



# The Impact of Sustainable Fashion in India: Challenges & Solutions

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## Abstract

*This paper elaborates about the impact of sustainable fashion in India and challenges faced by retailers while using sustainable practices for manufacturing wide variety of organic products. Eco-practices are becoming a big concern for businesses and customers because to the constantly growing needs of consumers, the mass manufacture of clothing at comparably low rates, and its global reach. The creation of fast fashion clothing is a highly polluting sector; and just like any other industry, it must be actively fought to reduce its negative impacts on the environment. India, with its rich cultural legacy, textile traditions, and vital role as a worldwide resource for craftsmanship, occupies a unique position as the fashion industry transitions to a more sustainable future. Retail stores in India like H&M, Fab India, Global Desi, Levi's, And, Mango, Woodland, and many more are producing a variety of eco-friendly products. we found an entrepreneurial mix of designers that are restoring India's fragile crafts, handwoven fabrics, old processes, and hand embroideries through their slow fashion companies that empower artisan clusters around the nation. Natural dyes, deadstock textiles, plant-based fibres, and procedures that require less water and energy are all used by these designers.*

**Keywords:** Sustainable, Fashion, Ethical, Labour, Environment

## 1. Introduction

The enormous fashion business contributes significantly to the world economy and brings in billions of dollars a year. But the sector is also well-known for its enormous negative effects on the natural world and society, including labor exploitation, water pollution, and greenhouse gas emissions. A strategy known as sustainable fashion aims to lessen the negative effects of the fashion sector while fostering long-term social, environmental, and economic stability. In this case research, we will look at India, one of the world's top manufacturers of textiles, and the prospects, problems, and state of sustainable fashion in that nation. (Anonymous, 2021)

The term "sustainable fashion" is frequently used to describe any type of clothing item, as well as related footwear and accessories, that is produced, marketed, and ultimately disposed of in a way that is least harmful to the environment and that also considers the socioeconomic welfare of those who are involved in the entire production process. As a result, producing sustainable clothing is now a continuous process that includes not only the raw material procurement and safe transportation to the production site, but also the production itself, which must be done without endangering the environment or the health of the workers, without using any child labor, while adhering to the laws of the manufacturing nations, and while being transported and stored properly. It encompasses every phase of a product's life cycle, to put it briefly. While

we speak about not causing damage to the planet during the production process, we mean using all of the natural resources needed in manufacturing, such as water, soil, land, any plantation, or ecosystems, in a sustainable way so that the effects on these resources are kept to a minimum and they are used efficiently rather than being wasted or exploited arbitrarily. (Barnhoorn, 2018).

The prudent use of energy resources should also be emphasized, and renewable resources should be used wherever possible. The consumer must be instructed on how to properly repair, reuse, or recycle the product after use, and the textile waste generated during the production process must be used appropriately based on its type. From a socioeconomic perspective, every person associated with the production or transportation process must ensure safe working conditions, moral behaviour, fair pay, the avoidance of health risks, and adherence to any codes of conduct established by the producing or importing nation. In addition, clothing manufacturers should promote eco-friendly fashion, sustainable consumption habits, and suitable washing and care techniques to their customers. (Barnhoorn, 2018).

Many fashion firms are now pushing eco-friendly gear as they are becoming more and more aware of the negative effects that clothing manufacturing has on the environment. If correctly implemented, this trend will undoubtedly result in a significant shift since customers trust certain brands, which will hasten and simplify the uptake of sustainable clothing. The pricing factor will change during the lifespan of sustainable clothing. Prices will increase as production takes longer and requires more resources. It is the responsibility of the government to work with companies to help solve this issue by giving manufacturers subsidies and marketing or selling eco-apparel items. (Dabral, 2019).

The oil business is regarded as the most polluting industry, but today's fashion and textile industries are outpacing the oil industry in terms of pollution since every stage of clothing production poses a threat to the environment and natural resources. For instance, cotton is a crop that needs a lot of water to thrive, and it takes around 20,000 liters of water to create one cotton T-shirt, which is a significant amount of natural resources. The process of turning a fibre from raw material to clothing involves using a variety of chemicals and finishes. Not all of the made clothing is purchased. When these clothes or unstitched materials age and are abandoned by the public, they fill landfills, which contributes to pollution once again. (Joy and Pena, 2017).

