

1. Record Nr.	UNINA9910135983103321
Titolo	Green fashion retail [[electronic resource] /] / edited by Jochen Strähle
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Springer, , 2017
ISBN	981-10-2440-5
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XIII, 291 p. 57 illus.)
Collana	Springer Series in Fashion Business, , 2366-8776
Disciplina	658.408
Soggetti	Industrial management—Environmental aspects Textile industry Sustainable development Environmental economics Business logistics Market research Sustainability Management Textile Engineering Sustainable Development Environmental Economics Supply Chain Management Market Research/Competitive Intelligence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Green Fashion Retail -- Key Aspects of Sustainability in the Fashion Retail -- Closed Loop Production- A Literature Review -- Impact on Sustainability: Production vs. Consumption -- Sustainable Manufacturing for Fashion Retailers -- Impact of Sustainable Manufacturing Standards for Retail Brands -- The Prosumer Concept in Fashion Retail: Potentials and Limitations -- The Second Hand Market for Fashion Products -- Collaborative Consumption 2.0: An Alternative to Fast Fashion Consumption? -- Cross Industry Learnings: What Fashion Retail can learn from the Used Car Industry? -- The Value Chain of a Branded Second Hand Store--Possible Activities to Be Integrated by a Conventional Fashion Brand -- Case Study: Loop Extension at Filippa K. -- The Role of Social Media for a Sustainable

Consumption -- Potentials of a Fashion FTrace App -- Case Study:  
Total Transparency at Honestby.com.

---

Sommario/riassunto

This book focuses on sustainability in fashion retail, which is fast becoming the pivot point of future fashion retail strategies. Chapters in the book provide theoretical and practical insight on how going green may positively influence the strategy of fashion retailers and marketers, who have to react to the changing society and customer needs. Structured in four main parts, and based on distinct research questions, readers will be able to dig deep into the individual levers for possible adaptations. It thus provides a solid understanding on how to integrate green aspects into any fashion retailers business model.

---