

COLEGIO UNIVERSITARIO DE ESTUDIOS FINANCIEROS
BILINGUAL DEGREE IN BUSINESS ADMINISTRATION (ENGLISH-SPANISH)

Trabajo Fin de GRADO



DAVID AGAINST GOLIATH: SUSTAINABLE ENTREPRENEURSHIP
AGAINST THE LARGE TEXTILE MULTINATIONALS



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Madrid, May 2022

*I want to dedicate this to my family for teaching me how to learn through freedom, to my friends for supporting and helping me always, to my tutor for motivating me throughout the whole project, to the people who took part in the survey for giving me a bit of their time, to all the activists, brands and movements that fight to change the system for better.
Thank you all for inspiring me and being part of this project.*

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1. INTRODUCTION

The definition of fashion is different depending on where we read it or who talks about it. What does the concept of fashion imply? According to the information provided by Sarina (2022), it refers to the styles of clothing that are currently popular. It is always evolving, changing, and going back. To learn about people, we must also learn about fashion. Wearing a particular type of clothing can communicate different things such as status, wealth or occupation and can also separate people into groups.

During the last century, the economy and profit drive fashion. Brands in general are bigger than designers, serving a vast number of customers and having presence in major countries of the world. Fast fashion, slow fashion, sustainability, and online selling platforms are some of the most important words on the textile industry nowadays, they drive fashion on this period. Fashion has evolved from being only a form of following trends and showing status to also showing the values people stand for, responding to cultural and environmental changes as well as trying to show individuality.

What does fast fashion mean? Hayes (2021) proposed that:

Fast fashion is the term used to describe clothing designs that move quickly from the catwalk to stores to take advantage of trends. The collections are often based on styles presented at Fashion Week runway shows or worn by celebrities. Fast fashion allows mainstream consumers to purchase the hot latest look or the next big thing at an affordable price.

The previous author also added that is common because of cheaper prices, faster manufacturing and increasing the consumers purchasing power and appetite for the latest styles. From this we can see that the competitive prices and the instant happiness of consumers along with higher profits for companies are clear benefits of the fast fashion model. The disadvantages of this model of fashion are that it has a negative impact on the environment with high pollution and waste, and affects people by poor working conditions, low wages, and exploitation of kids in some cases.

The concept suggested by Hill (2021) as *slow fashion*:

Put simply, slow fashion is the opposite of fast fashion. It encompasses an awareness and approach to fashion that considers the processes and resources required to make clothing. It advocates for buying better-quality garments that will last longer, and values fair treatment of people, animals, and the planet along the way.

Slow fashion and sustainable fashion can be considered nearly the same as they are movements that kind of have similar guidelines. The only difference would be that slow fashion apart from looking into what is best for people and the planet, it is also focused on reducing consumption and production.

The article *What Is Sustainable & Ethical Fashion?* (Sustainable Jungle, 2022) maintains that:

Sustainable and ethical fashion is an approach towards sourcing, manufacturing, and designing clothes which maximizes the benefits to the fashion industry and society at large, while at the same time minimizing its impact on the environment.

During the last years, especially since the 2000s, a lot of sustainable startups have started to appear in the fashion industry. This happens because there has been a growing demand of socially responsible investing, now people want to also show their values by their clothes, demanding fair manufacturing. The reason that this happens during the 2000's is that globalization and the internet play a major role on the impact things have in our lives, now there are less barriers of entry to markets, making it easier to get to more people. This has led to movements around the globe, such as fashion revolution that pretend to stop fast fashion and support slow and sustainable fashion.

Grunitz (2021) mentions in his article that the latest sustainable startups mainly do their business online, and it is quite usual to see that they are created by young people. This is because they have grown being more concerned with the environment and want to make a positive impact while still generating revenue. They want to focus into middle to long-term sustainability instead of only looking into short term profitability.

My motivation to choose this topic comes from a report and a photographic documentary I saw some time ago about the textile industry in Bangladesh. Here they talked about how brands we all know produce in third world countries without worrying about the human or environmental consequences they cause, due to lack of concern and simply pursuing the greatest benefit at the lowest cost. Based on this I began to be more interested in fair trade and sustainability in the world of fashion. I thought it would be interesting to apply the knowledge acquired during my degree along with this topic to learn more myself and show you why this is an important and up-to-date matter.

During the next pages my objective is to deeper analyze the issues that have been explained before. We will focus on fast fashion, the pros and cons it has and why sustainable fashion is needed in today's society. This will be shown with different companies and examples of initiatives they have.

We want to show why a change in the way of making business in the fashion industry is needed and what clients are demanding and are willing to do when pursuing fairness. It is also important to look into what these small businesses must do in the market, as they compete with very big organizations, so how do they confront them and what makes them have a place in this industry, even when their prices can be higher, their offered models are way more limited and their stock is lower, not being able to attend so many consumers.

The objectives that are pursued are the following: Describing and addressing the opportunities and threats of fast fashion as well as the ones of slow fashion, demonstrating why sustainability in the world of fashion is necessary and implies us, knowing the opinions of customers who consume fashion, particularly in the e-commerce segment, and finally showing initiatives of certain sustainable startups, focusing on 'Bask Brand', analyzing its strengths and weaknesses.

I think it is important to mention that here we will investigate economic benefits but also ethical benefits and value, so we must consider that money can't be the only driver in this study, as many more factors are implied. This way different areas of the business will be investigated, such as the ethics of companies, the consumers perception and priorities when buying, the different strategies used and many more.

The title David Against Goliath expresses perfectly how small enterprises can win over bigger ones because of more clear values and even growth at a faster rate. It is a rather philosophical point of view as I don't want it to seem as one model wins over another, at least by now, but it can definitely show us how things can be done differently and even be better when we analyze different factors.

Another important thing I want to make clear is that we are going to be comparing the models of fast fashion and slow fashion, but I don't want them to be seen as enemies or fall into a dichotomy as I think there is much more to be appreciated in this project.

2. BRIEF HISTORY OF FASHION AND HOW DOES IT TURN INTO BEING A REPRESENTATION OF VALUES

Nowadays fashion is an important part of our image and so it should be aligned with the values we believe in. Our way of consuming should be cohesive with what we stand for and what we want to tell others about ourselves.

The meaning of fashion has changed a lot throughout the years. At first (before the 14th century) clothes were used to show social status, colors and layers would denote the financial status, making very visible the difference between the rich and the poor. This was the case until the 14th century when more money started to be spent on clothes because the aristocrats did so.



Image n°1 - Historical costumes fashion clothing 15th and 16th centuries late Middle Ages
renaissance
Source: Todocollecion.net

This picture shows us the different colors and shapes the aristocrats would use to show off their status. We can see they can barely be unnoticed, as they don't want that to happen. The industrial Revolution impacted notoriously the manufacturing of clothes, instead of everything being handmade, machines took over the processes of production and tailoring. With the invention of sewing machines (1790) more intensive manufacturing took place with less human labor being involved.

Finally on the 20th century fashion was adopted by the masses on a large scale. The entertainment sector influenced how people perceived fashion by what appeared in films and music. The introduction of new synthetic fibers and having cheaper ways of creating textiles also had a significant role. Designers started to emerge and so did designer houses, which would later end up being firms that would produce for many of customers. After World War II mass manufacturing gained popularity, common people adopted factory-

made clothes, leaving handmade garments behind. A booming economy meant people invested more in fashion, wearing mass market brands. Then globalization influenced fashion, as many different images and brands were televised, shared by magazines or through the internet. Subcultures gained importance, with groups of like-minded people dressing similar.



