

Practices and possibilities of sustainable fashion

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■ **ABSTRACT** : Sustainable fashion is an endeavour that draws together sustainable development and fashion. The world undergoes one of the worst economic crises ever, which affects all industries including fashion and luxury. Textile industry has a heavy impact on the environment as the current practices are unsustainable and companies, environmentalists and consumers are looking at strategies for reducing the textile carbon footprint. This paper contributes to current knowledge of sustainability in textile and clothing production and consumption. There are several options for informing the end user about the global impact of textile production as sustainability and sustainable fashion. This paper explores the problem of wasteful fashion consumption in light of the current need for individuals to develop a sustainable way of living.

■ **KEY WORDS**: Sustainability, Sustainable fashion, Environmental impact, Overconsumption, Ecology

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