**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."Customer Growth
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 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 **‘Recycle, Reuse, Reduce’** 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**."