

Key Issues and Challenges in Fashion Business

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ISSN: 2578-0271



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Submission: 📅 November 22, 2023

Published: 📅 December 19, 2023

Volume 9 - Issue 4

How to cite this article: VR Sampath*, Mathumitha and Kavita Kadam. Key Issues and Challenges in Fashion Business. Trends Textile Eng Fashion Technol. 9(4). TTEFT. 000716. 2023. DOI: [10.31031/TTEFT.2023.09.000716](https://doi.org/10.31031/TTEFT.2023.09.000716)

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Abstract

Fashion design is the art of applying design, aesthetics, clothing construction and natural beauty to clothing and its accessories. It is influenced by culture and different trends and has varied over time and place. A fashion designer creates clothing, including dresses, suits, pants, and skirts, and accessories like shoes and handbags, for consumers. Fashion designers work in a variety of different ways when designing their pieces and accessories such as rings, bracelets, necklaces and earrings. Due to the time required to put a garment out in market, designers must anticipate changes to consumer desires. Fashion designers are responsible for creating looks for individual garments, involving shape, color, fabric, trimming, and more. Though most clothing worn for everyday wear falls within a narrow range of conventional styles, unusual garments are usually sought for special occasions such as evening wear or party dresses. The design process is unique to the designer, and it is rather intriguing to see the various steps that go into the process. Finally, a sample garment is made up and tested on a model to make sure it is an operational outfit. Currently, the fashion industry relies more on mass-market sales. The mass market caters for a wide range of customers, producing ready-to-wear garments using trends set by famous names in fashion. They often wait around a season to make sure a style is going to catch on before producing their versions of the original. This article aims to indicate some of the potential issues in fashion business and attempts to provide the nearest solutions to eradicate them the issues addressed are sustainability in fashion, Cultural appropriation, Size inclusivity, Intellectual property, Waste in fashion production, Lack of diversity in designers, Technological advancements, Supply chain disruptions, Sustainable certifications and Fashion and identity.

Keywords: Sustainable materials; Waste in fashion; Cultural appropriation; Technological advancements

Introduction

In the last two years, the fashion industry has gone through major transformations owing to multiple factors like rapid adoption of e-commerce, growth in the D2C sector, and many others. Going ahead, there are multiple fashion trends currently on the table that a fashion business needs to be aware of in order to thrive and grow in the market. Direct-to-consumer strategies gained prominence among fashion and apparel brands during the pandemic, as online shopping was the best way to reach home-bound buyers. Consumers loved easy access and efficiency. But as reopening and mobility increase, consumers are reacquainting themselves with pre-pandemic shopping habits. While consumers will continue to shop online in 2022 due to convenience and established behavior, many are yearning for in-person experiences and will moderate their online shopping in favor of a return to brick-and-mortar stores. Smart fashion and apparel companies will need to assess and adapt preferred channels to meet consumers where they are, whether it's shopping from their couches, in stores or both. In this hyper competitive market, fashion and apparel companies will need to be creative and innovative to offer the products and buying experiences that consumers demand.

Likewise, companies will need to stay on the cutting edge of innovation and develop new sustainable products to remain competitive and expand their customers' wallet share. Creative use of social media and influences should be used to connect and transact with consumers, building community as well as brand loyalty. Finally, the metaverse, a virtual marketplace where next-generation consumers can engage and transact with brands, especially luxury goods, will become increasingly important for companies to interact, understand and meet the needs of their customers. Fashion companies will need to rethink their operations. Many

will update their organizational structures, introducing new roles or elevating existing ones to target key growth opportunities and respond more effectively to risk. Brands may also choose to see the next year as a time to team up with manufacturing partners to sharpen their supply chain strategies. This may involve near shoring to better respond to fast-shifting consumer demand or leaning more heavily on data analytics and technology to manage inventory efficiently.