India is the world's second-largest producer of textiles, and the country has a long history of textile manufacturing. Millions of people work in the textile sector in India, making it one of the major economic drivers of the nation. But the sector is also largely to blame for serious environmental damage and worker abuse. In the past few years, there seems to be a rise in the demand for fashion that is sustainable in India, resulting in multiple companies and business owners putting a strong emphasis on developing environmentally and socially conscious clothing. (Anonymous, 2021)

## 2. Review of Literature

According to Wang (2010), encouraging sustainable fashion might boost the market share of "green clothes," enhance recycling rates, and lessen the effects of pollution. Recycling is the final use of a product's lifespan from the standpoint of operational strategy. Increasing the rate of textile recycling might decrease textile waste and open up new markets. One of the most practical recycling methods, reselling secondhand clothing, might be seen as being motivated more by financial gain than by a concern for the environment. The best recycling techniques, including redesign and modification, call for sewing expertise and an understanding of fabrics. The re-designing of the garments solution package would raise customers' interest in redesigning worn clothing as a new business potential. However, customers' recycling habits do not lead to purchases of eco-friendly clothing. Sustainable marketing techniques must be used to promote "green clothes" to grow the market share of eco-fashion. As the primary viewpoints of the marketing strategy, consumer values and attitudes, environmental rules, and information trustworthiness should be taken into account.

Obregon (2012) looked at a wide variety of prominent designers who were actively supporting sustainable fashion, including their opinions on new trends, their contributions to the dramatic transformation, and their efforts or projections

for the industry's future. One of the most polluting sectors of the world economy is the fashion industry. The textile industry's present state is being drastically changed thanks in large part to designers. Despite their best efforts, they are unable to bring about a fundamental transformation with these modest design-driven practices. To combat this, mandated courses in fashion design education and environmental awareness should also include certain eco-friendly projects or practices. Education on these subjects undoubtedly has the power to influence perspectives and bring about significant change. Future designers will develop practical ways to produce eco-friendly items by studying sustainability themes.

Akerberg (2015) studied how the notion of sustainability is used, valued, and used in the fashion business. One of the key concerns for fashion in the future is sustainability, but neither the business side nor the consumer side of the sector has fully embraced it. Although people frequently express their opinions and awareness regarding sustainable fashion, this is not always reflected in the market share of items linked to sustainable fashion since some people consider sustainable fashion to be a dangerous investment. However, studies frequently demonstrate that shoppers' future desires are more focused on sustainable fashion. The basic brand values and objectives influence the many sustainability areas that different fashion industry brands concentrate on.

Hasanspahic (2016) researched the many consumption practices of sustainable fashion that customers engage in, as well as the practices associated with consuming sustainable fashion in terms of competence, materials, and meanings. Sustainable fashion consumption is a complicated phenomenon that involves a variety of behaviours such as thrift store shopping, quality clothing purchases, clothing donations, clothing recycling, organic clothing purchases, and clothing proper maintenance. The two most popular methods for doing this are through doing secondhand shopping and donating clothing. These are the two guiding principles that underpin consumer consumption of sustainable fashion. Consumption of sustainable fashion is made possible, formed, and motivated by a particular combination of skills, objects, and meanings. Consuming sustainable fashion becomes attainable and attractive when these elements are linked.

According to Kaikobad et al. (2015), the sustainability of fashion is a key problem since the world talks about and chooses sustainability. Various fashion-conscious organizations and celebrities have stepped up to promote sustainable fashion and demonstrate their care for the environment and the climate. This raises moral and ethical concerns about humanity's long-term viability. People nowadays are more likely to adopt an ethical wardrobe by selecting eco-friendly textiles or clothes. The primary criteria for picking eco-friendly textiles are less use of harmful chemicals, less usage of land and water, and less emission of greenhouse gases. Designers are attempting to incorporate sustainable practices into current apparel by including recycled fibres generated from fabric scraps gathered from various sectors or by combining virgin yarns to reinforce new textiles manufactured from recycled yarns. The phrase sustainability is no longer only a fashion factor since there is now a rivalry among fashion-related persons such as celebrities, corporations, and others to adopt sustainable fashion. They demonstrate their genuine interest and passion for nature and the environment.