Image n°2 - Covers of Vogue throughout the years.
Source: Pinterest Indiwalls

The covers of vogue always have a big say on what is going to be the next more worn style or who is the icon of fashion at a certain point in time. Seeing the evolution of fashion, we can state that it has not always meant the same or pursued the same things. Nowadays it is more driven by profit and the economy. Fast fashion and online selling platforms set the line on what consumers must be after and how much they must spend on fashion. Trends change rapidly creating necessities in people who will always want to be onto the latest trends. This way the industries create non-existing necessities for people, who end up falling for this.

One thing is clear and does not change, those with wealth and influence still hold power to choose the course of the fashion industry, but still common people also have a say as their tastes drive the market for fashion. This is clearly seen in different movements and brands that have appeared during the last years, demanding justice in the market, going against the most powerful icons and brands in the industry, willing to achieve fairness and a better future for the people and the environment.

Fashion revolution is a movement born in 2013 after the Rana Plaza disaster. This event consisted of the destruction of the building Rana Plaza in Savar (Bangladesh), where 1.134 workers died and 2.437 were hurt. Since then, they have grown to becoming the “world’s largest fashion activism movement, mobilizing citizens, brands and policymakers through research, education and advocacy” (Fashion Revolution, 2019). This foundation also added that the vision of this movement is “A global fashion industry that conserves and restores the environment and values people over growth and profit” (2019).

They have various aims that want to achieve a change in the fashion industry, these can be summarized into ending exploitation of human and natural resources and having a balance of power across the global fashion industry. They want to achieve a cultural, industry and political change being action-oriented, and solution focused. Moreover, a key point is that they do not target specific companies as they believe the industry’s problems are bigger than any company’s actions.

Normally people that believe in this ‘revolution’ dress accordingly, defending brands that support equality in different fields and reducing consumption. The way people consume fashion has changed specially in the 2000’s demanding a change in the industry so they can make choices that are aligned with their believes.

This is clearly seen on how different brands appear, with each one having different ways of producing and marketing their products, creating a differentiation between consumers. A good example of this is the emergence of sustainable brands. To understand why consumers have the need for change we must deeply investigate the problems that have arisen with the fashion industry.

3. FAST FASHION: RISKS AND OPPORTUNITIES

Fast fashion has increased heavily for the last decades, it helps us by being affordable, having a lot of choices and allowing us to be in trend. It also speeds up economy and is estimated to move \$38,21billion in 2023, as reported by Hayes (2021). Furthermore, the global fast fashion market reached a value of nearly \$68.634 million in 2020 and is expected to grow to \$163.468,5 million in 2025, at a rate of 19% (Research and Markets, 2021).

This growth results from direct investments, emerging markets growth and growth in media and technology developments. It also created thousands of workplaces in offices, stores, and factories, making millions of profit each year. Shopping just keeps on becoming easier, you can buy anywhere, anytime anything. So, if fast fashion moves so much money and creates so many jobs, why is it 'bad'? Necessities are constantly created and so we feel our clothes must always be renovated. It has been proven that the utilization of clothes tends to be decreasing, we dispatch earlier what we buy.

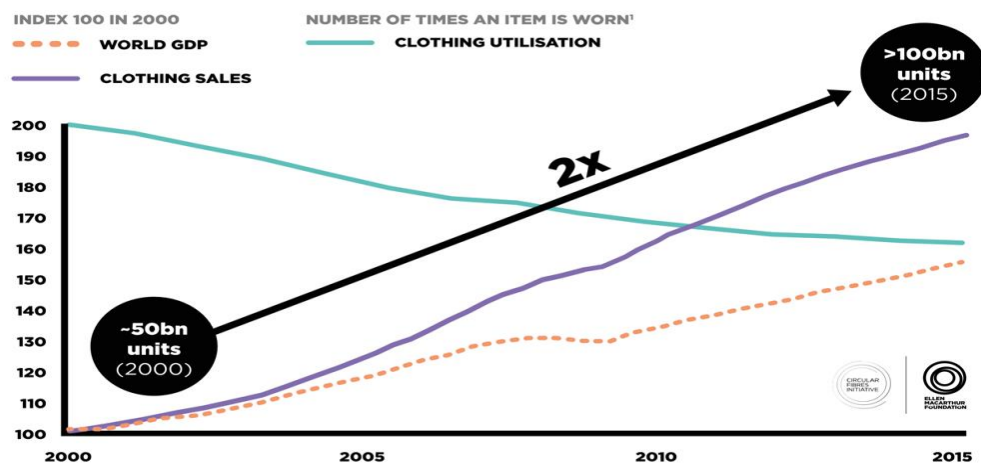


Image n°3 - Growth of clothing sales and decline in clothing utilization since 2000
Source: Ellen Mac Arthur Foundation.

Gueye's article *The Trends and Trailblazers Creating a Circular Economy for Fashion* (2021) says that this graph shows perfectly how sales keep on increasing and the utilization drops. For the last 15 years production has doubled and the number of times an item of clothing is worn has already decreased in around 40%. The industry is no longer looking into creating opportunities for the long term, as it would bring less immediate profit.

3.1. ENVIRONMENTAL FACTORS

After seeing that clothes are being dispatched earlier it is clear that this brings several problems. These problems include several factors, and we are going to start by talking about the environmental factors. Fashion is the second biggest polluting industry, after the oil industry. It is responsible for water pollution, greenhouse gas emissions and landfill.

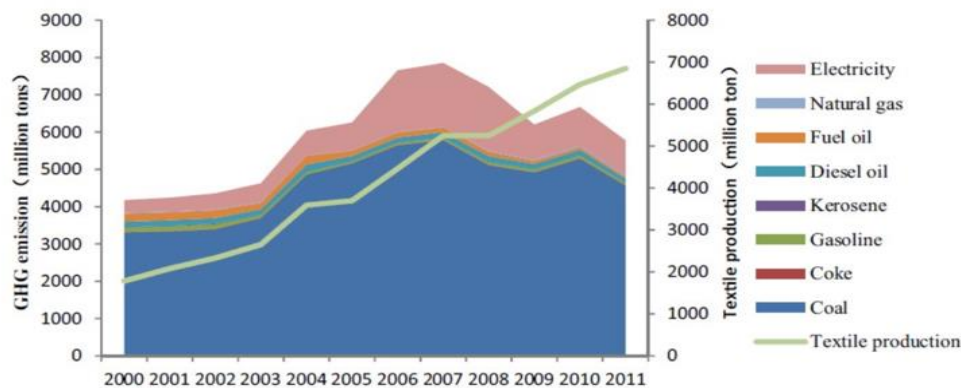


Image n°4 - Textile production and GHG emissions from different energy sources for the textile industry in China.

Source: Huang et al. (2016)

In this graph we find a perfect representation on how the emissions of textile production keep on increasing at a higher rate than any other energy source. In the 11 years that are shown, the emissions have gone up nearly a 400%. In total 1,2 billion tons of carbon emissions are produced every year by the global fashion industry. Looking at the current rate of consumption textile production will account for 25% of all global carbon emissions by 2050.

The creation of fabric also uses an enormous amount of water; one cotton t-shirt uses 2.700litres. To the massive consumption of water, we must also add water pollution. The countries that are more involved in clothing production, such as India, China, or Bangladesh, are more likely to suffer water stress and scarcity.

Also, another problem concerning water are the microfibers that reach the ocean each year. Synthetic fibers such as polyester or nylon are cheap to produce allowing brands to keep prices low but with a high environmental cost. Synthetic fibers release microfibers with the washing of each garment, and approximately 700.000 fibers of synthetic materials are released in every wash, ending up on half a million tons of microfibers reaching the ocean every year. The previous ideas are supported by Display Mode Limited (2022) and by the European Parliament (2021).

