

My name is Qasim Rubani and I am the founder of **ShopOurTerms**.

A) Challenges of Implementation of SDGs in the Textile Industry

Question: What the financial barriers and the limitation does fashion brand encounter in their efforts to implementation of sustainable development goals?

Answer:

So basically, as per my experience, fashion brands often face high costs related to sustainable materials and processes because the demands and desires of the customers changes with time. So we need to innovate ourselves in every sort of way possible. So that's why we always try to find sustainability in terms of being environmental friendly and then trying to be as innovative as we can to fulfill the requirements of the customers and limited funding or incentives can also make it challenging to prioritize SDG efforts.

Question: How does the barrier like the outsourcing the material and the lack of the government support impact the progress of the fashion brand in implementing the sustainable development goals?

Answer:

Okay, outsourcing has its own pros and cons. First pro is that outsourcing device responsibility. The businesses can focus on their own, you know, they can prioritize their main goals and then the things they are not specialized in, they can outsource it, for example, making neck labels, making price tags, making zips, etc, etc. However, outsourcing can lead to loss of control over supply chain practices. So that means when you lose the control, you cannot, you know, overlook what's happening in terms of your operations and then it can cause mistakes and cause a lot of time as well, which eventually can, you know, delay the time of objectives or goals or releasing the new collections. Government support impacts everything, you know, it impacts every business starting from even if it's fashion industry, it's real estate, it's petroleum industry, whatever it is. It will 100% affect the business in any cost because when the government, government rules the country at certain points and when people who are ruling the place right now does not help you or are against you, they can definitely, this is definitely a bad thing for a business, any business. So that is something obvious.

Question: Do you believe that not keeping an eyes on the supplier's eco-friendliness and not rewarding the green practices is a big obstacle for the fashion brand to follow the sustainable development goals?

Answer:

All right. So as you know, our terms also is a brand and we are also manufacturers as well. So without tracking the suppliers that's behind us, for example, suppliers who are providing us with yarn, suppliers who are providing us with accessories, if we are not tracking them, obviously our objectives will be delayed resulting into huge losses, which means that we can get claimed by

companies like Zara and American Eagle for thousands of dollars. That means that you have to, claim means that you have to air the shipment that was meant to be shipped because you're late, okay, so we have to deliver the shipment in double the cost, which means we are not getting a profit or even breakeven and we have to air the shipment to the respective company. So yes, 100%, we have to keep track of suppliers so that we are always ahead of time and we can reach objectives. It is pretty obvious, like if you're not keeping track of your suppliers, your objective has been delayed. When your objective is delayed, you're not providing to the customers on time, your reputation is at stake. For example, let me give you an example, you're waiting for a jacket from Albert Sims, for example, and it is meant to be launched on 20th December, for example, and you're waiting and waiting, you're saving money for it, and it's not launched on 20th December, it's delayed for some reason, it's delayed to 20th January.

You will buy from some other place and you'll be frustrated and our reputation will be damaged in front of your eyes.

Question: How does the risk of the technology failure couples with the lack of the technology development and affect the successful implementation of the sustainable goal in a fashion brand?

Answer:

Sustainability is important, it's very important in fashion brands, but it can sometimes be adverse in terms of affecting the business, but the fast-paced nature of tech can lead to failures of production, can lead to failure of execution, but sometimes you have to use that sustainability because you have to stay eco-friendly. But at the same time, you have to be careful of all the SDG progresses, all the SDG efforts, and then, you know, sort of, you know, execute the operations using sustainability. So, for example, if technology is using in a company, when the new technology is implemented, the introducing industry, how do you feel that these technologies align with the sustainability and how do you feel that it is difficult to implement in your industry, in your brand? How does the technology, okay, so, for example, if there is a new machinery coming in, okay, that will have, obviously, for example, if there is, like, new cars, you see new cars are coming in, new cars are EV, EV cars, electric cars like Tesla, so they do not, you know, release carbon dioxide or carbon monoxide or any sort of dangerous fumes, which means they are reducing the air pollution. Eventually, that means they are becoming eco-friendly and they are not, like, they are trying not to pollute the environment.

You see there is a lot of smoke these days outside in, like, in our area, it is because of the industries, because of the releasing fumes, because of the, you know, sewage system everywhere and this is damaging things. So, that is why new technology is really important to be eco-friendly for the future of the community. So, to implement the, install the water plant? No, it is not difficult, it is so easy.