Distribution channel mixes are also ripe for reassessment. As e-commerce growth normalizes after its pandemic boom, the sheen has started to wear off the direct-to-consumer digital model that propelled many brands over the past decade. As lockdown restrictions lifted, shoppers have made it clear that although they still value online channels - particularly within luxury, where online DTC and third-party platforms will continue to drive growth - shoppers also want brick-and-mortar experiences. Brands will also need to factor in the continued return of international travel to pre-pandemic rates, which will be buoyed by a strong US dollar. Wholesale and physical retail have a new role in revamping customer journeys, requiring brands to look beyond tier-one cities to be physically closer to consumers. Career in fashion designing in India offers an exciting and vibrant path for individuals with a passion for creativity and style. The field encompasses a wide range of job profiles, from fashion designers and stylists to merchandisers and entrepreneurs [1].

Sustainable materials

Leading fashion businesses are increasingly revamping their operational models to consider the ethical and environmental implications of their offerings. According to an estimate, fashion production accounts for 10% of the total carbon emission and leads to 20% water pollution. Given the current scenario, it is expected to lead to 26% of the global carbon footprint by 2050. Textile dyeing is the second-largest contributor to water pollution. For instance, making a pair of jeans alone requires 2,000 gallons of water. (Source: <https://www.unep.org/news-and-stories/story/putting-brakes-fast-fashion>).

Measures such as using recycled fabrics, procuring locally sourced raw materials, mitigating supply chain inefficiencies and eco-friendly packaging can play an instrumental role in adding value to the community. Sustainable materials in fashion design include organic cotton, hemp, Tencel, recycled fabrics (like rPET and rNylon), bamboo, Piñatex, Econyl, cork, organic linen, and soy silk. These materials reduce environmental impact, promote ethical practices, and are commonly used by designers to create eco-friendly clothing and accessories [2].

Problem of sustainable of materials:

A. Limited Availability of Sustainable Fabrics: Many sustainable fabrics, such as organic cotton, hemp, and Tencel, have limited availability compared to conventional materials like polyester and conventional cotton. This can make it challenging for designers to source sustainable materials at scale.

B. Cost Constraints: Sustainable materials can often be more expensive than their conventional counterparts. This cost differential can deter designers and brands, especially those operating on tight budgets, from adopting sustainable materials.

C. Performance and Durability: Some sustainable fabrics may not perform as well as synthetic materials in terms of durability, moisture-wicking, or stretching. Designers need to balance sustainability with the practicality and longevity of their designs.

D. Lack of Variety: Sustainable materials may not offer the same range of colors, textures, and finishes as conventional materials, limiting design options for fashion designers.

E. Dyeing and Finishing Challenges: Eco-friendly dyeing and finishing processes for sustainable textiles can be complex and costly and not all sustainable fabrics are compatible with these processes.

F. Certification and Transparency: Ensuring the authenticity and sustainability of materials throughout the supply chain can be challenging. Fashion brands must rely on certifications and supply chain transparency to verify the origins and ethical production of materials.

G. End-of-Life Considerations: Designers need to think about the disposal of garments made from sustainable materials. While these materials may be biodegradable or recyclable, infrastructure for proper disposal and recycling is often lacking.

H. Consumer Education: Educating consumers about the benefits and importance of sustainable materials is an ongoing challenge. Some consumers may not be aware of sustainable options or may not prioritize sustainability in their purchasing decisions.

I. Innovation and Research: The fashion industry needs ongoing research and development to create new sustainable materials and improve existing ones. This requires investment in innovation and collaboration between designers and material scientists.

J. Scale-Up Issues: Scaling up production of sustainable materials can be slow and resource-intensive. It may take time for sustainable materials to become more widely available and cost competitive.

K. Market Demand: While consumer interest in sustainable fashion is growing, it's still a relatively small segment of the market. Fashion designers and brands may hesitate to invest heavily in sustainable materials if they are unsure of the market demand [3].

Solution for sustainable materials:

a) Research and Development: Invest in research to discover and develop new sustainable materials that have minimal environmental impact.

