emojis, makeup, hairstyles, patches etc. For Gen Z showing that someone can afford themselves some brand is not interesting anymore. (Premack 2018.)

Although demographers did not officially distinct age frames for millennials and Gen Z, it is already obvious how their view on the world

differ. Gen Z are more difficult and conscious customers than millennials, and it is also more challenging for companies to approach them. Since Gen Z care more about what stands behind the brand, they may be more conscious and responsible for what they purchase.

2.2 Issues Caused by Fast Fashion

Fast Fashion implies regular purchases, though only some people wonder where all the clothing goes afterwards. Fast Fashion slowly causes tremendous problems for humanity including work conditions, labour rights, supporting bad consumer attitudes for making profits. Moreover, it triggers inevitable issues for the environment which, together with the above mentioned, will be discussed in this chapter.

The old way of picking clothing wisely, according to the season, carefully washing and taking good care has nothing in common with current usage of clothing. According to theguardian.com research, among 8 focus groups, with having 71 women surveyed, most of them admitted they do not know for how long the garment is going to be in use. Moreover, after wearing clothes more likely will go not to a washing machine but to a rubbish bin. (Siegle 2011.)

Researchers say that 2001 was the “epoch-defining year” since from this year prices on clothing had begun falling. 6% in 2001, 10% between 2003 to 2007. People felt freedom and excitement of buying more but paying less. From then on, the price was the only thing customers were wondering about. People were fascinated from the idea of changing styles several times per day and be as stylish as superstars. (Siegle 2011.)

A fashion writer Dana Thomas stated in her book that when brands switched from luxury to mass market target audience, the idea behind was to make the luxury available for people, to “democratize” the luxury. Unfortunately, the true plan behind was simpler: to make as much more money as possible. (Siegle 2011.)

2.2.1 Environment

Consumerism is a recent problem that concerns many areas: food, transportation, and, of course, fashion in particular. Fast Fashion has become a prevalent one. It is estimated, that 20 garments are produced per person each year. People buy 60% more clothing than they did in 2000 and this proportion keeps slightly increasing every year. A short lifespan and a poor quality of clothing is not an issue for consumers anymore since they easily can purchase new clothes. These are reflected in a high number of disposable garments, resulting in higher

relative manufacturing waste and environment pollution. The demographic shift towards expansion of a middle class together with an increase of affordability of garments will result in tripling of the resource consumption for the fashion industry by 2050. (Nature Climate Change 2018.)

The textile industry is one of those which produce the most pollution. According to the Ellen MacArthur Foundation research, clothing holds more than 60% of the whole textile produced. Globally, 4 billion pounds of textile waste is put to a land field. (Woodyard 2017) “In 2015, greenhouse gas (GHG) emissions from textiles production totalled 1.2 billion tonnes of CO₂ equivalent, 21 more than those of all international flights and maritime shipping combined”, - researchers state. (Ellen MacArthur Foundation 2017.) For now, the global share of carbon budget of the textile industry equals 2%. However, with current system of clothing utilization it may account 26% by the year 2050. The correlation is so that low-income countries have a higher rate of clothing utilization. Vice versa, high-income ones such as United States and United Kingdom. Even China have an extremely low level of clothing utilization, which decreased by 70% over the last 15 years. However, it is important to mention that, during the research, people have admitted there is a problem with having more clothing in their wardrobe as needed. A current system of the clothing consumption can be illustrated as following (Ellen MacArthur Foundation 2017):

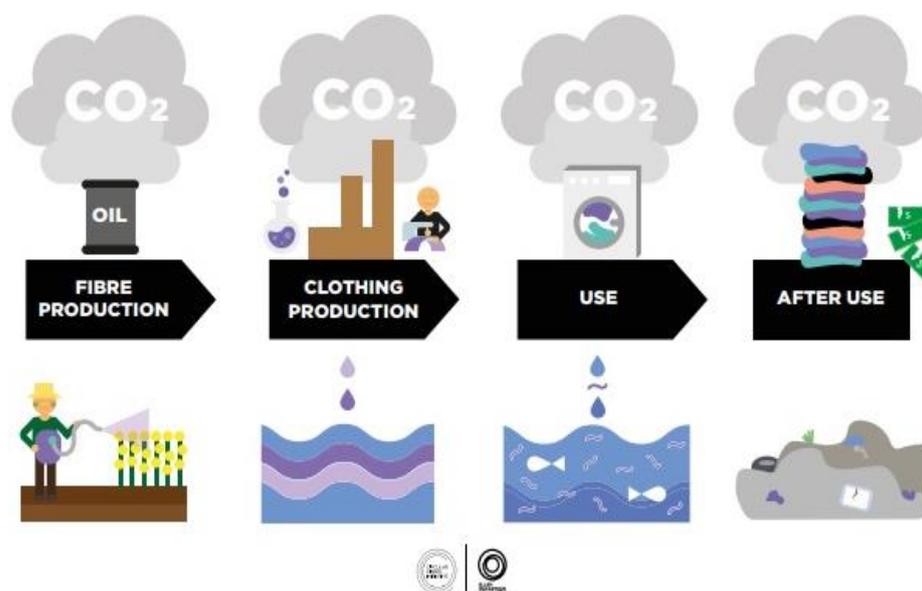


Figure 7. TODAY'S CLOTHING SYSTEM PUTS PRESSURE ON RESOURCES, POLLUTES THE ENVIRONMENT, AND CREATES NEGATIVE SOCIETAL IMPACTS (Ellen MacArthur Foundation 2017)

In 2015, 53 million tons of fibers had been produced globally. After all usage, 73% of clothing go to landfilled or incineration. Numbers state that even less than 1% of disposed clothing is recycled to become a

material for producing new garments. Environmental issues which fashion industry causes do not include only pollution matters. The textile manufacturing includes using non-renewable resources. Moreover, only cotton manufacturing requires 93 cubic meters of water per year which causes huge problems for the regions with a water scarcity. Water problems also concern high level of hazardous chemicals that are left out. For instance, "20% of industrial water pollution globally is attributable to the dyeing and treatment of textiles". (Ellen MacArthur Foundation 2017.)