3.2. ETHICAL FACTORS

For companies to keep up with the low prices they also drive down the wages of workers throughout the supply chain. Around 75 million people work making clothes 80% are women aged 18 to 35 (Fashion Revolution Foundation, 2018).

Forced and child labor has also been reported in countries such as India, Bangladesh, or Vietnam. Brands search for the countries with the lowest labor standards so workers can be easily exploited. This normally happens in the so-called sweatshops. Research by Oxfam Australia (2012) stated that “A sweatshop is a manufacturing facility where workers endure poor working conditions, long hours, low wages and other violations of labor rights”. The wages paid are on average 2-5 times less than what the workers need to have basic facilities.

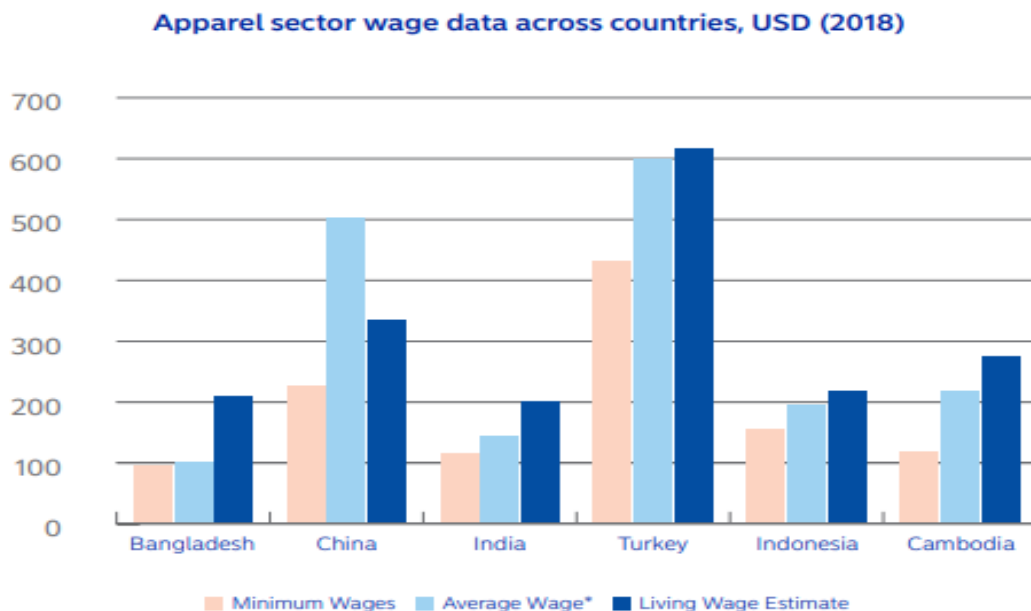


Image n°5 - Apparel sector wage data across countries
Source: Nordea Asset management.

The graph above perfectly shows how even the minimum wage is not enough for someone to live in basic conditions. The situation is even worse than this, as in 3rd world countries it is barely regulated if the minimum wage is paid, so people are paid even less as overtime hours are not paid.

Factories can be in places that are not safe to work, and many cases have been given of collapses and fires, in Bangladesh for example. Workers can also be exposed to toxic substances or dangerous machinery without having the protection that is needed.



Image nº6 - Strike of fast fashion workers
Source: Fashion Revolution.

3.3. SOCIAL FACTORS

Here environmental impact and ethical considerations come together. As it has been told before, many of the clothes produced then end up not even being worn. Now unwanted clothes are normally thrown away rather than being donated. In accordance with the European Parliament (2021):

Since 1996, the amount of clothes bought in the EU per person has increased by 40% following a sharp fall in prices, which has reduced the life span of clothing. Europeans use nearly 26kilos of textiles and discard about 11 kilos of them every year. Used clothes can be exported outside the EU, but are mostly (87%) incinerated or landfilled.

As awareness of consumers grows around the impact we really have when purchasing, the feasibility of fast fashion falls into question, is it near an end? What other choices do we have? Change must be sustainable and responsible, and it is already here, but for it to happen we must understand it and make an effort to compile with it.

4. SUSTAINABILITY: WHAT IS IT, CHANGE IN SOCIETY AND BUSINESS

As stated in the article *¿Cómo conseguirá la sostenibilidad salvar el planeta?* By the Spanish company of renewable sources called Acciona (2019):

Sustainability tries to protect the planet, stop climate change, and promote social development without putting life on Earth at risk and without leaving anyone behind. This concept seeks to cover our present needs without compromising the resources of future generations.

Sustainable fashion is linked to an ecologist movement that starts because of mass production. The essay by Abascal (2021) supported that public awareness that the environment exists is growing, and we as society must contribute to create and demand products that are valuable both for people and the planet.

According to the fashion search engine Lyst Insights (2022), since the beginning of 2020 there has been an increase for sustainability related words of a 37%. Moreover, they argued that:

The term ‘slow fashion’ has been responsible for over 90million social impressions, suggesting the beginning of a shift in shopping behaviors. Globally, there have been 45% more searches for sustainable womenswear brands than sustainable menswear brands.

Lyst (2022) also shows us that if we look at searches by countries, Denmark is the country that has seen the biggest year-on-year growth in searches for sustainable fashion with +114%. It is followed by Australia with +110%. It is interesting that instead of looking for ‘sustainable fashion’ as most Europeans do, here they are more interested in ‘Ethical fashion’. The third country would be Germany with +53%, followed by Spain with +51%.

The report (Lyst Insights, 2022) includes the following interview with different answers and questions. For instance, its starts with “How are shopping habits evolving? Do you think brands are changing their behavior?” These two questions were answered by “Good on you”, the world’s leading source for fashion brand ratings, and their answer was:

More and more people are becoming aware of the issues in fashion and are demanding change. In response, brands are taking action – assessing their social and environmental impacts and setting targets to do better. Importantly, they’re talking about it with their customers too, publishing more information about their practices and promoting sustainable collections. It’s the brands that don’t adapt that run the risk of losing market share.

It is clear to all that if we look into the data that has been mentioned, the fashion culture that takes place nowadays is unsustainable and that’s why various innovators are redesigning their business models. Also, customers are being educated on solutions and opportunities that are happening now and that will have an effect on the long run. Purchasing power must be used to make brands more transparent and committed, creating new sustainable brands, and changing the fast fashion firms.

5. POLL DONE TO FASHION CONSUMERS

Before getting into more specific cases of fast and slow fashion, as we are talking about a change in society, I decided to do a poll where we asked fashion consumers about different areas. It is a mixed investigation as it contains quantitative and qualitative questions. There was a total of 14 questions from different types, which could be open, closed, multiple choice etc. The poll was done by Google's tool called Google Forms.

A total of 211 people participated, from all different types of age groups and education backgrounds. First, we asked for demographic data for a general image of who was answering, but we will not be dividing the consumers into groups, instead we are going to be looking mainly into the results as united consumers.

