

Sustainable Textiles: Production, Processing, Manufacturing & Chemistry

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Sustainability in the Textile and Apparel Industries

Consumerism and Fashion Sustainability

 Springer

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Preface

Research confirms that for certain products, the consumer stage (care and disposal stage of life cycle) causes the most detrimental impacts to the environment. This volume deals with environmental issues from the textile care stage and how this can be made sustainable. It begins with the work titled “[Do Sustainability Labels Make Us More Negligent? Rebound and Moral Licensing Effects in the Clothing Industry](#)” developed by Feray Adıgüzel, Carolina Linkowski, and Erik Olson. In this chapter, they analyze rebound and moral licensing effects and the potentially ineffective sustainable policies in the clothing industry, since sustainable fashion brands could lead to outrageous outcomes.

The following chapter, “[Sustainability in the Apparel Industry: The Role of Consumers’ Fashion Consciousness](#),” written by Matteo De Angelis, Cesare Amatulli, and Giulia Pinato explores the appeal of sustainability in the fashion business, shedding light on how the role of sustainability may change depending on consumers’ approach to luxury and fashion, which essentially refers to whether consumers buy luxury goods mainly for status or mainly for personal style.

Then, Marisa Gabriel, Miguel Angel Gardetti, and Ivan Cote-Manière develop the chapter titled “[Consumption: Will Tomorrow’s Consumption Be Completely and Absolutely Disruptive?](#)” It describes and analyzes consumers’ lifestyles and patterns of consumption, their needs and desires, the sustainable development goal 12 that aims at responsible consumption, and present cases of disruptive consumers to introduce the necessity of changing consumer behaviors and set a possible vision on the future of consumption.

Subsequently, the purpose of Feray Adıgüzel’s work “[Does Advertising Appeal Type Make a Difference? A New Sustainable Fashion Product by a Luxury and Mainstream Brand](#)” is to present advertising appeal types and the effects on branding, comparing mainstream brands with luxury, and consumers’ reactions toward new sustainable products in the fashion industry.

Moving on to the next chapter, “[Environmental and Social Sustainability in Fashion: A Case Study Analysis of Luxury and Mass-Market Brands](#),” Carmela Donato, Antonella Buonomo, and Matteo De Angelis present case studies of fashion

brands operating in both the luxury and the mass-market sector that are increasingly making sustainability a core part of their mission and strategy.

Later, R. Rathinamoorthy, in the chapter titled “[Clothing Disposal and Sustainability](#),” analyzes the consumer’s disposal of clothing and garments behavior and their impact on the environment and sustainability.

In the next chapter, “[Community, Local Practices and Cultural Sustainability: A Case Study of Sambalpuri Ikat Handloom](#)” by Swikruti Pradhan and Asimananda Khandual, the authors explore the case of Sambalpuri Ikat Handloom as a symbol of the rich cultural heritage of the craft, the artisan communities, and the local artisanship that has been passed on from generations to generations and its potential contributions for sustainable production cultural sustainability.

Finally, WenYing and Claire Shih in their chapter, “[Sustainable Development in Urban Artisanal Luxury Fashion Networks](#),” explore the emergence of an alternative notion to luxury, away from the ubiquitous luxury conglomerates and their dominant luxury brands.

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