Moreover, fabrics are one of the important issues to discuss. Cotton is the most natural fabric that is widely used to produce garments. According to some figures, it takes 33% of all fabrics which are used to produce textiles. However, it requires lots of water resources. For instance, to produce one cotton shirt, it is needed to utilize 2,700 litres of water. The same amount of water one person will drink for two years. Every year only textile dyeing needs 5 trillion litres of water. Moreover, as it was mentioned before, the fashion industry is one of the leaders of industrial pollution. This is also the fact about water pollution: garment manufacturing accounts around 20% of world's water pollution. (Drew & Yehoume 2017)

Synthetic fabrics such as polyester take less amount of water than cotton fabric. However, polyester is dangerous for its carbon footprint, and is used four times more than cotton. In comparison of two industries, "polyester production for textiles released about 706 billion kg of greenhouse gases in 2015, the equivalent of 185 coal-fired power plants' annual emissions." (Drew & Yehoume 2017)

Polyester is cheap and easy-made material. That is why it is currently used in 60% of fabrics in our clothes. Greenpeace estimates that usage of polyester has increased by "157% from the amount used in 2000, which was about 8.3 million tonnes." (Cobbing & Vicaire 2018) Polyester is dangerous from the way it is getting disposed. Synthetic microfibers require washing. Water, afterwards, will have chemical elements that are difficult to degrade. This may create bacteria that is dangerous for human health. (Cobbing & Vicaire 2018) Chemicals, after washing, usually end up again into the freshwater system.

Fashion industry ended up being the second industry responsible for fresh water pollution. (Woodyard 2017)

Various materials and the amount of their usage is presented in the following figure:

Polyester - Fast fashion's favorite material is on the rise

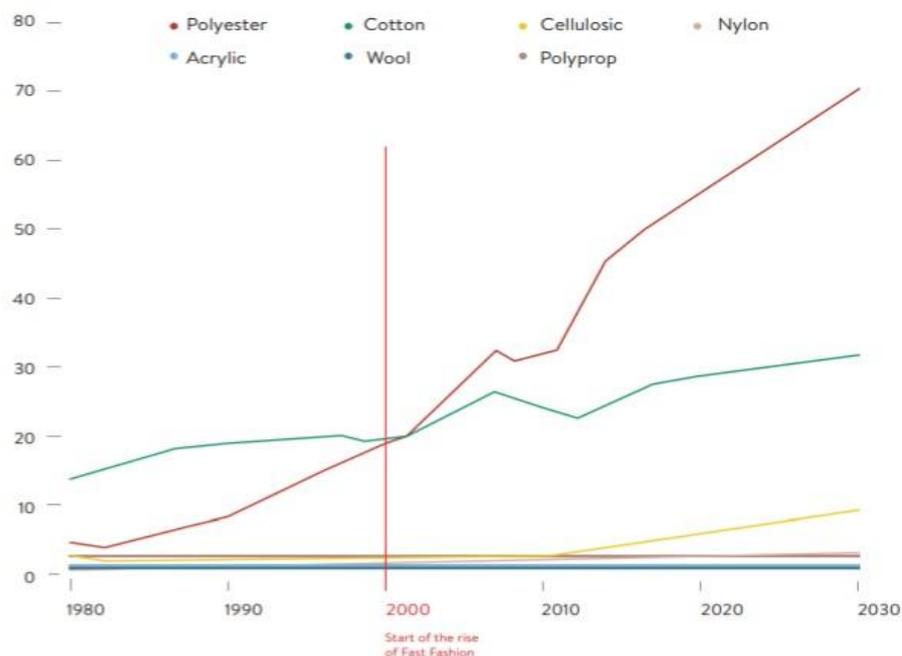


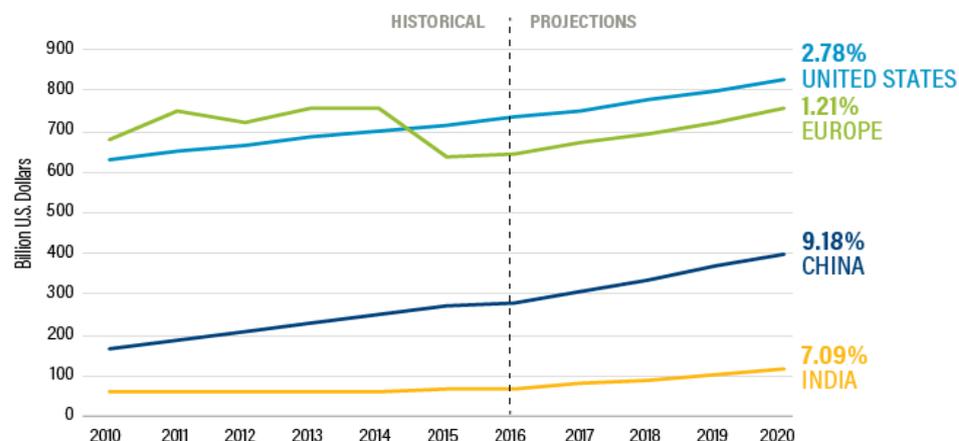
Figure 8. Polyester – Fast fashion’s favourite material is on rise. (Cobbing & Vicaire, 2018)

Figure 8 proves that two the most used fabrics are the polyester and cotton, with a third being cellulosic.

After using, clothes can be recycled to produce new fabrics re-saled. Second-hand shops or resaleable exporting were popular decades ago. However, second-hand shops currently are about to collapse. This is mainly due to the poor quality of items produced in the fast fashion industry, which holds the majority of the market. The demand on such items decreases, resulting that there is no place to leave these old, poor quality items. Thus, the main amount of clothing now thrown to the landfilled or incinerated, producing chemicals and greenhouse emission into the environment. Nevertheless, Greenpeace also suggests that if consumers prolong the clothing useful life from 1 to 2 years, it will help to decrease CO2 emission by 24% as soon as over the year. (Cobbing & Vicaire, 2018)

Future predictions are not satisfying. Growing Asian economies, such as China and India develop fast. This results that thousands of people switch to a middle class, resulting increase in a purchasing power. According to the World Resources Institution, by 2020 spending will grow by 9,18% in China and 7.09% in India, comparing to what was 10 years ago.