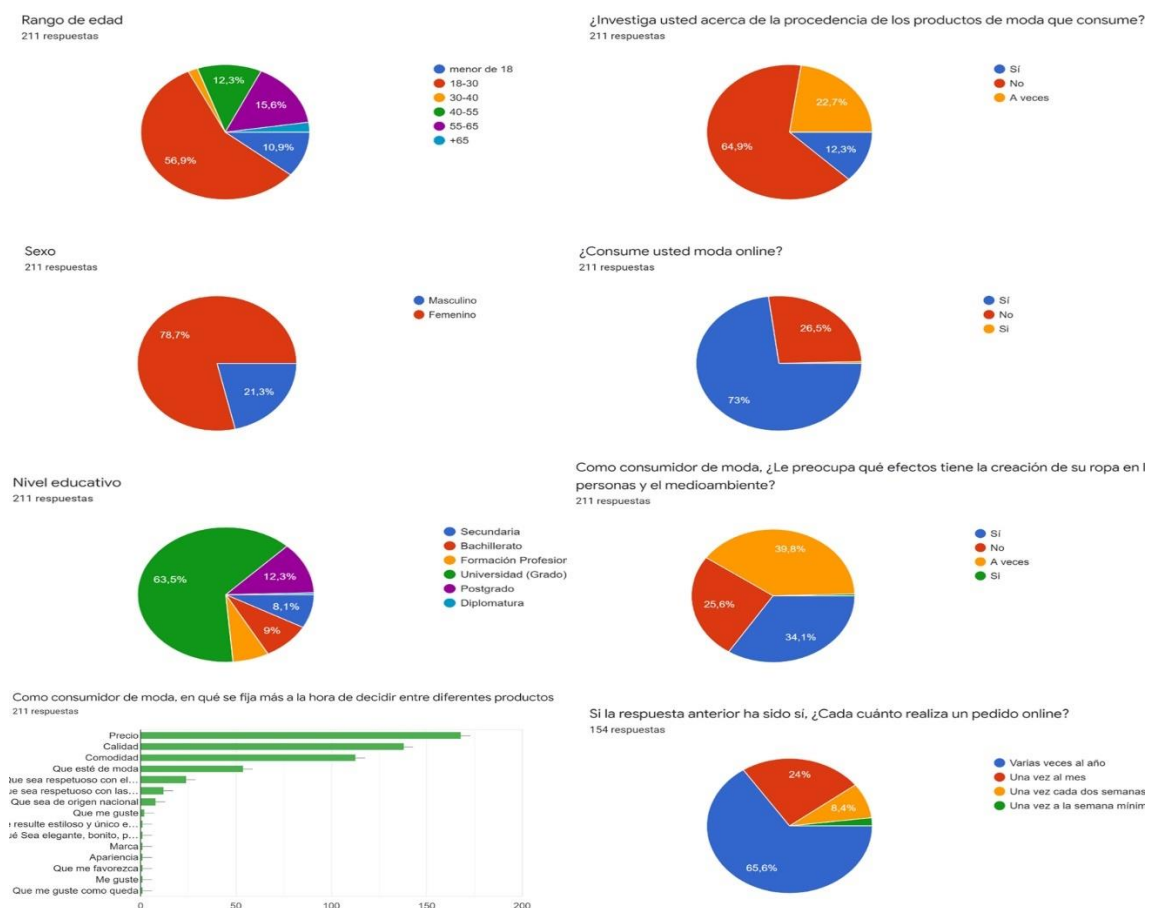


Image nº7 - Age of respondents

Image nº8 - Gender of respondents

Image nº9 - Level of education of respondents

Image nº10 - Characteristics which respondents take more into consideration when buying fashion

Image nº11 - If respondents as fashion consumers are worried about the effects the creation of their clothes have on people and the environment

Image nº12 - If respondents investigate on the origin of the fashion products they consume

Image nº13 - If respondents consume online fashion

Image nº14 - If respondents do consume online fashion, how often do they place an order

Source: Own elaboration

With this data we can see that most of the people answering are people younger than 40 and most have had education until university. We also have a higher number of women answering, as they compose 78,7% of the total answers.

When it comes into what consumers consider most when buying fashion, nearly 80% said price, this matches with why fast fashion keeps on increasing, as it is more affordable. Quality was only taken into consideration by 65,4% of the people, which also shows us people wear some garments because of fashion and don't really mind disposing them too early. The third most chosen was commodity, by 53,6%, showing people even prefer to buy cheaper than to be comfortable in what they wear. The options of ethical clothes (being respectful with people and the environment) were only chosen by 17,1% of the respondents.

Image nº10 compared to image nº11 is quite interesting. Only 25,6% say they do not care on the effects the creation of their clothes has, and the rest (74,4%) say they do care always or at least sometimes. Consumers mostly seem to care on the repercussion they have when buying, but then don't take it into account in the practice, leaving that aspect behind price, quality, and commodity.

On image nº12, even though 74,4% of the people that answered say they do care at least sometimes on the effects their choices have, only 35% say that yes or sometimes they investigate on where their clothes come from.

When asked if respondents bought online fashion 73,5% of the answers where yes, and 34,4% of them consume it at least once a month. This rate of consumption is quite high, something that is shaped by the fast fashion model. These numbers contribute to the waste that ends up in landfills, and the pollution of the water and air, as it is completely unsustainable.



Image nº15 - If respondents know the term fast fashion

Image nº16 - If respondents know the term slow fashion

Image nº17 - If respondents have ever consumed sustainable fashion.

Image nº18 - If respondents know sustainable fashion brands

Source: Own elaboration

More people know the term fast fashion than slow fashion, with a difference of nearly 20%.

When it comes to sustainable fashion it is interesting that 44,1% of the people that took part in the poll don't even know if they have ever consumed sustainable fashion. This shows us once again that the public is not even sure on what they buy, as information on this matter is not shown all the time.

To the people that said yes (a total of 73), we asked them why, and only 57 replied with a concrete answer. The most typical answers were because of the future of the planet and the values they offer, but also because they normally offer better quality. A high number of respondents also said they didn't know it was sustainable, but when they saw it was, they even liked more the clothes. Many also said they just liked the style and that it being sustainable was a plus.

Nearly half of the respondents say they do know sustainable brands, and a fifth say they are not completely sure.

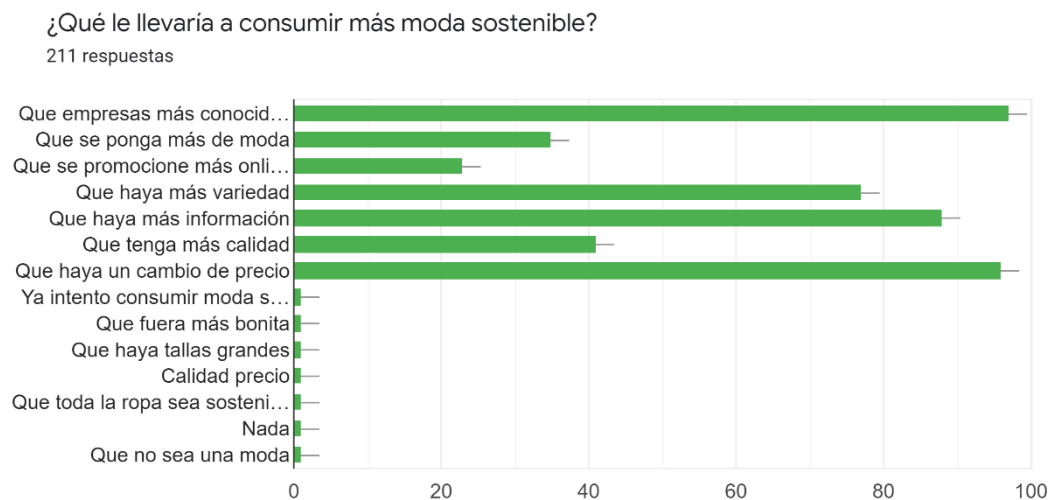


Image nº19 - What would drive respondents to consume more sustainable fashion
Source: Own elaboration

Finally, we wanted to know what would drive the consumers to buy more sustainable clothing, as a lot of them know this type of brands but barely buy things from them. The most answered option (46% clicked on it) was that the better-known companies promote it. Customers want to go to what is easy, and that is why most of them don't do research, as this takes time. If larger companies did this for customers and promoted sustainability, a change in habits could be accomplished.