- b) **Recycling Programs:** Establish and support recycling programs for materials like plastics, textiles, and metals to reduce waste and encourage the use of recycled materials in production.
- c) **Certification Standards:** Implement and adhere to certification standards for sustainable materials, such as certifications from organizations like the Forest Stewardship Council (FSC) or Global Organic Textile Standard (GOTS).
- d) **Consumer Education:** Educate consumers about sustainable materials, fostering demand for eco-friendly products and encouraging companies to adopt sustainable practices.
- e) **Circular Economy Practices:** Embrace circular economy principles by designing products that can be easily recycled or repurposed, reducing the overall environmental impact.
- f) **Collaboration with Suppliers:** Work closely with suppliers to ensure transparency in the supply chain and source materials responsibly, considering both environmental and social aspects.
- g) **Policy Advocacy:** Advocate for and support policies that incentivize the use of sustainable materials and discourage the use of environmentally harmful ones.
- h) **Innovation in Production Processes:** Explore and adopt innovative production processes that minimize resource use and environmental impact, such as waterless dyeing or 3D knitting.

Cultural appropriation

Cultural appropriation refers to the act of borrowing or imitating elements of one culture by individuals or groups from another culture, often without understanding or respecting the cultural significance, history, or context. This can be controversial and offensive when it reins forces stereo types, disrespects traditions, or lacks proper acknowledgment and permission [4].

Cultural appropriation problems:

- A. **Disrespect and Insensitivity:** Cultural appropriation often involves the borrowing or imitation of elements from a culture without understanding or respecting their significance. This can be seen as disrespectful and sensitive to the people whose culture is being appropriated.
- B. **Reinforcement of Stereotypes:** Cultural appropriation can perpetuate stereo types and misconceptions about a culture, leading to a shallow or skewed understanding of it.
- C. **Economic Inequity:** In some cases, individuals or corporations' profit from the appropriation of cultural elements, while members of the culture being appropriated may not receive creditor compensation for their contributions.
- D. **Loss of Cultural Identity:** When cultural elements are taken out of their original context, they may lose their cultural significance, leading to a loss of cultural identity for the affected group.

- E. **Power Imbalance:** Cultural appropriation often involves elements of dominant cultures adopting elements from marginalized or historically oppressed cultures, which can further highlight power imbalances and inequalities.
- F. **Cultural Erasure:** Appropriation can lead to the erasure of cultural histories and traditions, as they become diluted dormis represented in the mainstream.
- G. **Lack of Consent:** Many forms of cultural appropriation occur without the consent or approval of the culture being borrowed from, which can be seen as a violation of cultural boundaries.
- H. **In-authenticity:** The adoption of cultural elements without understanding can result in inauthentic or superficial representation, leading to misunderstandings and misinterpretations.
- I. **Loss of Cultural Significance:** Cultural elements that are overused inappropriately can lose their meaning, making it challenging for their true cultural context to be appreciated.
- J. **Cultural Double Standards:** Some cultures are subjected to cultural appropriation while others are not, which can create perceptions of double standards.

Solution for cultural appropriation:

- a) **Educate:** Promote cultural sensitivity and awareness.
- b) **Collaborate:** Consult with and involve e members of the culture.
- c) **Give Credit:** Acknowledge the source when using cultural elements.
- d) **Avoid Stereo types:** Refrain from perpetuating stereo types.
- e) **Celebrate and Appreciate:** Engage respectfully with cultures without appropriating.
- f) **Support Authentic Representation:** Amplify voices from the culture.
- g) **Legislation and Policies:** Implement laws and policies against appropriation. **Raise Awareness:** Share information about cultural appropriation.

Size inclusivity

Size inclusivity, also known as body positivity or size diversity, is a movement and concept that advocates for the inclusion and representation of people of all body sizes and shapes in various aspects of society, particularly in the fashion, beauty, and media industries. This movement addresses the discrimination, bias, and stigmatization that many individuals face due to their body size [5].

Problem of size inclusivity:

- A. **Limited Representation:** Despite progress, many industries, including fashion and media, still predominantly feature individuals with "ideal" or conventionally slim body

types, leaving limited representation for those with larger or unconventional body sizes.

B. **Size Discrimination:** Discrimination and bias against people with larger bodies persist in various areas of life, including employment, healthcare, and social interactions.

C. **Unrealistic Beauty Standards:** Society's fixation on unrealistic beauty standards often leads to body shaming, low self-esteem, and mental health issues for those who don't conform to these standards.

D. **Accessibility Issues:** Plus-size clothing and fashion options can be limited, leading to difficulties in finding stylish, well-fitting clothing.

