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## Nota di contenuto

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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.