Historic and Projected Spending on Apparel in Key Markets



Source: Planet Retail (2016)

 WORLD RESOURCES INSTITUTE

Figure 9. Historic and Projected Spending on Apparel in Key Markets. (Drew & Yehounme 2017)

The research states, that if the consumption will continue to grow at the current rate, by 2050 the fashion industry will require 3 time more natural resources. (Drew & Yehounme 2017) According to Greenpeace, an average person purchases 60% more clothes that he/she did 10 years ago. Additionally, usage length decreased in more than twice. (Cobbing & Vicaire 2018)

Many companies understand what impact the apparel industry does on the environment and they seem ready to act. Some Fast Fashion giants such as H&M, Inditex (together with Zara), Mango commit to different activities to fight water pollution, waste, climate change etc. Some famous brands decided to make a transparent supply chain or reveal the materials they use. However, this is not the main steps which companies can do. The most important is to produce less. Companies should scarify their high incomes in favour of healthy environment and ethical attitude towards garments. (Drew & Yehounme 2017)

2.2.2 Working Conditions and Labour Rights

In addition to above mentioned, working conditions and labour rights are the huge issues that concern clothing factories. Those of them which are located overseas are already associated with low wages and exploitation of workers. In many families of such countries salaries what they receive are not enough for the living, according to the evidences. However, they are still forced to work and sometimes

overtime, which is not paid. The most serious violations concern working days, that can be stretched from 10 to 15 hours. In some factories, workers cannot leave until they finish the work. As stated in the Guardian: “There is evidence of workers simply being locked into factories until they have finished. The fire escapes are locked, too.” (Siegle 2011.)

A famous scandal happened in Zara, Istanbul. Worker have not been paid after their shifts, so they decided to hide notes into clothing, stated that they made these items, but they were not paid for it. (Buchanan 2017.)

Another important accident to mention happened in 2013 in Bangladesh. A huge factory called Rana Plaza collapsed, killing 1133 people and around 2500 people were injured. (Siegle 2014.) The place housed 5 large garment factories. This event received negative feedback. Many people made protests by laying on the ground with “No blood on our clothes” sign. (Buchanan 2017.) This tragedy attracted more attention to the working conditions and human rights of those who work for Fast Fashion. The Rana Plaza tragedy is considered the deadliest in the fashion industry.



Figure 10. Activists protest in Brussels on the first anniversary in 2014 of Bangladesh’s Rana Plaza factory collapse. (Buchanan 2017.)

According to the evidence, the Bangladesh’s government has strategically kept their wages in a low position to attract foreign direct investment of major fashion industries. From the capitalistic point of view, this is beneficial for Bangladesh since they are experiencing one of the fastest growing economies in the world. However, such cases as

were mentioned above prove that people's life it is not the right price for this prosperity. (Woodyard 2017.)

Nowadays, 1-2 times per months people die or get injured because of the working conditions on the factories. However, people believe the Rana Plaza tragedy had a number of died people that cannot be ignored. Every year working unions of the fashion industry mention Bangladesh in 2013 as a reminder that a current situation of working conditions must be fixed.

Despite that, in 2014, there were around 5,600 garment production factories in Bangladesh, mainly located around Dhaka. Only 200 of them had inspections of working conditions. (Siegle 2014.)

However, still some accidents continue happening. For instance, in 2005, a Spectrum knitwear factory collapsed at night as happened in 2005, also "in the Savar district of Dhaka, leaving 62 dead. Or it might catch fire during daylight hours as in Tazreen last November when fire escapes were locked and more than 100 died". Some people comments that, unfortunately, something tragic and global have to happen to make people think more about what they are doing. (Siegle 2013)

Besides violations of working conditions, lots of cases of a gender discrimination pursued in the Fast Fashion industry. It has been estimated that around 60-75 million workers are dedicated to the fashion industry, 80% of which are women. These women are forced to stay over shifts with not being paid a living salary. Conditions are dangerous and usually violate the law. It is clear that these women usually have no other choice, since according to figures, around 70% of world's poorest people are women. (Buchanan 2017.) Meanwhile, the number of women who leads 15 largest apparel brands on the Fortune 500 list is zero. (Kaur 2016)

Journalists keep interviewing workers on such garment factories. "Our Voice, Our Safety" report presented interviews of 70 Bangladesh workers in garment factories. They were threatened to speak out about working conditions and workplace abuse. In developing countries, women are usually the ones who brings the most profit to support families. According to reports, wages that women receive on the garment factories are not enough even to supply family with basics of living. Asia Floor Wage researches supported with figures that prove that all Asian garment workers should receive higher wage to pay for food, electricity, water, housing and education. (Kaur 2016)



Figure 11. Garment-related global supply chains provide critical jobs and capital that help women to raise their standard of living. (Kaur 2016)

More than that, women, along with children, account around a half of refugees, from countries such as Syria for example. They are vulnerable, usually without knowing a language. Since there are many of them, it is difficult and time-consuming to get a legal protection in a form of residence and work permit. Such conditions are scary, women are afraid to lose even illegal positions. Thus they become even more vulnerable to sexual harassment, they agree on low wages and do not care about safety on a workplace. (Kaur 2016)

Such situations happen not only in Bangladesh. Workers in India, Sri Lanka, China and many others legally receives minimal wages which are not applicable for buying even basic human necessities. This system holds people without a right to get out of a poverty. (Woodyard 2017)

2.3 CSR Strategy of Wood Wood

As it was mentioned before, Wood Wood positions itself as the sustainable and environmentally-friendly brand. Their CSR strategy is publicly available, and it has been recently updated. Further information will be taken from their latest report in 2018. The CSR strategy fully shows how the organization position themselves. This position is supported by numbers and figures and can be a tool for creating a convincing campaign to attract customers to the responsible buying.