E. **Health Misconceptions:** The assumption that all individuals with larger bodies are unhealthy can lead to misdiagnoses and inadequate healthcare. It's essential to recognize that health is not solely determined by body size.

F. **Intersectional Challenges:** Size inclusivity intersects with other forms of diversity, and individuals at the intersection of various marginalized identities may face compounded discrimination.

G. **Pressure to Conform:** Individuals often feel pressured to conform to societal beauty standards, even within the size inclusivity movement, which can be counterproductive to the goal of promoting diverse beauty ideals.

H. **Tokenism:** In some cases, companies or industries may tokenize body diversity by featuring one or a few larger models or individuals without genuinely embracing inclusivity.

I. **Lack of Legal Protections:** Not all regions have comprehensive legal protections against size-based discrimination, leaving individuals with limited recourse.

J. **Social Media Challenges:** While social media has been a platform for promoting body positivity, it can also perpetuate harmful beauty standards and lead to cyber bullying and comparison anxiety.

K. **Educational Gaps:** Education about size inclusivity and body positivity is not universally integrated into school curricula, leaving many individuals without proper knowledge and support.

L. **Resistance to Change:** Resistance to size inclusivity from individuals and industries that profit from conventional beauty standards can slow progress.

Solution for Size inclusivity:

a) **Diverse Representation:** Encourage representation of various body sizes in media and fashion.

b) **Education:** Include education on body positivity and size diversity.

c) **Legal Protections:** Advocate for anti-discrimination laws based on body size.

d) **Mental Health Support:** Offer resources for individuals facing body image issues.

e) **Corporate Responsibility:** Encourage companies to adopt inclusive policies and practices.

f) **Intersectional Approach:** Address the intersection of size inclusivity with other forms of diversity.

g) **Advocacy and Activism:** Support organizations and individuals advocating for change.

Intellectual property

Intellectual property (IP) refers to legal rights that protect creations of the mind, such as inventions, literary and artistic works, symbols, names, and designs. These rights grant creators' exclusive control over their creations and can include patents, copyrights, trademarks, and trade secrets, fostering innovation and creativity while ensuring creators receive recognition and financial benefits for their work [6].

Problems intellectual property:

A. **Complexity and Cost:** Registering and enforcing IP rights can be expensive and complex, particularly for individuals and small businesses. Legal fees and administrative costs can be prohibitive.

B. **Overreach and Abuse:** Some argue that overly broad IP protection stifles innovation and creativity, as it can be used to block legitimate uses and developments of ideas and technologies.

C. **Inequitable Access:** IP can lead to equitable access to knowledge and resources, as it can be used to restrict access to essential medicines, technologies, and information.

D. **Mono-poly Power:** Strong IP rights can grant individuals and corporations monopolistic control over certain markets, limiting competition and driving up prices.

E. **Counterfeiting and Piracy:** The unauthorized reproduction and distribution of IP-protected materials, such as counterfeit goods and digital piracy, can lead to significant financial losses for creators and businesses.

F. **Chilling Effect:** Fear of legal action can deter innovation, creativity, and the sharing of knowledge, as individuals and organizations may avoid certain activities due to IP concerns.

G. **Infringement Disputes:** IP disputes and lawsuits can be protracted and costly, diverting resources and time from productive activities.

H. **Evolution of Technology:** Emerging technologies, like 3D printing and digital sharing, pose challenges for IP enforcement and may necessitate updates to IP laws and enforcement mechanisms.

I. **International Issues:** IP enforcement can be challenging on a global scale, as different countries have varying IP laws and levels of enforcement.

J. Ethical Concerns: IP disputes sometimes involve ethical considerations, such as access to life-saving drugs or protecting indigenous knowledge.

K. Public Domain Erosion: Extended copyright terms and other IP protections can delay works entering the public domain, limiting their availability for educational and creative use.

L. Strategic Litigation: Some entities engage in strategic litigation, or “patent trolling,” using IP rights not to create, but to extract settlements from other businesses through lawsuits.