According to Toemen (2017), traditional clothing manufacturing is harmful since it uses all of our natural resources, including oil, water, and other fossil fuels. Hazardous chemicals are utilized in textile manufacture as insecticides for crop cultivation and poisonous dyes for dyeing and drying clothing. Clothing manufacturers generate a variety of waste, including water waste, greenhouse gases, and other pollutants, and waste management mechanisms are not always in place. The fast fashion system reinforces the social and environmental elements that contribute to the textile industry's unsustainable status. Governments in industrialized nations are taking steps to promote sustainable fashion in their product supply chains, defend against discrimination, reduce child labour, realize salaries, ensure safe working conditions, and reduce the use of chemicals, energy, and water. Several nations are also striving to make sustainable products by paying employees a livable wage, boosting minimum wages, prohibiting child labour, and improving working conditions.

MacArthur (2017) investigated a new textile economy and uncovered chances to change the way garments are created, marketed, and worn. Clothes, fibres, and textiles are reintroduced into the environment after being utilized in this

manner, therefore they are not considered trash. It was decided that a system-level transformation strategy would be employed to seize the chances that the textile sector is now missing.

According to Kutsenkova (2017), sustainable fashion is a developing segment of the garment industry with the potential to grow tremendously as consumers become more aware of the unethical treatment of employees and environmentally depleting manufacturing practices of the fast fashion industry. Sustainable fashion attempts to minimize textile industry waste and environmental depletion while improving worker ethics. The idea is to slow down the global production and consumption process to create an industry that will be more sustainable in the long term. Along with the advancement of more socially and environmentally conscientious manufacturing and marketing practices, there is still an opportunity for the sustainable fashion movement to expand beyond its current reach. The fashion business may be made more sustainable in the future by slowing down consumption and manufacturing trends.

Creagh (2018) stated that fashion should not be harmful to the environment. How a garment is designed, made, and discarded has a significant environmental impact. A variety of poisonous chemicals, plastic fibres, and other materials are also utilized and frequently discharged into bodies of water. All of this might be mitigated to some extent by using fashion sustainability practices. Prajapati (2019) investigated the numerous methods in which manufacturers use all of nature's resources to make the fashion business more sustainable. He stated that the textile and fashion industries have several obstacles in terms of economics, labour force, and ecological demands to make fashion sustainable. To move ahead towards a more sustainable fashion and textile sector, several techniques must be taken that can be useful in decreasing the adverse social and environmental effects produced by the use of chemicals in the production process.

Sakthi (2019) stated that because customers trust branded clothing, companies should encourage sustainable clothing. The price of the clothing should be considered because it influences the consumer's purchasing behaviour. Sustainable clothes will be a welcome shift in the future if the government takes specific initiatives, such as offering subsidies to producers.

### 3. Ethical and Slow Fashion in India:

India, with its rich cultural legacy, textile traditions, and vital role as a worldwide resource for craftsmanship, occupies a unique position as the fashion industry transitions to a more sustainable future. As one of the world's leading garment manufacturers, employing over 45 million people, fashion companies from throughout the world are no strangers to contracting work from Indian craftsmen. Practically every state in India has many craft clusters, each one distinct from the others. Unfortunately, cultural globalization has rendered traditional Indian artisanship vulnerable to imitation, reducing delicate handicrafts to simply digital prints in mass-market copies that steal straight from craftsmen's purses.