If you want to, if you want to live, if you want to see the future, you have to apply these things because eventually you are going to die if you are not, if you are not doing this and you have pressure from the buyers as well because buyers want to be eco-friendly. Why? Because consumers expect them to be eco-friendly. If buyers are not eco-friendly, then they can face riots and they can face a huge setback from the customers, okay? Like, you have heard, like, the bycauts, for example. If you are not eco-friendly, you can face bycauts, etc. We can suffer bad rankings in front of our consumers' eyes, in front of our buyers' eyes. And it is not really hard to implement

something like a water plant, like a water treatment plant, which helps our dying waste. It recycles the water from dying waste and then it releases it when it is purified. So it is difficult. Next question.

Question: How does the lack of the environmental training program impact the fashion's sustainability performance?

Answer:

Without training, employees may lack the knowledge or motivation to contribute effectively to sustainability goals, impacting the brand's overall performance and SDG efforts. Without training, employees may lack the knowledge or motivation, like, if you, okay, like, you are asking me a lot of obvious questions, to be honest. For example, there is a machine, which we just, there is, for example, a dying machine, which we just installed, okay? And there is a new guy who is supposed to, you know, run that machine. When he does not have any training from the operators or he does not have the training of the machine, how will he be able to run it? He will damage all the process. For example, a car is a machine, isn't it? If you don't know how to drive it, to what extent the fashion brand tangible, sustainable action contribute to the positive reputation and does it have the impact on the customer purchases? Okay, so consumers, consumers require a lot of things these days. They require variety, they require sustainability, they require eco-friendliness, they require ethical, ethical, ethical everything, technically.

B) Benefits of Presenting Sustainability Actions in Marketing Campaigns

Question: To what extent do a fashion brand's tangible sustainability actions contribute to its positive reputation, and does it have an impact on customers' purchase intention?

Answer:

A fashion brand's tangible sustainability actions—like reducing environmental impact, ensuring ethical labor, and conserving resources—play a crucial role in enhancing its reputation. As consumers become more aware of ethical and environmental issues, brands that align with these values foster trust, loyalty, and a positive brand image. Meeting consumer expectations around sustainability demonstrates responsibility and customer focus, which not only builds reputation but also positively impacts purchase intentions. By addressing these demands, brands satisfy ethical consumer preferences and gain a competitive edge in the market. So, obviously, if we are implementing all of the things that a consumer, consumers are requiring, obviously, we will have good reputation for them. Secondly, just never forget, in any business, in any business, there is a buyer, and every buyer in the world is always right, always. So that's the point.

Question: Do you believe that the implementation of the sustainable marketing practices can help the fashion brand to enter in a new market and increase the share?

Answer:

Yes, implementing sustainable marketing practices can indeed help fashion brands enter new markets and increase their market share. As consumers globally become more environmentally conscious, they increasingly seek brands that align with their values. By adopting sustainable

practices, fashion brands can differentiate themselves, appeal to ethical consumers, and build trust in new markets. Sustainable marketing signals a brand's commitment to social and environmental responsibility, which resonates particularly well with younger demographics and those in developed markets, where sustainability is often a top purchasing criterion. This strategy not only facilitates market entry but also supports long-term growth and brand loyalty.

Question: Is it important for fashion brands to implement sustainable solutions to remain competitive in the international market?

Answer:

As for remaining competitive in the international market, it is crucial for fashion brands to implement sustainable solutions. Sustainability has become a key factor in consumer choice and regulatory expectations across various countries. Brands that embrace sustainable practices can enhance their reputation, meet regulatory standards, and appeal to the growing segment of eco-conscious consumers. In contrast, brands that overlook sustainability may face challenges such as loss of consumer trust, difficulty meeting international standards, and reduced competitiveness. Thus, sustainable solutions are essential for any fashion brand aiming to thrive globally.

Question: Do you think working for sustainable fashion brands will increase motivation and productivity of employees?

Answer:

So, how the incentive given to the employee that the motivation of the employee remains high? Okay, so obviously, when we are, when we are, okay, so just think about what I am going to say. When we are becoming more sustainable, it means we are becoming, our reputation is increasing in front of the buyers, right? When our sustainability, when our reputation is increasing in front of the buyers, it means our sales is increasing. When our sales is increasing, it means our revenue is increasing.

Whenever, when our revenue is increasing, it means we have more, we have more profit. When we have more profit, we **are** giving more bonuses. So, that's the incentive.