Solutions for intellectual property:

- a) **Balanced Laws:** Establish and maintain balanced IP laws that protect creators while considering public interests.
- b) **Affordable Registration:** Simplify and reduce the cost of IP registration, especially for small inventors and creators.
- c) **Alternative Dispute Resolution:** Promote alternative dispute resolution methods to reduce litigation costs and time.
- d) **Education:** Educate individuals and businesses about IP rights and responsibilities to reduce unintentional infringements.
- e) **Global Cooperation:** Encourage international cooperation to address IP issues, including counterfeiting and piracy.
- f) **Public Domain Preservation:** Maintain and expand the public domain, ensuring access to knowledge and cultural heritage.
- g) **Adaptation to Technology:** Update IP laws to adapt to changing technologies, ensuring they remain relevant and effective.
- h) **Ethical Considerations:** Address ethical concerns in IP disputes, particularly in areas like access to essential medicines and indigenous knowledge.
- i) **Transparency:** Promote transparency in IP-related activities and ensure that IP holders act in good faith.
- j) **Innovation Incentives:** Explore alternative incentives for innovation, such as prizes, grants, and open-source collaboration.

Waste in fashion production

Waste in fashion production refers to the excessive use of resources, such as materials, water, energy, and chemicals, and the generation of waste, including textile scraps, unsold inventory, and pollution, throughout the fashion manufacturing process. Reducing waste in the fashion industry requires adopting sustainable practices, reducing over production, and improving resource efficiency [7].

Problem in waste in fashion production:

A. **Over production:** The fashion industry often produces more clothing than the market demands, resulting in unsold and discarded inventory.

B. **Fast Fashion:** Rapid fashion trends and cheap production methods encourage consumers to buy and discard clothing quickly, contributing to waste.

C. **Material Waste:** Large quantities of textiles are wasted during the cutting and sewing stages of garment production.

D. **Environmental Impact:** Fashion production consumes vast amounts of water, energy, and chemicals, leading to pollution and resource depletion.

E. **Textile Waste:** Disposal of old or unwanted clothing adds to the burden of textile waste in landfills.

F. **Packaging Waste:** Excessive and non-recyclable packaging materials are often used in fashion products.

G. **End-of-Life Disposal:** Many textiles are not recyclable or biodegradable, leading to long-term environmental problems.

H. **Supply Chain Complexity:** Complex global supply chains make it challenging to track and reduce waste in the production process.

I. **Addressing this issue** requires a shift towards sustainable and circular fashion practices, reducing over production, promoting recycling, and using eco-friendly materials.

Solution for waste in fashion production:

- a) **Reduce Over production:** Create smaller, demand-driven production cycles to avoid excess inventory and waste.
- b) **Sustainable Materials:** Use eco-friendly materials, such as organic cotton, recycled fabrics, and innovative sustainable textiles.
- c) **Resource Efficiency:** Implement more efficient cutting and sewing techniques to minimize material waste.
- d) **Slow Fashion:** Promote longer-lasting, quality products and encourage consumers to buy fewer, but higher-quality items.
- e) **Recycling and Up cycling:** Develop recycling programs for textiles and encourage cycling of old clothing.
- f) **Circular Economy:** Embrace circular fashion models that focus on repair, refurbishment, and resale of garments.
- g) **Transparency:** Increase transparency in the fashion supply chain to monitor and reduce waste at each stage.
- h) **Sustainable Packaging:** Use recyclable and eco-friendly packaging materials and minimize unnecessary packaging.
- i) **Consumer Education:** Raise awareness among consumers about the environmental impact of fast fashion and the benefits of sustainable choices.
- j) **Regulations and Standards:** Support and enforce regulations that encourage sustainable practices in the fashion industry.
- k) **Collaboration:** Encourage collaboration among stakeholders, including brands, manufacturers, consumers, and government agencies, to drive sustainable change.

Lack of diversity in designers

The lack of diversity in designers refers to the underrepresentation of individuals from diverse racial, ethnic, and cultural backgrounds in the fashion and design industry. This lack of diversity can result in limited perspectives and representation in fashion, leading to a lack of inclusivity and creativity in design [8].

