**BRAND NAME: Fadnooricouture**

Assalam-o-Alaikum, My name is Ghulam Rasool and I am doing studies in FAST University and I am a student of Business Analytics and my project is Research on Sustainability in the Textile Industry and Fashion Brands. My first question regarding challenges of implementation of SDGs in the textile industry is

**What financial barriers and limitations do fashion brands encounter in their efforts in implementation of SDGs?**

Okay, first of all, as per my experience and knowledge, My name is Mohammad Fawad Noori, I am an international fashion professional, I am a sustainable fashion designer representing Pakistan at ATIS International Platform. So, according to your research, I am very much glad that you are working on this kind of a project in your student life, so your first question is about the challenges.

So I think the first thing is the awareness. Fashion industry in Pakistan is very fast fashion based and they are also looking for money making, they don't know the importance of sustainability. So fashion brands face financial constraints like high cost of sustainable materials and limited funding and they don't know about the eco-friendly production processes.

**How do barriers like outsourcing materials and lack of government support impact the progress of fashion brands in implementing SDGs?**

Okay, according to the government support, now the government is working on this, but still there is outsourcing and lack of government support because the processes are very slow. When you are asking for the funding, the requirements are very high and in the fashion industry in Pakistan, the brands don't have that kind of knowledge or skills about SDGs, how they can reduce the gap with sustainable sourcing and regularity of the gaps. So that's the main factor which I think is lacking right now.

**Do you believe that not keeping an eye on supplier's eco-friendliness and not rewarding green practices is a big obstacle for fashion brands to follow SDGs?**

Yes, definitely. Neglecting supplier eco-standards and not having the certifications, that's the reason that green practices poses a significant obstacle. Without adhering to eco-standards and obtaining proper certifications, companies risk losing credibility and trust among eco-conscious consumers. These certifications not only demonstrate a commitment to sustainability but also serve as a competitive advantage in markets that prioritize green practices

**How does the risk of technology failure coupled with a lack of technology development affect the successful implementation of SDGs in the fashion brands?**

I think there is always a barrier in technology, failure of technology and underdevelopment technologies for the implementation of SDGs because we are the developing country and we don't know how to proceed with the technology.

So adding this to the sustainable transition is more focusing because people are not taking risks, people don't know about the value of sustainability and they are always looking for the price. That's the main obstacle and the failure of the technology to develop SDGs in this segment.

**How does the lack of environmental training programs impact the fashion brand's sustainability performance?**

There is always training required for these kinds of initiatives in Pakistan or other parts of the world.

But I think still people want to understand the four basic agendas of sustainability, ecological agenda, economic agenda, social agenda and culture. Culture is very important. So the limited environmental training leaves brands unprepared if they don't have effective sustainability goals and eco performances.

That's the main point to be addressed. My first question regarding benefits of presenting sustainability actions in marketing campaigns is to

**What extent do our fashion brands tangible sustainability actions contribute to its positive reputation And does it have an impact on customers' purchase intention?**

Yeah, definitely. Purchasing power or buying power of a consumer is the base of tangible sustainability actions.

If brands are directly concerned about the sustainability, they have to develop the reputation. They have to understand the positivity of the influence of a customer and its purchase intentions.

**Do you believe that implementing sustainable marketing practices can help fashion brands to enter new markets and increase market share?**

Yes, definitely.

Sustainable marketing practices can help brands to develop new market strategies and grow their market share. But for that, they definitely create the awareness and also connect the story of sustainability with the brand philosophy.

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

Yeah, absolutely.

It creates the awareness. It's suitable for the market as well as for the environment. Sustainable solutions are essential for competitiveness in the international market as well.

Sustainable practices not only fulfill environmental responsibilities but also resonate with the values of today’s consumers, who increasingly favor brands committed to eco-friendly solutions. By adopting sustainable methods, companies can enhance their reputation, attract a broader customer base, and open up opportunities for innovation. Moreover, sustainable strategies often lead to long-term cost savings and improved resource efficiency, making them economically beneficial as well as environmentally sound.

So, I think that's very true. In your opinion.

**Do you think sustainable marketing practices help in attracting and retaining employees?**

Yes. Employees feel more motivated and productive if employees have their awareness about the importance of sustainable development goals.

In the fashion industry, we're always looking for the opportunity. And sustainability, I think, is not the trend nowadays. It's the future of fashion.

So, that's very motivated and productive working for brands committed to sustainability.

My first question regarding effective techniques of integrating sustainability activities in marketing campaigns is,

**Do you believe that the use of recycle, reuse, and reduce in the marketing campaigns of fashion brands is an effective technique?** Yeah, R3 is the concept of sustainability. And in the global market, that's very effective.

But now, the companies who are focusing on R3, that's recycling, reusing, and reducing, is effective and conveying a commitment to sustainability. It's the first step towards sustainability.

**Do you think increasing the research and development capacity of fashion brands will result in more effective sustainability marketing campaigns?**

Yes.

Increasing R&D enhances the effectiveness of sustainability marketing campaigns, enabling towards innovation. Investing in R&D allows companies to develop new, eco-friendly products and refine sustainable production processes, setting them apart in a competitive market. This focus on innovation enables brands to offer unique solutions that meet both consumer expectations and environmental standards. Additionally, R&D efforts in sustainability can help companies stay ahead of regulatory changes, ensuring compliance while fostering a positive brand image.

**Do you think that the use of green packaging material effectively contributes to the integration of sustainability into marketing campaigns?**

Yeah, definitely. It creates the environment friendly.

But if you think about the green packaging, the material which is available in Pakistan is very questionable. But still, if people are thinking about this, the packaging is more important and the value of packaging, how you can deliver your product, the fashion product, to the consumer. So, green packaging material reinforces sustainable branding and appeals to eco-conscious consumers.

And my last question is,

**In your experience, please share any other sustainability marketing techniques for the fashion brand.**

I think you have to focus on the craftsmanship, the artisans of our rural areas, highlighting local trends, use eco-friendly fibres, because the base of garment is based for fashion garment, for fashion industry, fabric is very important. And for fabric, the selection of fibre is more important.

Then supporting ethical label practices is very important. And the other techniques like marketing, branding, it can be also sustainable and impactful. Okay, thank you so much for your precious time and making us aware.

Thank you very much and good luck for your project. Take care. Thank you so much.

Allah Hafiz. Allah Hafiz.