Question: In your opinion, do you think that the sustainable marketing practices help in attracting and retaining the employee?

Answer:

Yes, it definitely does. It helps, it 100% helps us to retain our employees because we are becoming innovative. Employees want to stay somewhere which is innovative, not go somewhere which is outdated or obsolete.

So, when you are innovative, the employee would love to stay in your company to, you know, to be trained more, to work better, to work in a better way, you know, and to be paid more, to get bonuses, etc. So, yeah, 100%.

C) Effective Techniques of Integrating Sustainability Activities in Marketing Campaigns

Question: Do you believe that the use of the recycle, reuse reduce in marketing campaign, campaign of fashion branding attract the techniques effectively?

Answer:

Yes, it does. recycle, reuse reduce is very important. These days we are using recycled polyester, we are using recycled cotton, which means the cotton polyester has been recycled, which then goes on the knitting machine and the fabric is made out of it and that is a requirement of power as well. Whenever you buy a shirt from some brand, you will see recycled cotton 100% written on the neck label.

That means it is something really important, like reusing whatever there is and becoming sustainable again. So, recycling, reusing, sustainability, this is all very important, this all comes under one umbrella. So, yes.

Recycling and reusing, reduce the cost of the anything? Reducing the cost, it depends. To be honest, it depends. You cannot like, you, look, how can you judge something's random cost, you know.

Cotton has a different cost, polyester has a different cost, both waste have different cost and both recycle, there are different procedures in recycling them, there are different procedures in dyeing them, you know. So, they both would have different cost. Cotton is relatively, like 100% cotton would be relatively expensive than the mixture of cotton and polyester, you know.

So, yes, that's the difference. So,

Question: Do you think that the increase the research and the development capacity of the fashion brand will result the more effective sustainability market campaigns?

Answer:

Tell me one business, who does, who succeeded without doing research and development? Without the research and development, it is not possible to succeed in market. Exactly. You answer your own question.

So, how your brand is working on this? Research and, like we are doing, we are developing samples every day. Even, we are developing different sort of samples every single day, we are using different materials, we are using different sort of yarn, we are implementing different practices. Since I moved into this company, this is handed over to me, that's what I am doing, R&D and developing.

So, that's, we are producing a lot of different things these days, you know, different garments, different fabrics, different procedures, you know, and it is, it is kept in 100% secrecy, because we don't want others to know about our secrecy, about our recipes. Using different yarns, different, say, different compositions, you know, and sending our samples and fabrics to different places,

different buyers, despite even thinking that it can, it can be rejected, I don't care. We will produce as many as we can, ignoring the fact that it can be rejected.

Question: Do you think that the use of the green packaging material effectively contribute to integrate the sustainable into the market campaign?

Answer:

Yes, it is effective. We ourselves are producing our packaging cartons from recycled materials, and we are getting that imported from Australia. So, we are trying to make it ourselves as well, but mostly we

are importing from Australia, because that's buyer's requirement, they want recycled packaged material, because that's world's requirement, that's sustainability.

So, yes, it's 100% effective. Nowadays, if you are selling things in plastic, that will not be effective, okay? Because you see, like, juice boxes, initially they used to have plastic straws, and for us, our brand used to have, when we started, we used to have plastic packaging sort of bags, but then we had to become environmental friendly, and we replaced plastic with recycled material to put it in a package. So, yes, recycled material does attract consumers.

Question: In your experience, please share any other sustainable marketing technique for the fashion brands. Sustainable marketing technique?

Answer:

Okay, so, one of the techniques is, like, you can, obviously, as I told you, you have, like, 24 certifications, you can get as many certifications as you can. It's not, like, that easy to be certified, it's a huge course that you have to go through.

And if you pass those steps, then you are certified. If you're not passing those steps, you will not be certified, okay? So, if you, obviously, one of the things, the main things are, like, get certified from different sort of agencies. Get their stamps, get their certificates to prove your sustainability.

And then, you can, obviously, enhance your websites, and enhance your company profile in a way. And, obviously, you know, increase your green zones, which you can show in your video. Implement solar panels, which you can show in your video and website and profile.

That can track down virus as well. So, yes, these sort of techniques, like solar panels, increasing green area, green space, putting in more trees in the company, and then getting more highly certified. Transcribed by TurboScribe.ai. Go Unlimited to remove this message.