

# The Future Changes in the Fashion Industry

Rebecca Dsouza

PhD. Program, Business Management, LIGS University

**Abstract:** *The frameworks beyond the current scenario where organizations, companies, industries are struggling to survive in Fashion Industry, no matter where your talents and creativity lie in the present, has new world projects new challenges for designers and product development professionals. This raises new market sourcing solutions with sustainability and online tools for design stability. For example, developing and re-using existing and recycling clothing and fabrics, sourcing and selling fashion, future trends, color trends suitable for natural disasters for the future. Developing strategies and solutions for creating, upcycling, selling and sourcing for the future. Moving on from an unreal world to capturing an eco-smart and eco-friendly environment and an opportunity in order to get ahead of the bleak economy, cashing in on Phygital life (Physical and Digital) and few trends of 2020. This would improve the situation. Digital clothing-blossoming, digital spaces, selling digital stuff, and the deep fake stuff is massive bottom line benefits for e-commerce. Fashion innovative agencies are depending on technology for the future outcomes. Automated Technology like artificial intelligence will be the key feature in the future world of Fashion.*

**Keywords:** creativity, digital, innovation, reimagine, sustainable fashion, technology, up cycling

## 1. Introduction

The Fashion Industry needs to build a sustainable, responsible business model. The crisis has affected the global economy into a recession, and the fashion industry has not been immune. Fashion related companies, organizations and brands have been forced to re-evaluate their business models during the pandemic. As the world is still struggling with a socio-economy issue and the public health crisis within the ecosystem. This has had a major impact on the Fashion Industry.

While we need to make changes for the better, and work on sustainable and eco-friendly fabrics and manufacture a durable high quality and long lasting eco-friendly and natural fiber, or up cycle manufacturing garments, keeping in mind the brands with a purpose and ethical supply chain, our critical assets, we also need to prepare ourselves for the new creative steps we will witness soon. We need to reimagine and innovate as the world is changing drastically and so is fashion.

The physical and digital part called “Phygital” brings a new transformative technology and innovation, with the current trends for 2020. Technology has the ability to democratize fashion at scale, promoting and improving sustainability and innovation, re-defining the Fashion Industry. Right now artificial intelligence will direct fashion and lead the way, as it is the key tool for designers, creativity, innovation and brands. Designers should focus on sustainable fashion with re-cycling and innovation creating “Reimagine Fashion.” This will transform behavioral changes for sustainable fashion in future. This will change the way we produce, purchase, consume and recycle fashion. The goal is to face the challenges during this bleak situation and to recoup and reinvent by Reimagining Fashion and working on sustainable outcomes using recycling for the future Fashion.

### Reimagine Fashion

At an average, an European purchases 12 kilograms worth of fashion garments per year, not really too much, however when added to the population the numbers are huge, managing disposing and consumption of garments account

for 10%. More than 30% of the garments are worn only once and discarded; over 50% of these garments are sent to incinerators and landfills.

In order to create sustainable fashion in the Industry, and to address the growing issues in 2020, “Reimagine Fashion” with sustainability. An Investment is needed in start-ups that need help to improve sustainable fashion processes, production, purchasing, consumption and disposal of products. Consumers are looking for sustainability; the world has already started to address this problem of sustainability in the Fashion Industry and has introduced the “Circular Economy Business Model.” Ethical Fashion is recycling from fibre to textile, apparel, distribution to reduction, use and repair to (up cycling) which would help in the future for sustainability, as discarded clothes and textiles are stored separately for recycling (new waste management) and is re-used and recycled.

### Circular Economy Business Model



**Figure 1:** Circular Economy Business Model (*European Commission, 2018*)

In Fig. 1 above, there is an Ethical Fashion based model, for reference.

<https://ethicalfashion.online/news-views/circular-economy-in-fashion>

Based on the Circular Economy model of extracting, producing and discarding, the circular economy is a

backbone for sustainability and productivity for the future manufacturing of raw materials which are procured from the environment. They are reproduced and turned into brand new products, and then used again and disposed into the environment after use and we close the cycles after use. Basically the economic activity that would be able to grow without corresponding resources, increases in environmental pressure, as increasing production (GDP) as decoupling raises scalability, design and polluting waste out of the system, a transition to renewable energy sources, where the circular model builds economic, natural, and social capital with three principles, design, waste and pollution.

A circular solution is the only way out for the fashion brands and the Industry. According to Stella McCartney (2018), sustainability is the future of Fashion and she believes the future of fashion is circular and it will be restorative and regenerative and design never ends up as waste. This is a challenge for existing brands and how they will accept to embrace circularity and use it to support their business model.

<https://www.forbes.com/sites/zoewong1/2020/05/23/the-fashion-industry-just-outlined-a-vision-for-the-future-will-rewiring-fashion-be-good-enough/#592d568620db>

Undoubtedly, the changes in the current system demands radical transformation at corporate and consumer level. The idea of Rewiring Fashion is the initial step that proves that the fashion industry is actually working together towards innovation.

It's a welcome change for young brands trying to make it within fashion Industry, but it will be interesting to see how consumer behaviour react to the changes. The current and future proposal is for the betterment the industry business model, with little incentive for the end-user. Will customers still look for discounts? and seasonal promotions? Are they prepared to digest fast fashion brands in order to support upcoming designers? The future of fashion relies on them and the producers.

Social innovation and sustainability in the Fashion Industry brings together innovators, entrepreneurs, leaders and policy-makers in a serious well designed mode to structure the Fashion Industry for the future. This will bring forth new ideas and solutions to a more sustainable fashion and innovations in the Fashion Industry. Some brands and retailers had to de-prioritize sustainability in order to get through their challenges, and others use this as an opportunity to double down on sustainability efforts because they're in a position to do so. What we need to focus on is the outcomes and how we rebuild the industry together.

Retailers like H&M and Jack & Jones have been offering mid-season sales at significantly discounted prices online. Big e-commerce players like Ajio & Myntra are also offering discounts to boost sales. Retailers are quickly trying to read which way the wind is blowing. Changing consumer trends will lead to risks and one has to keep track of consumer behavior and what really sells in the market. Transparency is the first step in transforming fashion.

## 2. Conclusion

While all brands are finding it hard to accept the fact of consumer waste, It is also the company's responsibility. I think it is possible to practice upcycling, even on a large scale. It is not simple, but with imagination and collaboration, creativity and investment reducing waste can be achieved.

In order to reach a goal in this challenging situation, the best way to improve the fashion Industry is to set a good framework for agile systems of management with responsiveness and competitiveness with the latest automated technology which will innovate and rebuild the Future of the Fashion Industry with a purpose.

## References

- [1] Wong Zoe Bayliss, dt. 23<sup>rd</sup>. May2020, "The Fashion Industry just Outlined A Vision for the Future" "FORBES"
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