

Secondary Research: Web Search and Analysis

List of Relevant Article Links:

1. <https://hbr.org/2022/01/the-myth-of-sustainable-fashion>
2. <https://www.oracle.com/retail/fashion/sustainability-challenges-fashion/>
3. <https://www.mckinsey.com/industries/retail/our-insights/For-H-and-M-the-future-of-fashion-is-both-circular-and-digital>
4. <https://www.forbes.com/sites/catherineerdly/2023/12/19/is-body-positivity-actually-changing-the-clothing-industry/>
5. <https://www.stylerave.com/body-positivity-fashion-backlash/>
6. <https://www.harpersbazaar.in/fashion/story/why-the-body-positivity-movement-needs-a-plus-size-male-model-1070928-2024-08-13>
7. <https://www.voguebusiness.com/sustainability/could-modular-fashion-make-sustainability-fun-better-coperni-peter-do-courreges>
8. <https://medium.com/everyeverything/modular-clothing-a-proposition-6fc77887235>
9. <https://inkmagazinevcu.com/the-future-is-modular/>
10. <https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-fast-fashion>

What I Learnt About the Territories

Sustainability + Fast Fashion: Due to trade liberalization, globalization, and cost pressures, few brands own their upstream factories, outsourcing most production. Most don't know their full supply chain or work with suppliers to cut carbon emissions, slowing fashion sustainability. Shein uses fossil fuel-based synthetics that are cheaper and more available than natural fibers, making polyester the top synthetic and over half of global fiber production. Less than 1% of clothing is recycled because it needs skilled labor; a cotton shirt may have mixed materials (nylon thread, polyester labels, buttons, zippers) that must be separated. Circular fashion (by H&M) keeps resources in use longer before recycling or regeneration, using innovations like Looop, which turns old garments into new ones.

Body Positivity: Size washing exists as brands will put bigger bodies in their adverts, but their site only supplies smaller sizes. They want to be seen to be inclusive, but they're not. Body positivity is also a gender-double standard

Modular Fashion: It could be an important way to shift consumer behaviour. Example: 22 Merino wool garments could be styled into 365 looks (collars could be added, sleeves removed, etc), so consumers can make what's already in your closet feel new.

Problems We Could Address

- The lack of supply-chain transparency and heavy reliance on fossil fuel-based materials
- Low clothing recyclability due to mixed materials and skilled labor-intensive processes
- Size washing and disconnect between what is advertised vs what is available in stores
- Gender-double standards in body positivity concerning inclusion of diverse male bodies
- Limited modular design options for customizable garments that extend clothing lifespan