The following most answered option with 45,5% of people also clicking on it was a change in price, as money has a big part on the consumption of clothes. The next more answered options were that there was more variety, and that more information was given, but once again people don't want to research, as this information can be easily found, but they want to be directly fed with it. Quality and more promotion online were also chosen by a high number of respondents. One person gave an answer that caught my attention, and it was: 'That big sizes are available'. I thought this one was interesting, as normally sustainable brands are smaller, and therefore have less stock and cannot attend all the necessities consumers have.

6. INITIATIVES OF LARGE COMPANIES: ¿REALITY OR SCAM?

Seeing the demands of consumers many large companies are trying to get in the trend of sustainable fashion. This is quite a contradiction itself, as these companies cannot opt for sustainability when they produce millions of garments, once again feeding the fast fashion model. This way many companies end up in what is known as 'greenwashing', which is defined as: "the intersection of two firm behaviours: poor environmental performance and positive communication about environmental performance", according to Delmas and Cuerel Burbano (2011).

A firm can be accused of greenwashing when they spend money and time in advertising their presumably 'green' goods or services instead of really using those resources in implementing better practices. Some companies may invest in green marketing communications to advertise themselves as eco-friendly and socially engaged, but in reality, this is quite disappointing. According to a study done by Changing Markets Foundation, 59% of claims of being green done by European and U.K fashion brands are misleading.

To get a more realistic image of the actual situation we are going to investigate the cases of H&M and Inditex, see their sustainable options and analyze if these claims are true or not. I decided to study H&M and Inditex because they were the two companies with highest sales until recently. Now Shein seems to be gaining a lot of weight when it comes to online selling and is thought to sell more than these two companies. Still, I thought that H&M and Inditex were a better choice as we know more about them, and their names have been present in the fashion industry for a longer time.

6.1. H&M CASE

H&M is a brand that presents itself by stating the following slogan: “We offer fashion and quality at the best price and in a more sustainable way”. Conforming to the statistic made by Smith (2022), their global operating profit in 2021 was of about \$1.78 billion. H&M is the second largest retailer, behind Inditex, selling all types of clothes and accessories, and you can even find home décor at some of their stores.



Image n°20 - H&M - 11850 Grand Park Avenue, 20852, North Bethesda – USA
Source: H&M

The company claims it wants to become more sustainable for today’s increasingly aware customers and until today social improvements and reduction of environmental impact can be seen throughout its product life cycle. Sustainability must be integrated into its business as an investment in customer offerings and for the group’s development and long-term growth.

H&M sells themselves as leading change, setting targets to reduce their greenhouse gas emissions, and saying that in 2030, 100% of their resources will be recycled or sustainable materials. The brand offers a recycling program where you can return any of your clothes for them to be recycled. The article *Nearly 60% of Sustainable Fashion Claims Are Greenwashing, Report Finds* (Ho, 2021) said they also use renewable energy for some of its supply chain and claim to have a ‘conscious’ fashion collection. An important scandal came out with this collection, as it was found to contain a higher proportion of synthetic fibers than its fast fashion line. While the fast fashion line had 61% of synthetic fibers, the conscious collection had up to 72%.

These actions show that the brand is progressing upon sustainability but there is still a lot of work to be done. Also, like Robertson (2022) remarks, their labor rights still fail to meet what is expected. In 2018 they promised to pay 850.000 workers a living wage and they failed to meet this. During this year the brand was also called out by the reports of Global Labor Justice, detailing abuse of female workers.

It seems like H&M keeps going back and forth when meeting the demands and targets of sustainability, so we could say that what they are doing is a good start but of course it is not even near being enough. One of the biggest mistakes is that there seems to be a lack of evidence to support their sustainable claims and a lack of real commitment.

6.2. INDITEX CASE

Inditex is the world's largest fashion retailer with seven brands (Zara, Pull&Bear, Massimo Dutti, Bershka, Stradivarius, Oysho and Zara Home) selling in 215 markets through its online platform or its 6.477 stores in 95 markets.

They claim to have three pillars which are flexibility, digital integration, and sustainability. 'We work to create value beyond profit, putting people and the environment at the center of our decision-making, and always striving to do and be better. It is fundamental to how we do business that our fashion is Right to Wear.'

Most of their shops are eco-efficient, consuming a 20% less energy and a 40% less water than other shops, and more than half are connected to the control system 'Inergy' based on energy efficiency.



Image n°21 - Zara shop in Brussels
Source: Inditex



Image n°22 - Bershka shop in Tokyo
 Image n°23 - Massimo Dutti Gallery in Mexico
 Source: Inditex

Inditex has a plan that by 2025, 100% of cotton, linen and polyester used will be more sustainable, organic, or recycled. These three fabrics now account for 90% of the raw materials used by the company.

In 2020 they wanted to eliminate the use of plastic bags, something that has already been done by Zara, Zara Home, and Massimo Dutti. In 2023 they plan to eliminate all single-use plastics, while now they recycle 88% of the waste these create.

We are going to take a closer look into the clothes that are labeled as 'Join Life'. Theoretically these garments are produced using the best processes and more sustainable raw materials. According to the annual report by the textile group Inditex (2017), the products that have these labels must comply with the following requirements:

- Suppliers must have achieved A or B qualification in the social audit
- All wet process factories involved in the manufacturing must have received A or B classification passing their environmental assessment.
- Products are manufactured using raw materials or production techniques of environmental excellence.