According to the research made, Wood Wood states that the fashion industry soon will be under the pressure of changes in different perspectives. This is due to environmental and societal issues which influence our world. "As declared by World Bank, - CSR strategy report

states as an example, - the gap between the supply and demand of water could reach 40% by 2030.” (Wood Wood 2018, 3) Issues such as increase of the population, human rights violation, forced labour, harassment, discrimination and many other are also highlighted as reasons why the fashion industry must adjust.

Sustainability is one of key commitments of the brand. They believe that people are responsible for the world and that is why brands should treat their production accordingly. Wood Wood is famous for making co-labs with sustainable and responsible brands and artists in order to bigger the efforts. Wood Wood prioritizes local production in Europe with the use of sustainable and quality materials.

Transparency of a supply chain is a way to the sustainable development of the business for Wood Wood. A chemical management and certified materials can be checked from the CSR report. Moreover, this report highlights their current state and future goals. Following figure shows what materials and in which amount they use currently and plan to use by 2025. (Wood Wood 2018, 7)

	2020	2025
SUSTAINABLE MATERIALS		
Sustainable cotton	50%	75%
Sustainable wool	30%	50%
Recycled polyester	40%	65%
Recycled nylon	40%	65%
Sustainable Silk	100%	100%
Tencel or other lyocell fibers	50%	75%

Figure 12. Sustainable Materials. (Wood Wood 2018)

Additionally to sustainable and recyclable materials, by 2025 Wood Wood plans to have recyclable packaging materials. Compared with 60% transparency of suppliers in 2020, the organization is going to have 100% transparency in all future collections in this area. Statistics of 2017 present that three the most usable materials were sustainable cotton, recycled polyester and sustainable wool, in degree of 65%, 13%, 11% accordingly. Sustainable style for Wood Wood is not only using quality fabrics, and certified products. The main emphasis is to create styles with a possible lowest footprint on environment and society. (Wood Wood 2018)

Furthermore, the recycled cotton and organic cotton are not the only cotton they use. There are also the Better Cotton Initiative (BCI) and Cotton Made in Africa (CMIA). BCI is created to improve and maintain

high quality standards of the cotton producing and CMIA is organized to support workers in Africa and create new work places. Both also help to popularize a usage of sustainable materials. (Wood Wood 2018, 15)

Wood Wood cares about animals' welfare. Thus, there are three rules they follow while working with animals-made materials:

1. "Wood Wood only accept down and feathers from slaughtered birds bred for meat production." (Wood Wood 2018, 12)
2. "Wood Wood only accept products made of leather if the animal has been bred for meat production." (Wood Wood 2018, 12)
3. "Wood Wood does not accept mulesing." (Wood Wood 2018, 12)

Based on these rules, preferable fabrics for production are listed in the report.

Wood Wood created so called Sustainable Development Goals (from here and after referred to as SDG's) system. It is a commonly shared platform which is used to support their values and ideas about business. (Wood Wood 2018, 4) Out of 17, five main keys will be mentioned below:

1. Decent work and Economic Growth is a first important key to the sustainability. At this stage Wood Wood claims to protect their workers' and suppliers' rights as well as supporting local communities and developing countries economically. (Wood Wood 2018, 25)
2. Responsible Consumption and Production step is to guarantee the responsible treatment towards customers and business in general. (Wood Wood 2018, 25)
3. Climate Actions are taken by Wood Wood to reduce any possible impact on the environment by their brand. They constantly analyze changes and legal requirements concerning this matter. Wood Wood position themselves as environmentally friendly and sustainable business and desires to promote this view among their workers as well. Thus they organize different activities inside the organization, such as no-meat Monday, for example. (Wood Wood 2018, 25)
4. Life below Water is another key goal to sustainable business for Wood Wood. They educate workers on how to reduce water pollution during both production and everyday life. Wood Wood follow REACH and Oeko-Tex® Standard 100 and insist on same from their supplier. "Our goal is to use 40% recycled or reclaimed polyester by 2020 (65% by 2025), which will help clean the oceans

of plastic waste, reduce the amount of plastics let out into the oceans and reduce the production of virgin nylon and polyester.”, - Wood Wood stated. (Wood Wood 2018, 25.)

5. Life on Land is similar to the previous goal, but more concentrated on on-land issues such as climate change, land usage, biodiversity, animal welfare, forests managing and others. Currently they focus on developing recyclable packaging and labeling, using recyclable materials. Another big step is to substitute conventional viscose with man-made textile such as Tencel®.
(Wood Wood 2018, 25)

In addition to SDG's, Wood Wood have a Code of Conduct and Chemical guide which they require their suppliers and partners to follow.

To summarize all mentioned above, Wood Wood reflects their positioning and mindset in their actions. Such clothing brands help to improve environment conditions and customers' attitude toward it. At the same time, styles of this brand are up-to-date, fashionable, long-lasting. Clothes, in Wood Wood's opinion, should mean more and express inner world and principles of customers. The author claims that similar attitudes should be broaden among the population for the common value and future development.