Many of these, especially after the epidemic, are unable to support themselves on a good living salary. Keeping these concerns in mind, we found an entrepreneurial mix of designers that are restoring India's fragile crafts, handwoven fabrics, old processes, and hand embroideries through their slow fashion companies that empower artisan clusters around the nation. Natural dyes, deadstock textiles, plant-based fibres, and procedures that require less water and energy are all used by these designers. Indian sustainable fashion websites and retail stores firms enlist below:

- **Sustainable Fashion Brands in India**

Sr. no	Retail Stores	Websites
1	Global Desi	No Nasties
2	And	The Summer House
3	Hues Clothing	Okhai
4	Mango	The Terra Tribe

5	Levi's	Sui
6	Fab India	Grassroot By Anita Dongre
7	H&M	Oshadi
8	Indian Terrain	Doodlage
9	Woodland	Maati By Neha Kabra
10	Zudio	Eleven Eleven
11	Chicco	Nicobar
12	Tommy Hilfiger	B Label
13	Calvin Klein	Iro Iro
14	Globus	Ka- Sha
15	Armani Exchange	Roopa Pemmaraju

- NO NASTIES

No Nasties, as the name implies, is an ethically sourced, organic, and ethical apparel firm whose main goal is to create planet-friendly apparel that balances the carbon footprint of all the goods they manufacture. They meet this lofty target by making investments in offset initiatives such as rooftop solar power, wind power, preservation of forests, and reforestation. To quantify its footprint, the firm has also hired Green Story, an external life-cycle assessment program that takes into account the entire supply cord, the substance of materials, and the fabric used for each item they produce. Expect to discover a variety of wearable daily staples for both sexes created from airy organic cotton and herbal and all-natural colors.

- THE SUMMER HOUSE

The brand's motivating purpose is to close the gap between traditional Indian workmanship and contemporary wardrobes. This is accomplished through collaborating with rural craftsmen to support and revitalize at-risk craft communities and assist them in moving away from exploitative practices. The Summer House has so far been able to collaborate with 17 craft clusters in India to create one-of-a-kind textiles and handcrafted clothes using organic fibres.

- OKHAI

At the core of what Okhai undertakes in its business operations is the empowerment of women. The company sells handcrafted goods manufactured by rural artists around the nation, including clothes and leisure items. Its goal is to empower female artisans from disadvantaged backgrounds and rural regions by assisting them in enhancing their social and financial status in their neighborhoods through fair living salaries and respectable employment. Their finely constructed attire, created in a rainbow of vivid colors, reflects this great endeavor.

- THE TERRA TRIBE

Anticipate discovering a variety of timeless fitted female designs from a slow fashion firm that uses only locally produced Tencel and believes in offering excellence through small manufacturing runs, including reused metal trimmings. The Terra Tribe, whose name is derived from the Latin word for earth, lives true to its moniker with its earthy palette of colors. Indian more insane plants, organic indigo, iron acid, and herbs were used to color these garments.

- SUI

Sui is an ethical slow fashion business that supports poor women in the handmade textile sector by collaborating with verified NGOs in India. The name Sui is derived from the Indian word for a needle. Every item at Sui is handwoven and dyed with herbal colors using materials including organic cotton, hemp, and linen. They now provide coveted warm-weather staples like this Instagram Mable dress and this jacket with embroidered details that have us drooling.

- GRASSROOT BY ANITA DONGRE

Anita Dongre, one of India's most well-known fashion designers, uses female artisans from rural communities who are the guardians of traditional Indian crafts to create her ethically created, environmentally friendly apparel line, Grassroot. Grassroot's selection of clothes includes traditional sarees, kurta sets, and even a few skirts. It is equally colorful and intricate. These garments will undoubtedly transport you on a traditional journey across India thanks to their elaborate hand-embroidered or traditional colored threadwork embellishments.

- OSHADI

Oshadi pronounced aw-sh-dhi, is a word that perfectly captures their sustainable purpose since it refers to the core of the environment or a healing herb in Sanskrit. The company began in 2016 as a womenswear label and has now evolved into a sustainable supply chain that is vertically integrated from seed to sewing. To further its goal of regenerative fashion, Oshadi uses restorative farming techniques to cultivate indigo and cotton on its farm, replenishing the earth with nutrients. Nishanth Chopra, the creator of Oshadi, believes that circularity does more than merely offer a space where items might escape the supply chain. It continues to circle indefinitely. And if there is a gap, you close it with something that strengthens it, gives it purpose, repurposes it, rebuilds it, and establishes reciprocity again until it disappears.