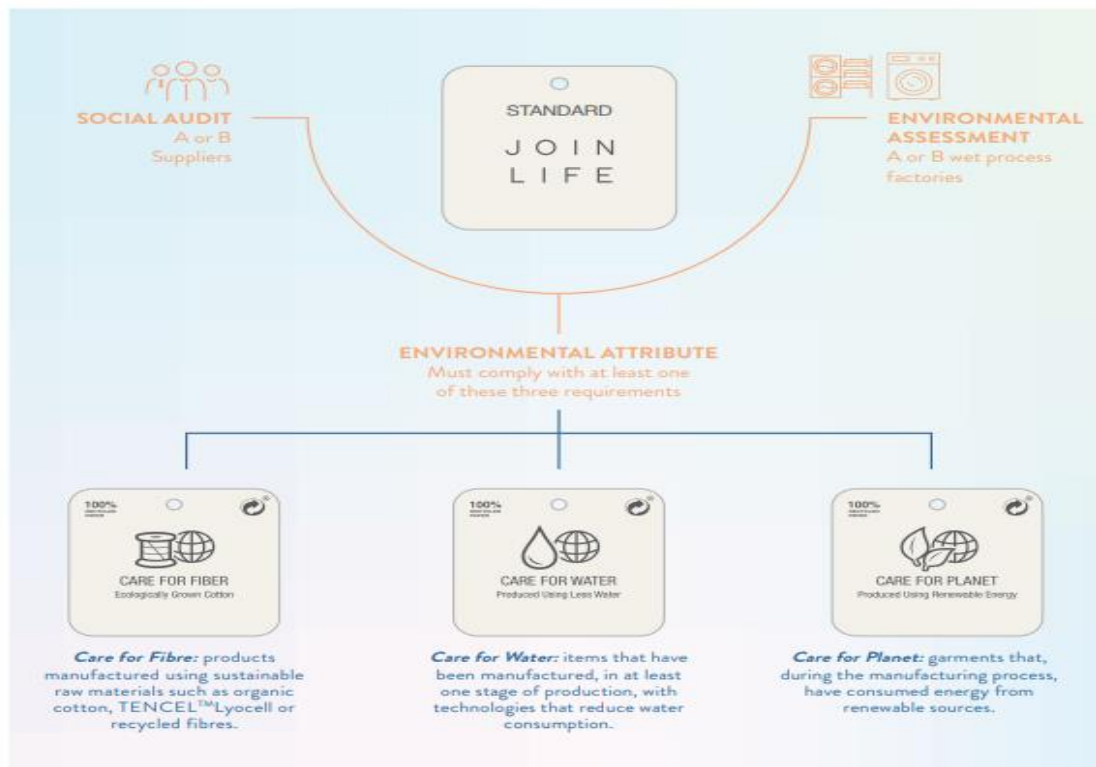


Image n°24 - Join Life labels characteristics
Source: Inditex annual report

As stated in *Zara Join Life Review* (Greggs, 2021), the brand wanted to get to 2020 with 25% of Join Life products in the market and has fulfilled and surpassed this by having a total of 37,8% of these types of clothes at their shops. The prices are equivalent to the rest of the clothes sold by Zara, which is a good thing as research shows most people won't pay more for sustainable clothes. On the other hand, the fabrics are less unsustainable, but this doesn't mean they are fully sustainable. A huge amount of water and land is still required and microplastic pollution still takes place.

Inditex also creates new sustainable collections by collecting the clothes customers drop off at their recycle spots placed in all their shops. Apart from the good progress seen, critics say the business model of Inditex and its brands cannot be 100% sustainable as they still rely on excessive purchasing. Pablo Isla, the Inditex chairman said: "It's up to the company to make products sustainable, but how often consumers buy clothes is up to them".

Even though the company seems to be decided in being more sustainable they have had various scandals related to their workers. Inditex does not facilitate the traceability of their workforce and has been accused of labor and child exploitation (Abascal, 2021).

The textile industry is among the top three industries with the highest incidence of slave-like labor, as Clean Clothes Campaign (2022) argues. Inditex once said in a statement that it could not be held responsible for unauthorized outsourcing but would still compensate the workers as the code of conduct of Inditex had been violated. Still Zara should be held responsible to know who is making their clothes, as according to the code of conduct they have signed, they are responsible for everyone that is involved in the supply chain, so they should also be monitoring.

7. BUSINESSES 100% SUSTAINABLE

The most sustainable way of consuming would be to not consume. Buying secondhand clothes will always be the best alternative, in terms of sustainability. When you buy stuff that has been used, the ‘damage’ these clothes have already done cannot be restored, but we can prevent more damage being made by new garments. This means less waste, less resource consumption, and less pollution. You can also save money as the items are sold at a lower price, and they are normally of good quality as they can be passed from one person to another as still get to be sold.

Another plus is that this is available anywhere, many online shops sell what they call ‘vintage’, and in every city there are second-hand shops. Buying everything second hand is quite difficult as you can’t always find what you are looking for, but you can start by reducing consumption.



Image nº25 - Adds to convince consumers to choose quality and durability
Source: Adolfo Domínguez

These adds were released by the Spanish brand Adolfo Domínguez insisting on sustainable fashion. In the following lines, we can read in Spanish language the message sent in the video released along with the pictures. It constitutes a very good example on how you can still invest on clothes that are good quality and will last you longer, not compromising the people, the planet, or your personal economy.

The transcript states: “Repíte. Repíte la ropa que te gusta. Repíte la ropa que te sienta bien. Repíte a pesar de todos los que dicen que no hay que repetir. Repíte porque vestir más veces lo que mejor te queda es de sentido común. Repíte para liberar espacio en tu armario, en tu cabeza, en el planeta. Repíte porque no es justo que las mujeres tengan que dedicar más tiempo y más dinero que los hombres a la ropa. Hay quien piensa que repetir es no tener estilo. En realidad, repetir es la mejor forma de encontrar el tuyo. Repíte más. Necesita menos. Sé más viejo”.

7.1. PATAGONIA

In the present chapter, we are going to investigate examples of companies that look to sell quality and create their products following sustainability. Firstly, we will talk about Patagonia Inc. which is an American retailer of outdoor clothing founded in 1973. Their mission statement is “We’re in business to save our home planet”. They want to use their resources (business, investments, voice, and imaginations) to do something about the threat of extinction that affects all life on earth.

The values of the company promote a minimalist’s style, designing products based on simplicity and utility. Their criterion for best products relies on function, repairability and durability. They strictly guarantee durability as they are aware this results in consuming less energy, less water and creating less trash.

Most of Patagonia’s materials are made from recycled fabrics and has conducted various studies on the impact of microplastics. They reject fast-fashion by offering high quality long-lasting products, even discouraging customers from purchasing too many of their products.

DON'T BUY THIS JACKET



COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator



REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace

Image n°26 - Patagonia Add 25 November 2011
Source: Patagonia

The company said: “It would be hypocritical for us to work for environmental change without encouraging customers to think before they buy.”

A good initiative Patagonia has is putting public everything they do to try and help the planet. On their website you can find many different reports and initiatives they are taking, as well as stories that go with the theme of saving the planet and being ethical.

According to Patagonia Works (2019), each year they contribute with 1% of their annual net revenues to nonprofit charitable organizations to promote environmental conservation and sustainability. Since this program started, they have already donated more than \$116.000.000.

They have also compromised that by 2025 they will be a carbon-neutral company and will pay not the minimum wage (as this isn't always enough) but a living wage to all their workers along the supply chain. By this year they also opt to only use renewable or recycled materials in their products. The brand doesn't use angora, fur, or exotic animal skin, protecting the animal welfare.

Patagonia is a good example of a company that is aware that the fashion world has a negative impact in the world and works from the inside to change it. Once a scandal was leaked of Patagonia having an inhumane treatment of birds and the label quickly responded and now works along with the organization Four Paws (which were the ones who called out Patagonia) to encourage human practices industry-wide.

Patagonia keeps on creating higher standards, which they normally achieve, to end up being a completely sustainable brand. It is an example of how companies can create fashion, profit, and still follow the right path to gain equality for all.

7.2. ECOALF

Ecoalf is a company born in Spain in 2009 wanting to create a truly sustainable fashion brand without using natural resources in a careless way to ensure these for future generations. They move by the phrase “Because there is no planet B”.



Image n°27 - Hoodie from Ecoalf
Image n°28 - Inside of an Ecoalf's coat
Image n°29 - Coats from Ecoalf
Source: Ecoalf's Instagram

Even though they are still “new” in this market compared to other companies, they have managed to increase their revenues in an incredible way. In 2017 their billing was €3.200.000 and increased up to €24.000.000 by 2020, which is an increase of a 750% in only 4 years. This was due to their increase of internet sales and entering new markets in Europe.

In 2017, ECOALF became the first Spanish fashion company to receive a certificate as a B Corporation, which means that the company meets the highest standard of verified social and environmental performance, public transparency, and legal accountability to balance profit and the purpose the company was built for.

The founder Javier Goyeneche was awarded the Schwab Foundation's social innovator of the 2020 for revolutionizing and leading the fashion industry towards a sustainable feature. This prize is one of the many that have been given to Ecoalf during the last few years for its transparency and leadership towards a fairer market for the planet.