2.4 Campaigns against Fast Fashion

Fast Fashion is not neglected neither by well-known and powerful brands nor by less famous but those who puts more meaning to the fashion itself. As the goal of this thesis is to create the campaign for Wood Wood, following in this chapter the cases of movements against Fast Fashion will be highlighted. Such campaigns, in some point, did not make any good for the companies (in commercial point of view), but it clearly showed that those brands do care about what they are doing and the environment. (Dalton, 2017)

1. Jigsaw: “For Life Not Landfill” campaign

In 2015, British brand Jigsaw had created a campaign to promote that clothing can and should be long-lasting and trendy over years. During a presentation of their Autumn/Winter collection, they dressed models in new clothing combined with old one, which was borrowed from their customers. (Dalton, 2017)

2. Patagonia: “Don't buy this jacket” campaign

Since 2011 and after this campaign has been one of the most talked about campaigns of Patagonia brand. Poster contained the jacket with bold black letters on it saying: “Don't buy this jacket”. It was 60% recyclable jacket of a good quality. However, the campaign did not

mean to highlight durability. They rather wanted to point out that people should think twice before they buy, and do they really need items they are about to purchase. (Dalton 2017)

3. Fashion revolution: "Who made my clothes?"

Many famous brands and regular customer supported a 2013-year campaign which was about to disclose "fast fashion's dark underbelly and demanding more information from our favorite brands". (Dalton, 2017) The campaign created a huge flow of pictures with attached hashtag #whomademyclothes? (Dalton 2017.)

4. Vivienne Westwood: "Ethical Fashion Africa" campaign

Vivienne Westwood is a famous activist against fast fashion. Her "Ethical Fashion Africa" campaign was created for local women in Africa. They produced bags under ethical working conditions. This action had a powerful message about hidden part of a garments production, especially in economically disadvantaged countries. (Dalton 2017.)

5. Greenpeace: "Time Out for Fast Fashion" campaign

This is a worldwide campaign created by a world's famous organization called Greenpeace. "Greenpeace is an independent global campaigning organization that acts to change attitudes and behavior, to protect and conserve the environment and to promote peace" (Cobbing & Vicaire 2018) They protect the environment in many areas, including food industry, clothing industry, animals etc. Currently every person can join "Time Out for Fast Fashion" campaign, where Greenpeace disclose terrifying facts about the impact of Fast Fashion.

At the evening before Black Fridays (the day when many shops in the world announce significant sales) they published a report with environmental consequences of compulsive and unnecessary overspending. There are numbers that describe amount of pollution that is produced by fast fashion industry. "We're buying about 60 percent more items of clothing every year. We're also keeping them for about half as long as we did, say, 15 years ago. What that translates to is a colossal amount of landfill waste.", - Greenpeace explains (Chua 2016).

6. Greenpeace: "Detox My Fashion" campaign

It is another campaign created by Greenpeace with reached high level of acknowledgement. Detox campaign posts regular articles about eco-friendly brands, about toxic chemical materials, facts about suppliers and future predictions. Since 2011, around 78 companies gave a "detox" commitment to be fulfilled by 2020, including fashion brands, suppliers and other participants of apparel industry. (Cobbing & Vicaire, 2018) For example, famous brands like Adidas, Uniqlo and

Levi's claims to stop using hazardous chemicals in clothing and follow Detox Supply Chain. ("Detox My Fashion" 2018.)

Within this campaign, "Detox" posted a list of the most and the least eco-friendly brands. Shortly, Inditex, Benetton and H&M are leaders so far. Adidas, Uniqlo and Mango are trying to improve, but still fail in some categories. And Esprit, Limited Brands and Nike continue failing the criteria even though they publicly committed to the "Detox" movement. (Chua 2016.) Anyways, even this commitment to refuse from hazardous chemicals might not work if the trend to produce more and cheaper continues. (Cobbing & Vicaire, 2018)

7. The Row rejects public presentations

Besides one-time campaigns, some brands decide to totally refuse from some activities to support anti fast-fashion movements. As it was mentioned before, luxury brands are dissatisfied with the fact that many fast fashion brands copy their styles. Thus, one of such luxury brands called The Row, which was established by sisters Olsen, decided to reject public presentations of their collections. They returned to salon-style fashion weeks presentation that were popular in 1950s. With all the media and other people being present on fashion weeks, by doing so they are protecting own intellectual property and disclose their attitude towards Fast Fashion. (Dalton 2017.)

8. "Green Carpet Challenge" campaign

In addition to above mention, it is necessary to mention one of the most famous activists against Fast Fashion – Lucy Siegle. She is a journalist, book writer, presenter who fights for responsible and ethical living. Together with some colleagues, they launched a "Green Carpet Challenge" campaign. They sent out 40 orders to famous brands around the globe to produce sustainable clothes. Celebrities wear those on awards such as the Oskar, the Globe supporting the idea that clothes can be made with sustainable materials and still be fashionable. (Siegle 2014)

Moreover, this campaign is also concentrated on a supplier chain - leather chain, to be more specific. Leather chain is an important sector to concentrate on since some brands do not care about animal welfare. According to figures, 60% of the leather goes to shoes. 11 billion pairs of shoes are made every year. In order to produce the amount of demanded leather, suppliers cut away forests to clean up some space for farms. In Brazil, deforestation is being mainly driven by the meat and leather industries. "Green Carpet Challenge" is focused to help brands to prove that their leather was involved in zero deforestation process. Currently more than 100 companies have signed the Bangladesh Fire Safety Accord. (Siegle 2014)

9. "Change Your Shoes" campaign

This is a campaign was organized in 2015 by organizations from Europe, China and India. They fight for human rights, workers' rights and environmental conditions. By this campaign they force shoe fashion brands to pay their workers a living wage as well as publicly disclose their supply chain and availability of hazardous chemicals in their production. Additionally, the campaign has own free smartphone app that allows to get information about a brand and shoe industry in general. ("Clothing Campaigns" 2017)

10. Helsinki Sustainable Fashion Week 2018 "Eco – village" organized by Evelyn Mora

Fashion Week is an important event in the fashion industry which sets future trends and highlights important and talented designers. This Fashion week is not a campaign against Fast Fashion. It is rather an event to fight for sustainability in the fashion industry. Helsinki Fashion Week 2018 became the first 100% sustainable week. It was organized in area called Eco-Village and hosted 30 green brands. Eco- Village is a specific place where everything is made with a "zero waste" approach and renewable energies. This is a huge step for the future fashion industry and it is a great example that sustainable businesses possible to support and promote.

