**Brand: Sonia Farrukh**

**Interview on Sustainability in the Textile Industry and Fashion Brands**

**A) Challenges of Implementation of SDGs in the Textile Industry**

**1) What financial barriers and limitations do fashion brands encounter in their efforts to implement SDGs?**

"For small home-based brands like ours that primarily focus on online business, implementing the Sustainable Development Goals (SDGs) is quite challenging due to financial constraints. It’s difficult to manage sustainability with low profit margins for a small, home-based brand."

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

"We don’t have control over the materials we import because sometimes we have to import different fabrics and items. However, without sufficient government support, we can’t import them. This becomes a major barrier, especially since, as you know, there’s currently a ban on Indian imports and similar restrictions."

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

"Not supporting eco-friendly suppliers and green practices is a significant challenge for small brands like ours. It’s essential for our supply chain to be sustainable; otherwise, the impact of our efforts remains very limited. Suppliers should also be rewarded for green initiatives so they are encouraged to improve their eco-friendly practices."

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

"Investing in new technology is very risky because, if it doesn’t develop as expected, achieving sustainability goals becomes extremely difficult. We’re unsure how new technology will work for small businesses, and we’re not in a position to take such risks at this stage of our business."

**5) How does the lack of environmental training programs impact the fashion brands’ sustainability performance?**

"If the team isn’t given environmental training, they won’t be able to understand sustainability targets. And if they can’t understand them, they won’t be able to achieve them either."

**B) Benefits of Presenting Sustainability Actions in Marketing Campaigns**

**1) 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?**

"Obviously, sustainable practices create a very positive brand image, which attracts consumers. They’re more likely to make repeat purchases if they know that the products they’re buying come from a brand doing something good. It’s a very positive effect overall."

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

"Obviously, sustainable marketing can make it easier to enter new markets and increase market share. If you're implementing sustainable practices, you capture a larger market because everyone knows you're doing something positive with your business."

**3) Is it important for fashion brands to implement sustainable solutions to remain competitive in the international market?**

"In the international market, competing without sustainable practices becomes very difficult, as every customer and country now prefers environmentally responsible brands. If brands like ours don’t follow environmental sustainability practices, we will fall far behind internationally."

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

"Yes, definitely, because if employees know that their brand is doing something good and promoting positive things, they will also feel very motivated. This, in turn, increases the company’s productivity."

**5) In your opinion, do you think sustainable marketing practices help in attracting and retaining employees?**

"I think so, because as a customer myself, sustainable brands are very attractive and help maintain the brand image, as people prefer working with such brands."

**C) Effective Techniques of Integrating Sustainability Activities in Marketing Campaigns**

**1) Do you believe that the use of ‘Recycle, Reuse, Reduce’ in the marketing campaigns of fashion brands is an effective technique?**

"Yes, I think so, because this technique makes customers more environmentally conscious, which helps both the brand and the customers."

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

"When we research new eco-friendly materials, processes, and technologies, it helps us generate innovative ideas that also have a positive effect on the environment. For example, if the R&D team develops sustainable fabric or dye techniques that use less water and energy, this can easily be highlighted in our campaigns, which will attract more customers."

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

"Yes, definitely. Because if we are using green packaging, customers also feel like, 'Wow, this brand is working very environmentally friendly.' What we at Sonia Farrukh try to do is use reusable bags made of recycled paper, which is very environmentally friendly."

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

"What we at Sonia Farrukh are proud to do is sometimes customers bring their old outfits, like those from their mothers or grandmothers—meaningful heirloom pieces. We add our Sonia Farrukh touch to them and create a whole new outfit, which is very environmentally friendly and eco-friendly. We’re using old materials to create new outfits, and no one would ever know. As our brand is based in Faisalabad, we buy and produce everything here, but we deliver it internationally, which makes us unique as a local brand."