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Nota di contenuto	Frontmatter -- Foreword -- Contents -- About the Editors -- Editorial Board -- Part I: Introductory Chapters -- 1 Fashion and Environmental Sustainability -- 2 Wool: A Conventional Material for Fashion -- 3 Leather: A Conventional Material for Fashion -- 4 Cotton: A Conventional Material for Fashion -- Part II: Investigating the Industry: International Perspectives -- 5 Lubertex Pivot in Canada -- 6 Evolution, Innovation and Sustainable Entrepreneurship in Africa's Fashion Industry -- 7 Impact of COVID-19 on Apparel Enterprises in India: An Analysis of Sustainability -- 8 Investigating Social and Environmental Impacts of the Indian Clothing Sector -- 9 Sustainability Themes in the Garment Industry: Insights from a Workshop in Bangladesh -- 10 The Impact of Foreign Direct Investment on Sustainable Economic Growth: A Focus on the Textile and Apparel Industries in Ethiopia -- 11 Sustainability in Contemporary Kink Fashion -- Part III: Innovations in Design, Supply Chain and Marketing -- 12 Production Innovation for Sustainability in the Fashion Industry -- 13 The Fashion Product Passport: In Search of the "Killer App" -- 14 Fast Fashion: Exploring the Impact of Impulse Buying among Scottish Generation-Z Consumers -- 15 Sustainable Assessment and Fashion Brand Ratings -- Part VI:

Circular Initiatives as Sustainable Alternatives for End of Life -- 16  
Marketing Innovation Drivers: Toward Reusing and Recycling -- 17  
Kringloopwinkel Steenwijk -- Part V: Toward the Future with  
Sustainable Fashion Business Models -- 18 Unconventional Materials  
for Fashion -- 19 A Sustainable Business Model for the Fashion Sector  
-- 20 Strategic Drivers of Corporate Environmental Sustainability -- 21  
An Environmental Sustainability Model for Ghanaian Clothing: A Fashion  
Cycle Approach -- 22 Business Models in Bangladesh: Problems and  
Prospects -- 23 Entrepreneurial Strategies Towards Responsible Brand  
Identity: A Comparative Study of Sneaker Companies -- 24 Human  
Resources and Thinking about Sustainability -- 25 Workers' Rights --  
Index

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Sommario/riassunto

The wide range of topics that the book covers are organised into sections reflecting a cradle to grave view of how entrepreneurial, innovative, and tech-savvy approaches can advance environmental sustainability in the fashion sector. These sections include: sustainable materials; innovation in design, range planning and product development; sustainable innovations in fashion supply chains; sustainable innovations in fashion retail and marketing; sustainable alternatives for end-of-life and circular economy initiatives; and more sustainable alternative fashion business models.

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