Additionally about the journalist, Lucy Siegle. One of her the most famous books about Fast Fashion is called "To Die For: Is Fashion Wearing Out the World?" where she describes all negative aspects of this phenomenon with a highlight on human aspect. Meaning, she emphasizes the purchase behavior that has been changing because of what Fast Fashion industry presents to consumers. (Siegle 2018.) In one of her articles for Vogue, she describes working condition of people in developing countries. At the end, she writes that for some people it is difficult to refuse from Fast Fashion even if they want to, due to several factors. Lucy states that she understands why people may buy Fast Fashion and It is not the biggest problem. The problem is amount and the careless attitude towards the clothes people purchase. Thus the main idea is to prolong usage of clothing to as long as it is possible and purchase more consciously. (Siegle 2018.)

Moreover, she also invokes readers not to purchase ethically- and eco-friendly collections from Fast Fashion. Those collections, Lucy claims, are made to convince people that fast fashion is trying to not be harmful anymore. They present sustainability schemes and goals, reports about workers right protection and usage of sustainable materials. However, "behind the scenes the business model remains intact, predicated on producing ever-increasing volumes at lower prices and faster speeds" (Siegle 2018).

Other campaigns are also spread around the world. For instance, every January people launch Twitter #fightfastfashion campaign, where

people's posts invoke to purchase more expensive clothing, thought they will last longer. People also can sign different petition which are available on Internet if they desire to put pressure on brands to be more transparent about their manufacturing and supply chain. According to these, every person can contribute to the development of conscious consumption if they desire. ("Fight Fast Fashion" 2017.)

All these projects were created to show that the environmental costs are way higher for the price people pay for fast fashion clothing. These cases show that people do care about what are the clothes made from and where they come from. (Buchanan 2017.) People understand that the principle of producing clothes as cheap as it is possible is a way to negative consequences. However, as situation still exist, it is obvious that amount of conscious people is not big enough to overcome it. Thus, more actions have to be taken both on local and more global levels.

3 MARKETING RESEARCH

The preliminary research was meant to contact customers of the brand and understand their attitude towards Fast Fashion in order to answer the research question. However, according to the rules of the organization and GDPR data protection law it was not possible. Thus, the author decided to interview several people from the organization, including the contact person, PR & marketing manager of the brand. Questions about communication with customers, the way their sales go, what attitude workers have towards fast fashion and how important is this in their opinion. They were also free to share their ideas how to attract customers to be more responsible while buying clothes.

A current situation concerning Fast Fashion has been widely discussed in previous chapters. It has been analyzed that even though there are huge problems connected with fast fashion, both consumers and brands are ready to take actions. Also, analysis of interviews will bring the idea of what decisions for the brand the thesis may suggest. Analysis part will also include some predictions based on answers. The chapter will be ended with research limitations.

3.1 Research Methods

The research is interview-based. The author has taken interview with workers of the commissioning party. The interview method in this work will include combining and comparing of answers of 8 respondents.

They have been asked questions about Fast Fashion and general activities on how to improve the overall situation.

Moreover, they have been asked several personal questions that disclose their personal attitude towards this issue. Respondents will be mentioned anonymously according to the agreement. The author decided to mark respondents with according numbers. Respondent 8 had different questions from others because he is a contact person. The author had more time available to communicate with this person. Additionally, job positions of respondents were not anonymous in this research.

3.2 Analysis

Wood Wood's last collection called Double A was an important movement for their brand. Starting from this collection, they decided to fully focus on producing sustainable clothing. Double A became a flagship of the CSR strategy towards sustainability, transparency and harmless production. Further analysis will summarize answers of workers of Wood Wood.

Question 1. How do you communicate with your customers?

Wood Wood have various sources of how to communicate with a potential customer. Respondent 8 says that they are active on social media, using a personal website, Facebook and Instagram actively, as well as via direct mailing and news dispatching. Wood Wood takes an active part in fashion fairs, including Copenhagen Fashion Week. Wood Wood tries to be transparent and active with their clients and have the constant information flow.

The fact that the company communicates with their customers from different platforms shows that they perform their business up-to-date and they follow current trends, trying to be closer to customers.

Question 2. Have your company ever done any campaigns concerning environment/society issues?

Double A was the first collection concentrated on sustainability, but in this collection the main emphasis of their work was on style and attitude. Also, they have no future plans on making any in the meantime. All campaigns with Double A line and co-labs were focused on design and style. This also does not change the idea that they required all partners to follow their rules of transparent manufacturing and chemical usage.

Moreover, Wood Wood have launched new capsule in collaboration with Moomin for Save the Children campaign to support vulnerable families and children in need.

Anyways, the company is interested in developing not only as a unique fashion brand but also in bringing value for the society and environment.

Question 3. What do you know about Fast Fashion and how Fast Fashion influences the environment?

All respondents understand the main idea of Fast Fashion. As it was mentioned in a Theory chapter, the basic idea of Fast Fashion has nothing negative behind. Its core is to produce low-price with a relative quality. The same answer we have gotten from the Respondent 8. Although it is a quite broad questions, nothing negative was included in the answer. While discussing the influence on the environment, opinions were different. Four respondents stated that it is one of the most important issues that influences both environment and society. Other four respondents disagreed, stating that currently there are more important problems than this one. Moreover, the author emphasized major threats of Fast Fashion, saying that it “utilizes tones of scares resources and produces poor quality non-recyclable fabrics. Moreover, many workers of Fast Fashion industry work in horrible working conditions: underpaid, forced to work overtime. Horrifying demand for such style of clothing production is extremely growing and can lead to horrible consequences for both environment and society” Nevertheless, everyone remained with their previous opinions.

This shows that even though respondents stand by the idea that Wood Wood keen on developing a sustainable and environmentally friendly business, some workers have the feeling that Fast Fashion is not that important to be against for currently because there are more important issues to be concerned about and they are not planning to change their opinions about it.

Question 4. Three words that, in your opinion, can describe the brand

Respondent 8 named: “Quality, Creativity and Attitude.”