The lack of diversity in designers creates several problems:

- A. Limited Perspectives: Homogeneity in the design industry leads to a limited range of perspectives, resulting in less inclusive and innovative designs.
- B. Reinforces Stereo types: Lack of diversity can perpetuate cultural stereo types and biases in fashion, potentially leading to offensive or appropriate designs.
- C. Exclusion: Aspiring designers from underrepresented groups may face barriers to entry, limiting their opportunities for success.
- D. Market Gaps: Under representation can result in a failure to meet the fashion needs of diverse consumer demographics, missing out on market opportunities.
- E. Cultural Insensitivity: Designers lacking cultural diversity may unintentionally create culturally insensitive or appropriative designs.
- F. Missed Talent: The industry may miss out on talented designers from underrepresented backgrounds.

Solution for lack of diversity in designer:

- a) Education: Promoting diversity in design education to encourage underrepresented groups to pursue design careers.
- b) Mentorship Programs: Establishing mentorship programs that connect aspiring designers from diverse backgrounds with experienced professionals in the field.
- c) Industry Collaboration: Encouraging collaboration between design organizations and diversity-focused groups to create opportunities for underrepresented designers.
- d) Recruitment Practices: Implementing inclusive hiring practices and policies that actively seek diverse talent in design firms and organizations.
- e) Visibility and Representation: Promoting diverse designers through exhibitions, conferences, and media to increase visibility and representation in the design community.
- f) Cultural Competency Training: Providing training for designers and industry professionals on cultural competency and awareness to foster a more inclusive environment.
- g) Networking Opportunities: Creating platforms for designers from underrepresented backgrounds to network and connect with industry professionals.
- h) Supportive Work Environments: Establishing inclusive and supportive work environments that celebrate diversity and provide equal opportunities for career growth.

Technological advancements

Technological advancements refer to the continuous improvement and development of technology, resulting in innovations, efficiency gains, and new capabilities across various industries, from health care to communication and beyond. These advancements drive progress, improve our quality of life, and often shape the future of society [9].

Problem of Technological advancements:

- A. Privacy Concerns: Advances in technology, particularly in surveillance and data collection, can threaten individual privacy and lead to concerns about data security.
- B. Job Displacement: Automation and artificial intelligence can lead to job displacement in certain industries, impacting employment opportunities for some workers.
- C. Inequality: Not everyone has equal access to and benefits from technological advancements, leading to a digital divide and exacerbating social and economic equality.
- D. Ethical Dilemmas: Ethical issues related to technology, such as AI bias, raise concerns about discrimination and fairness.
- E. Environmental Impact: Some technological advancements, like mass production and energy consumption, can have adverse environmental consequences, contributing to pollution and climate change.
- F. Health Concerns: The excessive use of technology, such as smart phones and screens, can lead to physical and mental health problems.
- G. Dependency and Addiction: People may become overly dependent on technology, leading to addiction or reliance on devices.
- H. Misinformation and Disinformation: Technology can facilitate the spread of false information, leading to fake news and disinformation campaigns.
- I. Ethical Dilemmas: Advances like genetic engineering raise ethical questions about the manipulation of human genetics and other living organisms.

Solution for technological advancements:

- a) Privacy Protections: Implement and enforce strong data protection and privacy laws to safeguard personal information and data.
- b) Education and Training: Invest in education and training programs to help workers adapt to technological changes and acquire new skills.
- c) Digital Inclusion: Bridge the digital divide by ensuring equal access to technology and the internet, particularly for underserved communities.
- d) Ethical AI: Develop and adhere to ethical guidelines for artificial intelligence to minimize bias Sustainable Technology:

Promote sustainable and eco-friendly technologies to reduce the environmental impact of technological advancements.

- e) **Screen Time Management:** Encourage responsible use of technology and screen time management, particularly for children and adolescents.
- f) **Cyber security Measures:** Enhance cyber security measures and promote best practices to protect against cyber threats.
- g) **Media Literacy:** Invest in media literacy programs to help individuals identify and combat information and disinformation.
- h) **Ethical Frameworks:** Establish ethical frameworks and regulations for emerging technologies, such as genetic engineering.
- i) **Public Awareness:** Promote public awareness about the social, ethical, and environmental implications of technological advancements.

