Abstract:
The over-consumption of clothing and fashion accessories is a reality that has grown massively over the last decades, in relation with the global economic growth. The life cycles of fashion items are becoming shorter, driven by the industry’s “fast fashion” and fuelled by consumer desires (but not needs). Planned obsolescence is key to this economic strategy, reducing product life cycles to a few weeks. But this short period of time in which fabrics are used before disposal causes a huge environmental problem. Over-consumption behaviour in fashion leads to excessive use of natural resources (mainly fibres and water) and energy, generating millions of tonnes of textile waste every year. It requires a transition model to bring sustainability through the circular economy. At the end of their life, textiles are very complex to process because they contain many types of synthetic and natural fibres in a mixture and by the multitude of accessories (buttons, zippers, metal articles, plastics, labels...). It is compulsory to invent new business models, based on circular economy approaches, where Homo sustentabilis plays a key role. Corporate social responsibility can be integrated into the new challenges and opportunities assessed by Industry 4.0, which responds to the environmental and social demands of the millennium and the Z Generations.

Source:
Homo sustentabilis: circular economy and new business models in fashion industry (2020)
Marques, António D.; Marques, Anastasia; Ferreira, Fernando.
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