The only one concern is there are no associations connected with sustainability. Since the organization changes their strategy, workers must be first people who believe in this strategy and promote it.

Question 5. How do you organize the process of your sales?

Respondent 8 named following sources: online sales, showrooms, shops and retailers. Availability exists for various customers and it is easy to interact through many available sources of sales. Wood Wood also has discount system but there are no activities related to recycling,

for example when customers can bring used clothes to sales outlets etc.

This question has been asked to reveal how brand reaches customers and whether they use these sources for activities to promote conscious buying attitude.

Question 6. What is more important criterion when purchasing clothing if choose between quality and price?

Respondents mostly stated that the quality is more important than the price, but the second one also should not be left out of the consideration.

These two options were proposed because they are the ones that are usually do not go along together, especially in the fashion industry. When a company produces quality product, it most probably will be more expensive, and vice versa. Some customers try to find balance, but some will neglect one of the criteria.

Question 7. Do you care whether the brand you work for is socially and environmentally responsible?

All respondents agreed. Some mentioned, that they donate clothes to second-hand shops and try to recycle. Jacob Evaristi, Digital PR and Showroom Manager: "The Double A collection by Wood Wood works with sustainability and can be used as a great example to show how clothing can be both high quality, and made with environmental care and afterthought."

Workers also mentioned that they would like to take part in activities that will help to increase awareness of conscious and responsible buying.

According to answers, Wood Wood workers support new strategy which they showed in Double A collection, and any suggestions to perform other activities to show that Wood Wood is environmentally and socially concerned will be supported among workers.

Question 8. Do you think that Wood Wood clothing is something you can use to highlight your personality and express yourself?

The majority agreed with the statement, but one respondent said he does not think so. Wood Wood's vision is focused on creativity and feeling of community where customers share common values and attitudes. By purchasing Wood Wood, customers support the idea of the brand.

By this, author wanted to understand whether workers believe that Wood Wood clothing can be related to personal beliefs of customers

and support them. Since they promote sustainability, customers should be aware that by purchasing Wood Wood, they support this idea. Thus it creates possibilities to interact with customers through different campaigns and insert new strategy.

3.3 Research Limitations

Due to different factors, researches have limitations that influence final results. They can be mitigated if they do not change the outcome drastically. Regarding this thesis, limitations are as following:

- No access to the customer base, which lead to a change in the essential plan and canceling the questionnaire of customers;
- Poor availability of academic writings concerning the negative influence of Fast Fashion because it has been discussed actively only in an electronic way so far;
- Communication with commissioning company is a complicated issue to bring up since manager that is assigned to interact with the author may be busy or they will not want to share particular information about the organization (as the thesis is presumed to be publicly available);
- Interview was indirect, meaning in an electronic form;
- Honesty of answers of respondents and willingness to share them always have an influence on the results.

4 RECOMMENDATIONS

4.1 Previous Experience

Wood Wood is a relatively new brand, although it gained a wide knowledge in the fashion world. Over the last 16 years, Wood Wood had collaborations with Adidas, Nike, Champion, Vans and more than 50 other partnerships. They were mainly focusing on creating unique fashion items, merging street style, high fashion and sportswear. While collaborating with popular world-famous brands, they had to keep up not only with their designs, but with a strategy that will show that the brand's concerns lay beyond only fashionable outfits. (Stanley, 2017)

However, with their launch of Double A collection, they showed that from now they change their attitude towards sustainability. Double A collection have simple items such as sweatshirts, hoodies, shirts and knitwear, as well as beanies and caps. Every quarter they add and renew pieces from this collection with different colours and elements.

They shifted their production to Europe to reduce transportation pollution and decided to utilize non-harmful fabrics. (Stanley, 2017)

Although Wood Wood have never had any campaigns or collaborations towards protection of the environment, few months ago they have launched a clothing capsule for Save the Children with Moomin characters. "I am so happy about the collaboration between Wood Wood and Moomin for Save the Children as it puts focus on those who are the most vulnerable and at the same time are our future.", - Sophia Jansson. ("Wood Wood", 2018)

4.2 Circular Fashion Campaign

Copenhagen Fashion Summit is the world's largest event which was established in 2009 as a platform to discuss the most critical environmental, social and ethical issues of the fashion world. This business event combines fashion brands, stakeholders, and other decision makers in order to enhance sustainability in fashion. ("Copenhagen Fashion Summit", 2018.)

During the May's Summit, the concept of "circular fashion" has been discussed and the necessity to encourage this principle. According to Anna Brismar, the research she made shows that this term was firstly used publicly in 2014 by two independent people. One of these people is actually Anna Brismar, when used in on the fashion event called Circular Fashion – Show & Talk. Another person was Felix Ockborn, at the time environmental sustainability coordinator for H&M. ("What is circular fashion? – Green Strategy | Sustainable and Circular Fashion Consulting", 2015.)

Basically, the concept involves creating items which are designed with non-toxic, high quality materials to maximize durability, attractiveness and possibility for safe recycling. Based that, circle fashion consumer is the one who respects and supports principles that are mentioned above, as well as self-educates about recycling and longevity of fashion garments. ("What is circular fashion? – Green Strategy | Sustainable and Circular Fashion Consulting", 2015.)

The scheme was explained on the picture below. The circle fashion maintains following steps for the business to do:

1. Produce
2. Lease/Buy
3. Use & Return
4. Upcycle
5. Recycle
6. Design (with circle principle in mind in order to close the loop)

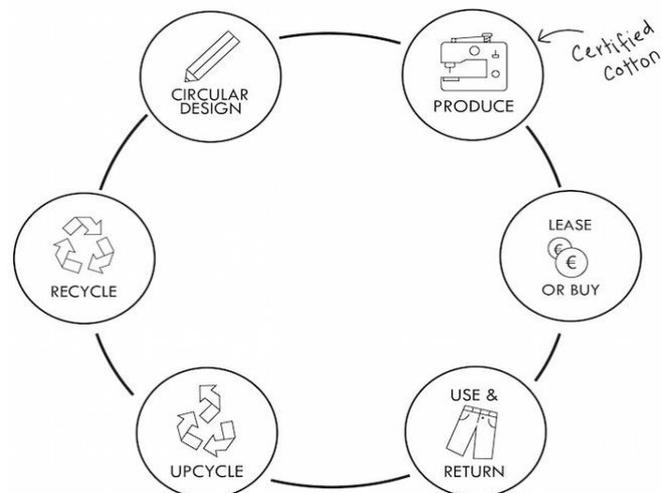


Figure 13. Circular fashion concept exploration (MUD Jeans, 2018.)