Supply chain disruptions

Supply chain disruptions refer to unexpected events or challenges that disrupt the flow of goods and materials within a supply chain, often leading to delays, shortages, increased costs, and operational difficulties for businesses. These disruptions can result from various factors, including natural disasters, geopolitical conflicts, economic crises, and logistical issues [10].

Problem of supply chain disruptions:

- a) **Production Delays Disruptions** can lead to delays in the production and delivery of goods, impacting product availability and revenue.
- b) **Increased Costs:** Businesses incur higher costs due to supply chain disruptions, including expedited shipping and sourcing from more expensive suppliers.
- c) **Inventory Challenges:** Maintaining adequate inventory levels becomes challenging, potentially leading to stock outs or excess inventory.
- d) **Customer Dissatisfaction:** Delays in product availability and delivery can result in dissatisfied customers and damage to a company's reputation.
- e) **Financial Impact:** Supply chain disruptions can have a severe financial impact on businesses, leading to decreased profits and increased expenses.
- f) **Supply Chain Complexity:** As supply chains become more complex and global, they are more susceptible to disruptions.
- g) **Long-Term Effects:** Some disruptions can have lasting effects, leading to supply chain restructuring and changes in sourcing strategies.
- h) **Loss of Market Share:** Prolonged disruptions can result in a loss of market share for competitors who can maintain

a more stable supply chain. **Risk Management:** Supply chain disruptions require businesses to invest in risk management and contingency planning.

- i) **Environmental Impact:** Transportation delays and rerouting due to disruption can increase carbon emissions and harm the environment.

Solution supply chain disruptions:

- A. **Diversify Suppliers:** Work with multiple suppliers to reduce reliance on a single source, thereby minimizing the impact of disruptions.
- B. **Resilience Planning:** Develop comprehensive risk management and resilience strategies to anticipate and mitigate potential disruptions.
- C. **Supply Chain Visibility:** Implement technology and tools that provide real-time visibility into your supply chain, enabling faster response to issues.
- D. **Safety Stock:** Maintain safety stock or buffer inventory to cushion against fluctuations in supply and demand.
- E. **Collaborative Relationships:** Foster strong, collaborative relationships with suppliers, enhancing communication and flexibility during disruptions.
- F. **Logistics Optimization:** Optimize transportation and logistics operations to minimize delays and costs.
- G. **Contingency Plans:** Develop contingency plans that outline steps to take during supply chain disruptions, including alternative sourcing options.
- H. **Scenario Analysis:** Conduct scenario analysis to identify potential disruptions and devise strategies to address them.
- I. **Insurance:** Consider supply chain insurance to mitigate financial losses during disruptions.
- J. **Technology Investment:** Invest in digital technologies such as blockchain and AI to enhance supply chain efficiency and visibility.
- K. **Reshoring and near shoring:** Evaluate the feasibility of moving production closer to your target markets to reduce supply chain complexity.
- L. **Government Collaboration:** Collaborate with government agencies to address trade, customs, and transportation issues that impact supply chains.

Sustainability certification

Sustainability certification is a process through which organizations and products are assessed and verified to meet specific environmental, social, and ethical standards. These certifications confirm that a company or product adheres to sustainable practices, such as eco-friendly production, fair labor, or responsible sourcing, and provides transparency and assurance to consumers and stakeholders.

Problem of sustainability certification:

- a) Complexity and Confusion: There is a proliferation of various sustainability certifications and standards, leading to confusion among consumers and companies about which ones to trust or adopt.
- b) Green washing: Some companies may engage in “green washing,” falsely claiming or exaggerating their sustainability certifications to appear more eco-friendly than they are.
- c) Lack of Uniformity: Lack of global uniformity in certification standards can hinder international trade and make it challenging to compare sustainability efforts across regions.
- d) Certification Costs: Obtaining and maintaining certification can be expensive, particularly for small and medium-sized businesses, creating barriers to entry for some.
- e) Limited Scope: Some certifications may focus on specific aspects of sustainability, potentially ignoring broader issues or providing an arrow view of an organization’s sustainability efforts.
- f) Resource Intensity: The certification process, including audits and documentation, can consume significant time and resources.
- g) Ineffective Monitoring: Monitoring and enforcement of certification standards may be inadequate, reducing the credibility and impact of certifications.
- h) Over-Reliance: Relying solely on certifications may discourage organizations from continuously improving their sustainability practices.