According to their website (Ecoalf, 2022), the company doesn't support promotional campaigns that lead to impulsive buying, instead they look for timeless designs. They also show their weaknesses and things they want to improve, saying 'We are not perfect and do not claim to be so.' During COP25 in Madrid, Ecoalf signed the pact to become a Zero carbon emissions brand by 2030.

The brand also has the ECOALF foundation, born in 2015, which is a non-profit organization that wants to promote the selective recovery of waste for recycling, valorizing, and avoiding the harmful effects on the environment. The final aim is to clean the oceans and give a second life to plastic. Since it was created 1.000 tonnes of marine waste have been collected. The foundation also raises awareness on the problem of waste by lectures, discussions, workshops, and exhibitions open for everyone, including children.

The company also includes transparency in the supply chain, all suppliers must be certified and audited by third parties to make sure they provide fair working conditions. Regarding their products, 100% of their fabrics are sustainable, being a GRS certified brand, (GRS, Global Recycling standard, guarantees all fabrics come from recycled sources). Their packaging is also 100% recyclable. The synthetic filling they use for coats and jackets to substitute feathers comes from recycled PET, and you will not find real fur, leather, or silk in their collection as 99,63% of their SS22 collection is vegan. They have recycled over 250 million plastic bottles and have developed more than 450 fabrics.



Image nº30 - Ecoalf's example of recycling materials and energy saving
Source: Our good Brands

After looking into the cases of different companies we can see it all depends on the values they have and how accurately they follow them. They also move by different business models and serve different types of customers. Patagonia and Ecoalf are two sustainable brands that apart from selling themselves as such, it has been proven they do things to be so. These two brands are big nowadays, so I wanted to highlight the case of a brand that is smaller and has been created more recently, to see how getting into this market is possible and the characteristics we can find. The brand I chose was the one that gave the motivation for this paper as they are young Spanish entrepreneurs, and because of them I started to become aware on what sustainable fashion was.

8. BASK BRAND: SPECIFIC CASE

Bask brand was another sustainable idea that started to take place in 2019. During this year the creators of the brand went on a trip to Bangladesh to film a documentary on how fast fashion worked, and what they found out there didn't leave them indifferent. They saw there was much more suffering and contamination than what they thought and decided to rewrite the way of doing business. They describe themselves as a sustainable brand that believes in fashion as a social transformation tool and is understood as expression, creativity, and respect. In a world where profit drives everything they know they cannot create absolute solutions and so, inside the system they create a space where life and people are in the center of attention.

They consider themselves pioneers in radical transparency and responsible communication that has been able to raise awareness between thousands of people. Being 100% sustainable is something they keep in mind they will never achieve, but still lets them know which path they must follow. Traceability is one of their main pillars, all their suppliers are completely tracked so they comply with their social and environmental standards.

As stated in their official site on the internet (Bask, 2022), the brand compromises to reduce the environmental impact of their actions and regenerate destroyed ecosystems by the fashion industry. Regarding chemicals they only use organic dyes that come from plants or minerals. To make sure people are being treated correctly, under safe and fair conditions, they visit all the spots of their supply chain to make sure manufacturers meet the values of the brand.

Bask doesn't believe in some certificates that are supposedly 'demanding'. The reason behind this is because they found out some of their suppliers were not being truthful and so they stopped production for a whole year instead of continuing with it, even though to the eyes of consumers they were doing what was right.

Nowadays all their production takes place in Europe, but the main goal of the brand is to create a sewing workshop in Bangladesh, where the economy mainly relies on producing fashion, but the conditions are inhumane. Bask believes in reinventing manufacturing over there and it would impact positively if it were done in the right way. The ultimate idea of this project is to create their workshop there with good conditions and be an example for the whole industry, showing it is possible to reach a better future if we all act together.



Image n°31 - Activism mobilization in Bask
Image n°32 - Founders of Bask wearing their products
Source: Bask's Instagram

8.1. ACTIONS TAKEN BY BASK TO PROVE THEIR POINT:

8.1.1. Black Friday: closed

They state that as consumers we have accepted things that shouldn't be accepted. We have normalized that profit goes over human lives and the environment, we have accepted unconscious consuming, we have accepted that it is imposed to us what's is pretty and what is not, and we have accepted the reality that goes behind discounts such as Black Friday. Because we should stop accepting things that are unacceptable, they don't contribute to massive sales and campaigns, and for this reason during these times of sale they close their webpage.



Image n°33 - Anti-Sales video campaign in Bask
Source: Bask's Instagram

8.1.2. #Systemchangeandnotclimatechange

We must change the systems to stop a change in the climate. This message is thrown to inspire and raise awareness to change the system from the inside.

8.1.3. #Committedtotheoceans

They have managed to collect more than 2.500kg of garbage from the oceans. People were called to take part in the collection, so they became aware of the harm that is being done to the planet. They drove 213km along the Basque coast with the aim of raising awareness, cleaning, and recycling. This project is carbon 0 as trees will be planted to compensate the CO2 footprint they left.



Image n°34 - Brand's messages to save the ocean

Image n°35 - Founders of the brand announcing their route to clean the Basque Coast

Image n°36 - Line of the brand for saving the oceans

Source: Bask's Instagram

8.1.4. Rescue Bangladesh

Until this day they have raised more than €17.000 to continue with the project and get to their final aim which is rescuing Bangladesh. The brand is still very recent, and that is why information on the money they gain is difficult to find, but we can see where our money goes because of what they call ‘radical transparency’. When you buy a product, you can see what percent of the price goes to what sector.


TICKET DE COMPRA

BASK KOOPERATIBA TXIKIA
F01662345
(20730) AZPEITIA

NUNCA PODREMOS LLEGAR A SER 100% SOSTENIBLES, PERO SEREMOS 100% HONESTAS
AQUI TIENES EL DESGLOSE DEL PRECIO DE TU HOODIE:

COSTES DE PRODUCCIÓN	28.46€	44.47%
PACKAGING	1.50€	2.34%
MÁRGEN DE BASK	22.93€	35.83%
I.V.A. (21%)	11.11€	17.36%
P.V.P	64.00€	100%

DISFRUTA DE TU COMPRA Y
ESKERRIK ASKO POR SER PARTE DEL CAMBIO!



ESCANEA ESTE CÓDIGO PARA VER
COMO SE HA PRODUCIDO TU PRECIA

WWW.BASK.EUS / @BASKBRAND




Image n°37 - Example of Bask's radical transparency policy

Image n°38 - Some of the products from Bask

Source: Bask.com

Another important thing is that they do all their business online, as it's easier and it goes better with the consumers they target. The brand is marketed specially towards young activists, and that's why in social media they have a lot of impact. On Instagram they have more than 30K followers and here they announce all the big events and initiatives they have.

8.2. INTERVIEW WITH ONE OF THE CREATORS

I had the opportunity to interview one of the creators, Jon Kareaga, so he could tell us more. The interview is shown in Spanish as it is treated as an exhibit and was conducted on March 15th through the company's Instagram. In the following lines, the questions and answers mentioned are exposed.

¿Porque siendo tan jóvenes os nace esta iniciativa? “Ya que vivimos y tuvimos el privilegio de vivir la realidad con nuestros propios ojos de lo que está pasando en Bangladesh pues que menos que intentar aportar soluciones. Respecto al viaje a Bangladesh tienes toda la información en nuestra web con la historia de por qué empieza Bask.”