The main recommendation to Wood Wood will be is to find out more about this concept and try to integrate circular fashion as much as possible while conducting the business. Some brands have become strategic partners with Copenhagen Fashion Summit and Wood Wood might want to join it as well.

One possible campaign that the author suggests in to create a Circular Fashion Campaign. It is possible by creating the capsule of clothing with circle elements, inspired by the ideology of the circular fashion.

Another association for the inspiration of the circle theme is with one TEDx presentation. At TEDxPuget Sound, Simon Sinek during his speech called “How great leaders inspire action” explained why companies such Apple can sell their products so successfully, even though there are hundreds of companies that also have a great potential. He presented his explanation by drawing three circles: the core stood for WHY, upper was for HOW, and the last circle was for WHAT. Why, how and what are three steps of how to communicate your idea to the consumer. The “why” part is responsible for influencing emotions of people. He believes that “people buy “why” you do it, not “what” you do. (TEDxPuget Sound, 2009)

With two of these ideas in mind, Circular Fashion Campaign has a solid ground to exist. Moreover, if Wood Wood do not want to adjust their whole business to this model, they can start with implementing circular fashion principles only on this very particular capsule.

4.3 Other Activities

Except the Circular Fashion Campaign that was suggested by the author, there are more activities that can be implemented by Wood Wood to influence customers and help the environment.

- 1) As it was mentioned before, Adidas has publicly committed to “Detox my Fashion” campaign, when companies have to decrease pollution, be transparent and use non-harmful products by 2020. According to the recent research, this process was not as successful as it could be for Adidas so far. Since Wood Wood already had the collaboration with Adidas, it might be an option to build a new one on a basis of “Detox” campaign.
- 2) Helsinki Fashion Week 2018 “Eco Village” was a first fashion week where only sustainable businesses took place. It is highly probable that the next fashion week will be also attached to this topic and Wood Wood may try to get in there for the next season.
- 3) The fashion world becomes more and more concerned with Fast Fashion issues. This is widely discussed among fashion bloggers as well that are highly interested in promoting right values from their channels. Fashion bloggers or influencers are the right people to collaborate with because they spread the word to a huge amount of like-minded people. Thus, Wood Wood should take this into consideration as well.

Customers are those who help the Fast Fashion system to grow. This means that they are the very first who should be informed about hazardous influence of Fast Fashion on them and the environment in general. Few tips that have to be promoted are that people should buy from transparent brands, they should buy less and choose well and share the information for others. ("5 Ways you can help fight fast fashion", n.d.)

5 CONCLUSION

Fast Fashion is a strategy which is based on producing affordable clothes at a relatively low price. The Fast Fashion strategy maximizes profits due to economies of scale, relatively poor quality of fabrics and the production in developing countries. H&M, Zara, Mango and other brands are the examples of Fast Fashion brands.

At the beginning, Fast Fashion became a necessity for brands to remain competitive and fulfil customers’ needs. Further it started creating issues for the environment because of the amount of resources it

requires and pollution. It is also hazardous for workers in developing countries because they are usually treated unfairly in terms of salary and working conditions.

Additionally, Fast Fashion has been creating consumerism – purchasing behaviour which neglects used resources and focuses only on the needs' satisfaction in the fastest possible way. However, children that were born in a postmillennial era have quite different feelings about Fast Fashion. Generation Z may become a key to resolving current environmental problems, since they have radical views on what the situation.

The fashion world started recognizing the problem. Brands and other organizations, such as Greenpeace, began different campaigns against Fast Fashion. They helped to increase awareness among people and make important steps towards the sustainability and the environmentally friendly production. Campaigns, events, speeches and articles provide people with different tips on how to become a conscious buyer. For those consumers who cannot refuse from Fast Fashion, the main goal is to prolong usage of clothing to as long as it is possible and purchase more consciously.

The commissioning company, Wood Wood is a fashion brand who switched their strategy towards sustainability and desire to continue improving. According to analysis, it was quite a challenge to get a necessary information due to research limitations, however it showed workers attitude toward Fast Fashion. Since the workers support the idea, they will promote it among customers.

The author suggested to create a Circular Fashion campaign which was inspired by the discussion on a Copenhagen Fashion Summit 2018. Other activities that will help Wood Wood to increase awareness of Fast Fashion issues and influence the situation in the fashion world were also suggested by the author.

None of activities will be effective if there is no discussion about it in social media, websites, and even in shops. Word spreading is crucial in order to achieve a feedback. With common efforts, the situation in the fashion world and customers' mindset will change.

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Appendix 1

APPENDIX HEADING

Interview Questions

What is your name?

What is your job position?

Question 1. How do you communicate with your customers?

Question 2. Have your company ever done any campaigns concerning environment/society issues?

Question 3. What do you know about Fast Fashion and how Fast Fashion influences the environment?

Question 4. Three words that, in your opinion, can describe the brand

Question 5. How do you organize the process of your sales?

Question 6. What is more important criterion when purchasing clothing if choose between quality and price?

Question 7. Do you care whether the brand you work for is socially and environmentally responsible?

Question 8. Do you think that Wood Wood clothing is something you can use to highlight your personality and express yourself?

Question 9. Will you support any activities to increase awareness of customers about the need in conscious and responsible buying?

If you have any ideas, they will be more that welcomed:

Question 10. Do you agree that your answer will be shared publicly?