- DOODLAGE

Doodlage, a company whose main goal is to transform trash into fashion, employs unused material to make classic pieces that are sure to alter your perception of "patchwork" forever. Their shapes appear young and contemporary, and the seamless way the patterns are combined makes them look neither out of place nor like your grandmother's quilt. Don't simply believe us; let the Clara and Frida outfits do the talking.

- MAATI BY NEHA KABRA

Based in the picturesque Rajasthani city of Udaipur, Maati creates modest everyday essentials that will steal your heart with their understatedly stylish approach. The company collaborates with local populations within and outside the city to produce distinctive handloom fabrics with little water and energy use. Then, natural colors made from flowers such as turmeric, indigo, and others are applied to these materials. Local Rajasthani craftsmen who produce their clothing are given a sustainable life via fair pay and comfortable working conditions.

- 11.11/ ELEVEN ELEVEN

11.11 clothes is a slow fashion company that embodies every minimalist's ideal style. Its roots are in timelessness, and it provides a large selection of ethically created items that guarantee durability and adaptability. The company hires a team of craftsmen from all around the nation to use traditional methods to manufacture clothing from indigenous cotton dyed with all-natural dyes. These methods include hand spinning, handmade crafting, tie-dye, handmade creating art, and quilting.

- NICOBAR

A conscientious company called Nicobar makes classic apparel from materials like natural cotton, Tencel, regenerated wool, and cupro modal. The company works with local communities all around the nation to create its Merino wool scarves, and it partners with fair trade factories to produce its products. Since its beginning, they have been able to reduce 85% of the plastic used in its packaging, and they are always looking for methods to make improvements. Their selection of airy wrap dresses provides all you need for a timeless going-outlook.

- B LABEL

The innovative Bombay Hemp Company, which is transforming the perception of hemp in India, has expanded with B Label. Through its simple line of apparel, the company is on a modest mission to inform consumers about the various environmental advantages of the fibre. And with good reason! Hemp material is more comfortable and resilient than regular cotton, has excellent UV resistance, has been shown for restocking soil, and absorbs a significant quantity of atmospheric carbon throughout its growth period, all of which contribute to the plant's crucial function in mitigating the effects of global

warming.

- IRO IRO

Iro Iro was founded with the primary purpose of reducing and recycling trash created by its parent firm in Rajasthan, which produces and exports clothing. As a result, the company broadened its focus to include handloom weaving to support the artisan communities, particularly women, and enable them to obtain an adequate living rather than just the minimum. Iro Iro creates a variety of textural, finely patterned pieces and dresses using handwoven textiles and upcycling processes.

- KA-SHA

Ka-Sha is an exhibition that celebrates Indian handicrafts by reviving traditional methods like appliqué needlework, quilting, dip-dyeing, tie-dyeing, and hand painting to create modern shapes that are just as intricate as they are fresh. The company has also created the "Heart to Haat" campaign, which enables customers to invest in their existing vintage clothing so that they can upcycle and reuse it into a new component of their wardrobe or house. We adore Ka-Sha's line of reversible clothes, which provides adaptable items that can be dressed up or down twice simply the cost of one.

- ROOPA PEMMARAJU

Roopa Pemmaraju's opulent slow fashion line pays homage to India's age-old craft traditions, which are especially evident in her vibrantly colored pieces. Her namesake line seeks to honour Indian craftspeople via ethical and social accountability by providing funding to artists who use block printing and hand-weaving techniques. Roopa Pemmaraju's brand may have its origins in India, but it conducts its retail business via the USA.

Retail stores in India like H&M, Fab India, Global Desi, Levi's, And, Mango, Woodland, and many more are producing a variety of eco-friendly products. These brands are also known for their sustainability activities and for educating customers about the value of maintaining a clean and green environment on Earth. These brands also recycle their old products to produce a new variety of products.

