How is fashion responding to the sustainability imperative? Research and critically analyse a strategy used by a current fashion brand or brands, assessing its effectiveness in supporting positive change in the short and long term.

Description • 2500 word CRITICAL essay • Harvard Referencing • Articles, journals, books as sources ( 15-20 sources) • How is fashion responding to the sustainability imperative? Research and critically analyse a strategy used by a current fashion brand or brands, assessing its effectiveness in supporting positive change in the short and long term. • Identify sustainable strategy and analyse it (Check the PPT Week5 slides provided) -Slow Fashion (my 1st choice) OR -Recycling-upcycling Contact me please to discuss what strategy you are going to analyze • Do not necessarily focus on the brand, just mention and give examples (Reformation brand?) Introduction: • Explain what is the strategy • Locate the strategy within product/industry • Facts and statistics about fashion industry (pollution, turnover etc) can be additional visuals- graphs/ tables • Facts about Fast Fashion industry (social, environmental and financial) • Discuss sustainability as big phenomenon, big problem and opportunity • Discuss Triple Bottom Line theory (Slides PPT week 4) • How Sustainability impacts socially, financially and environmentally Body: • Critically Analyze the strategy (Slow Fashion) • How it is being implemented? • Advantages/ Limitations of the strategy • Question how effective the strategy is ? Conclusion: • Assess the effectiveness of the strategy in short and long term Bibliographical References (Sustainability) Ø Fletcher, K. 2007. Slow Fashion. [online] The Ecologist.

Available at: http://www.theecologist.org/green\_green\_living/clothing/269245/slow\_fashion.html Ø Fletcher, K. 2008. Sustainable Fashion and Textiles: Design Journeys. London: Earthscan Ø Honoré, C. 2004. In Praise of Slowness: How a Worldwide Movement is Challenging the Cult of Speed. San Francisco: Harper San Francisco. Ø Johansson, E. 2010. Slow fashion. The Answer for a Sustainable Fashion Industry? [online] Available at: http://bada.hb.se/bitstream/2320/6776/1/2010.9.15.pdf Ø Pookulangara, S., Shephard, A. 2013. ‘Slow fashion movement: Understanding consumer perceptions—An exploratory study’ in Journal of Retailing and Consumer Services, 20(2), 200-206. [online] Available at: https://www.homeworkmarket.com/sites/default/files/qx/15/04/26/02/slow\_fashion\_0.pdf I attached PPT slides (Week 4, 5) and reports from reliable sources, please read them and use them for the essay as additional sources.