Solution sustainability certification

- A. LEED (Leadership in Energy and Environmental Design): This certification is commonly used for buildings and construction projects, emphasizing sustainable practices in design, construction, operation, and maintenance.
- B. ISO 14001: This is an international standard for environmental management systems, providing a frame work for organizations to identify and control their environmental impact.
- C. Fair Trade Certification: Focused on social sustainability, fair trade certifications ensure that products are produced under fair labor conditions and that producers receive fair compensation.
- D. Carbon Neutral Certification: Organizations can obtain certifications indicating that they have taken steps to measure, reduce, and offset their carbon footprint.
- E. B Corp Certification: B Corps are businesses that meet high standards of social and environmental performance, accountability, and transparency. It’s a holistic certification covering various aspects of sustainability.

Fashion and identity

Fashion and identity are closely intertwined, as the clothing and styles people choose to wear often reflect and express their individual and collective identities. Fashion can serve as a means of self-expression, cultural belonging, and personal identity, influencing how people perceive and are perceived by others. It plays a significant role in shaping and communicating aspects of one’s identity, including gender, culture, values, and personal preferences.

Problem of fashion and identity:

- a) Stereotyping: Fashion choices can lead to stereotyping, where people make assumptions about an individual’s character or background based on their clothing, reinforcing biases.
- b) Social Pressure: Conforming to specific fashion trends to fit in with a group or societal norms can lead to a loss of individual identity and personal expression.
- c) Body Image Issues: Pursuit of certain fashion ideals can lead to body image issues and self-esteem problems, particularly among young people.
- d) Cultural Appropriation: The adoption of elements from other cultures in fashion without proper understanding or respect can be seen as offensive and disrespectful.
- e) Environmental Impact: The fast fashion industry’s environmental impact raises ethical questions about its role in shaping identity through unsustainable consumption.
- f) Consumerism: Excessive consumerism related to fashion can lead to financial strain, as individuals seek to keep up with the latest trends.
- g) Pressure on Identity: Pressure to conform to fashion ideals can hinder individuals’ ability to express their unique identities.
- h) Labor Rights: Ethical concerns related to the fashion industry, such as poor labor conditions, can raise identity-related issues among consumers concerned about the human rights implications of their clothing choices.

Solution for fashion and identity

- A. Promote Diversity: Encourage diverse representation in fashion to challenge stereo types and biases.
- B. Consumer Education: Educate consumers about ethical and sustainable fashion choices and the consequences of fast fashion.
- C. Body Positivity: Promote body positivity and self-acceptance to reduce the impact of fashion ideal on self-esteem and body image.
- D. Cultural Sensitivity: Raise awareness about cultural appropriation and encourage respectful cross-cultural fashion engagement.

E. Support Ethical Fashion: Choose ethical and sustainable fashion brands that prioritize fair labor practices and environmentally responsible production.

F. Personal Expression: Emphasize the importance of personal expression and self-identity in fashion choices, rather than conforming to trends.

G. Community Support: Establish communities and organizations that offer support and resources for individuals facing identity-related fashion issues.

H. Regulation and Transparency: Advocate for regulation and transparency in the fashion industry to ensure fair labor conditions and environmentally responsible practices.

Conclusion

With India's growing fashion industry, fueled by increasing consumer awareness, the booming e-commerce sector, and the country's rich textile heritage, the growth prospects for fashion designers are abundant. Fashion is in for a difficult year, with forecasts for 2023 predicting a global slowdown as economic pressure grows. With consumers tightening their budgets as the cost-of-living rises, sky-high inflation weighing heavily on brands, and intensified concern around issues such as sustainability, inclusivity, fair pay and working conditions, businesses cannot afford to let their guard down. To maintain a positive trend in 2023, businesses must ensure that they are acting in the interest of all stakeholders - investors, employees, customers and society alike - and commit to overcoming issues such as environmental

impact, lacking diversity, and distrust while navigating the short-term economic challenges. Fashion is the only industry that touches on all 17 Sustainable Development Goals. This review highlights the potential problems in prominent areas and also the simple solutions to overcome them.

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