Retail leaders, convinced that the sector has an opportunity for intervention in incorporating sustainable practices, are working towards the transition to eco-friendly practices in light of the alarming possibility that the Earth will start to run out of resources such as water that are essential for mankind to survive. They strive to make environmentally conscious choices that will safeguard the environment and preserve natural resources for present and future generations.

Recently, 16 retail fashion brands signed the Su. Re (sustainability resolution) project, which was launched by the Textile Ministry, IMG Reliance, and the Clothing Manufacturers Association Of India (CMAI). Brands like Spykar, Westside, Trends, Shoppers Stop, fbb, House of Anita Dogre, Lifestyle, and Max have recently joined the movement that seeks to develop sustainably produced products.

#### 4. Challenges

The concept of sustainable fashion is intricate and varied, taking into account economic, social, and environmental factors. Although the idea of sustainable fashion is spreading around the globe, there are still many issues that must be resolved if the fashion industry is to have a more sustainable future. The textile industry in India makes a major economic contribution, but it also creates serious environmental and social problems. The problems India has with sustainable fashion range from water contamination to abusive labour practices and demand immediate action.

1. **Chemical Use:** The application of hazardous chemicals in the manufacture of textiles, including as pigments, coatings, and bleaching agents, presents a serious threat to the environment and human health. These substances have the potential to contaminate rivers and endanger human health. The textile industry is the third-largest source of water pollution in the United States, according to the research of the Centre for Science and Environment (CSE).
2. **Inadequate Government assistance:** One of the biggest obstacles to sustainable fashion is the absence of government assistance. In India, there are no clear rules or programs to support sustainable fashion, which makes it challenging for business owners to get funding and resources.

3. **Lack of Knowledge:** One of the biggest problems is that customers are not aware of the value of sustainable fashion. In India, a large portion of buyers are cost-conscious and choose affordability above sustainability, making it challenging for sustainable fashion firms to compete with traditional labels.
  4. **Lack of openness:** It is difficult to recognize and take action on social and environmental issues as a result of the lack of openness in the textile industry's supply chain. Making informed purchase decisions is challenging for customers since many textile firms in India hide details regarding their suppliers and manufacturing methods.
  5. **Limited Accessibility of Sustainable Resources:** It is difficult for sustainable fashion manufacturers to acquire materials locally due to the low availability of environmentally friendly supplies in India. Since the greenest materials are imported, they are expensive and harder for small-scale business owners to get.
  6. **Quick Fashion Industry:** A major obstacle to sustainable fashion is India's fast fashion culture, where customers place a high value on fads and the rapid rotation of items. Due to their low costs and quick turnaround on production, fast fashion firms make it difficult for ethical clothing companies to compete.
  7. **Expensiveness of Ethical Manufacturing:** One of the biggest obstacles for sustainable fashion firms in India is the expensive nature of sustainable production. Sustainable manufacturing methods, including employing natural supplies and paying adequate salaries, can considerably raise production costs, making it challenging for small-scale business owners to compete with more established, established companies.
  8. **Trash management:** The textile business produces a lot of trash, including trims, manufacturing waste, and fabric scraps. Pollution of landfills and rivers can result from the incorrect disposal of textile waste. India produces over 16 million tonnes of textile waste annually, according to data from the Ministry of Textiles.
  9. **Unethical Workplace Procedures:** The textile sector in India is infamous for its exploitative workplace procedures, which include poor pay, lengthy workdays, and hazardous working conditions. In India, there are between 10 and 12 million child labourers, with the textile sector employing a sizable portion of them, according to research by the Indian Human Rights Committee of the Netherlands.
  10. **Water pollution:** The textile industry uses a substantial quantity of water throughout each stage of manufacturing, making it one of the most water-intensive sectors in the world. An important contributor to India's water pollution is the untreated wastewater emitted by textile factories. In India, industrial water pollution is attributed to the textile sector between 17 and 20 percent of the time, as per the research of the Central Pollution Control Board (CPCB).
- 5. Solutions to overcome the challenges:**
- A closed-loop technology called circular fashion seeks to cut waste and lengthen the lifespan of apparel.
  - Hand weaving and crafts are conventional methods of producing textiles, and upcycling and recycling are common approaches to the problem of textile waste.
  - Numerous manufacturers in India use environmentally friendly materials like recycled paper and plastics that decompose for their packaging, which is a crucial component of sustainable fashion.
  - Organic cotton, bamboo, hemp, and recycled polyester are just a few of the sustainable materials that Indian fashion designers are employing more and more of.
  - Organic dyes are less harmful to the ecosystem as compared to artificial colors. Natural dyes derived from herbaceous plants are being used by sustainable fashion firms in India to lessen the usage of hazardous chemicals in the manufacture of textiles.
  - The importance of ethical labour practices in the fashion business is rising, with some sustainable design firms in the nation providing reasonable wages and offering secure working conditions to their employees.
  - The Sustainable Fashion and Indian Textiles (SUIT) program and the Handwoven Fabric and Handicrafts Development Programme are just a couple of the measures the Indian government has initiated to support

sustainable fashion.

- To inform customers about ethical clothing and its effects on the planet and society as a whole awareness campaigns are crucial.
- Working with local craftsmen helps the community's economy and maintains traditional skills, making it a sustainable choice for the creation of clothing.

## 6. Opportunities

Businesses may produce distinctive sustainable fashion items by utilizing cutting-edge sustainable materials like banana fibres, milk proteins, and recycled PET bottles. They can create ethical fashion marketplaces, concentrate on zero-waste fashion, use sustainable manufacturing techniques, upcycle and customize existing products, concentrate on local sourcing and production of materials and products, use green packaging options, and develop sustainable supply chain management procedures. To inform customers and generate demand for sustainable fashion items, they can also develop educational programs about sustainable fashion.

## 7. Outcomes

Fashion sustainability solutions have resulted in a decrease in carbon emissions, conservation of biodiversity, ethical labour practices, consumer awareness of the effects of their fashion decisions on society and the environment, the rise of an economy that is circular, inclusiveness and diversity in the apparel sector, improved transparency in supply chains, the use of ecological packaging solutions, the establishment of innovative business models, the creation of sustainable fashion education, and more. By implementing these strategies, the fashion industry has been able to lessen its negative environmental and climate change impacts, protect natural resources, advance moral labour standards, raise consumer awareness of how their clothing choices affect society and the environment, encourage diversity and inclusion within the sector, increase supply chain transparency, adopt green packaging, and more.

## 8. Measures to be ecofriendly:

- All participants in the fashion business should work together to create a more ethical and sustainable sector both in India and throughout the world. The issues confront are serious and urgent, ranging from the depletion of resources to unethical labour practices and inadequate waste management.
- An exhortation to fashion businesses and suppliers to use sustainable resources and production techniques cut waste, and support moral employment practices.
- Retailers and customers can demand greater brand transparency and promote ethical fashion by making educated purchase decisions.
- Governments could encourage sustainable fashion by establishing a legal framework that funds sustainable projects, encourages ethical labour practices, and promotes circular business models.
- Promote collaboration between NGOs and trade organizations to share knowledge, enhance the availability of assets, and advance global sustainable fashion.
- Boosting efforts by all parties involved to spread knowledge and awareness of sustainable fashion. It may generate demand for more sustainable and ethical products by informing customers about the advantages of sustainable fashion.

## 9. Conclusion

In the current global context, fashion is undergoing a quick transformation. There is rivalry among all individuals involved in the fashion industry, including models, businesses, and celebrities. The term "sustainability" refers not only to the consideration of fashion but also to the continuation and development of the new idea among all people for the sustainability of the environment to stop global warming, maintain ecological balance, lessen the frequency of natural disasters, conserve wildlife, and other environmental factors. The majority of the globally recognized businesses that have

been highlighted here are well known for their commitment to ecological and environmental preservation. Consumers that are interested in fashion are looking for sustainable, ethical products made with sweat-free labour.

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