¿Qué destacaríais de vuestra marca? “Destacaría básicamente la sostenibilidad dentro de Bask ya que es una marca que tiene una trazabilidad radical y que tiene una transparencia radical y qué esa transparencia, trazabilidad y sostenibilidad tal y como lo definimos nos ayuda a posicionarnos como marca de moda referente. Digamos que poco a poco estamos con ese objetivo. Por otra parte, la comunicación disruptiva, es decir somos muy radicales en lo que decimos y cómo lo decimos y eso nos ayuda a generar debates y conseguir un hueco en el mercado.”

¿A que nicho de mercado os dirigís especialmente? ¿Creéis que el ser una tienda 100% online os influye en eso? “Nos dirigimos a un nicho, que al ser 100% online esto dificulta, pero es principalmente gente joven que se está adaptando a la nueva forma de consumir, aunque también nos encontramos con personas más adultas que también consumen de esta forma. Al ser un mercado completamente online debemos de dirigirnos principalmente a gente joven, jóvenes activistas a los que les llega nuestro mensaje y les inspiramos de alguna forma. Al no tener los márgenes suficientes para entrar en un mercado offline y comernos los beneficios que supone estar en una tienda pues estratégicamente creemos que lo mejor es online con un público objetivo concienciado y también digital.”

Si vuestra industria sigue creciendo, ¿no creéis que a la larga podéis acabar convirtiéndonos en empresas como Inditex debido al gran volumen de productos? “Nuestro modelo de negocio nunca va a poder ser 100% sostenible, pero nunca vamos a poder parecernos a Inditex. Esto es porque básicamente con los márgenes que estamos jugando, las materias que estamos utilizando, las prácticas que estamos ejerciendo con las personas y el planeta, y la comunicación inclusiva y responsable que usamos en nuestras redes sociales y página web nos hacen diferenciarnos muchísimo de ese modelo de negocio. Por todo esto nunca se va a poder parecer, porque la *fast-fashion* trata de crear carencias en los consumidores para luego satisfacerlas con su modelo de negocio o su propuesta de consumo. Mientras nuestra comunicación no cambie y nuestro modelo de negocio no cambie lo vemos súper antónimo.”

¿Que os diferencia de otras marcas de vuestro sector? “Lo que nos diferencia es la capacidad de establecer las normas del mercado. Por ejemplo, nosotros cerramos la web en el Black Friday, y más tarde las cerraron otras marcas, podemos establecer esas normas y liderar en ese sentido, liderando mediante el ejemplo. También la sostenibilidad como la definimos que hace que otras marcas tengan que acercarse a lo que nosotros decimos que es sostenible, eso también nos ayuda. Una vez más la comunicación que tenemos también es un punto fuerte, aunque tenemos que seguir buscando formas de diferenciarnos más todavía para hacer que Bask funcione dentro de este mercado. Nuestro contenido también nos ayuda, aunque tenemos que seguir trabajando en todo esto para conseguirlo de una manera aún más notable.”

¿Creéis que ser una marca completamente española os da ventaja en el mercado nacional? “Ser una marca nacional no nos ayuda, no es el determinante para que la gente nos compre. La gente a nivel estatal no está acostumbrada a consumir como propone Bask, es decir de manera sostenible, consciente, pagando 64€ por una marca que se conoce poco. Tampoco estamos acostumbrados a comprar online, y por ello hay que seguir educando al mercado nacional para que puedan elegir de una manera más sostenible y respetuosa con el entorno y las personas.”

¿Creéis que podéis competir, y si es así como y que aportáis contra marcas de menor precio? “Creemos que podemos competir con la *fast-fashion* si realmente conseguimos educar a las personas sobre las consecuencias que tiene apoyar a este tipo de marcas. Está claro que sí que podemos competir con eso, pero no obviamente con estos precios elevados intentando explicar porque el hecho de que Bask tenga precios altos. Si conseguimos justificarlo y hacer entender esto sí que podríamos conseguirlo. Es complicado hacer entender a la gente porque una sudadera vale 64€ y porque tiene que elegir esa sudadera en vez de una de 15€, entonces es complicado.”

8.3. STRENGTHS AND WEAKNESSES OF THE BRAND

With the interview many things are shown more clearly, they were open to answer more specific matters as on their web the information is quite general. We can clearly see the strong point of the brand is that it is made up of young people trying to influence more young people, making it easier as they understand their audience quite well. The biggest problem we can find is that people maybe don't understand why they should pay more for sustainable clothes and don't educate themselves on these types of initiatives and brands as they see problems of fast fashion very far away.

9. ARGUMENTS FOR AND AGAINST THE DIFFERENT TYPES OF FASHION, CONCLUSIONS AND STEPS INTO THE FUTURE

Regarding fast fashion we can take away that it has various advantages such as delivering clothes quickly and up to the latest trends to consumers without being too expensive. It also brings a lot of profit to companies and creates job positions all around the world. All of this sounds nice, but we must not forget the consequences and problems it has. Even though it creates jobs, most of these do not pay fair living wages, sometimes the people are exploited, and child labor is used. The creation of these clothes pollutes the environment and its resources, such as water and air, creates waste and CO2 emissions.

Because consumers are starting to be aware of this and think that if big brands change giving voice and solutions to these problems, it is thought that fast fashion as we know it nowadays may be near an end, starting to be more sustainable and fairer with the people and the planet.

On the other hand, we have 'sustainable' brands. I wanted to put the word sustainable in quotes since all these brands even say that being 100% sustainable is something impossible, as the best solution would just be to not produce. Young sustainable startups are created to open safe places in the market and cover the necessities of people who want to buy clothes but not contribute to an abusive system. They have higher prices, and the quality seals are sometime contradicting, but still, they provide great traceability.

One of their main pillars is giving complete information of production to customers on how clothes are made, being ethical and eco-friendly. They even create initiatives that go beyond selling, many are also responsible for informing large numbers of people and raising awareness on the crisis we are living and how it can be solved.

These brands end up competing with enormous names in the market but can find a spot because they are targeted towards a very specific niche. This niche is composed by activists, mainly young ones, that buy through the internet and want to change the rules of the industry for a better future.

From the case of Bask Brand I think we get the perfect example on what the reality of the world is nowadays. The creators saw a problem that was even bigger than expected and wanted to provide a solution. They try to do things differently and notoriously, capturing the attention of everyone that encounters them at any point in time. They are the perfect example on how a change can be done, and that we need to get out of our comfort zone to seek change. I would recommend the brand to continue their path, as they are creating a revolution, but they must not forget what their purpose is, which is to create a safe place for the people that work in the industry and try to save Bangladesh.

As it was stated in the introduction, we must not forget this project doesn't want to treat fast and slow fashion as complete antonyms, as we can fall into that error easily. They are just different ways of doing business, defending different actions, but in the end all companies are born to make money one way or another. The difference here is that some want to do it with the less harm possible and use that money for helping people and the environment and trying to change the ones that don't do so.

It is clear to all that we must change our habits and consume less and more responsibly. Movements that go against an unhealthy system normally get what they want, making large companies change their model into a more conscious one. This way many brands are changing, offering recycled or organic fabrics, and showing their manufacturing processes, trying to change into something better for everyone. Clients are okay with this and therefore demand brands to go in the right direction, but also giving more facilities for informing and buying sustainable.

An important problem we find in the fashion market is that most consumers still don't want to pay more because they don't see the problems of fast fashion as things that will affect them. This is a limitation we must keep in mind, if consumers don't help, the system cannot change. Another important limitation is that most of the information given by companies is what they want to make public and may hide scandals that they do not want everyone to know. In the long term these things end up coming to light, and because of this we must keep in mind that the situation of the fashion market can change throughout the years as more information will be uncovered.

These pages show what the situation is nowadays and how we have gotten to it, considering different companies and the models they follow. The future intentions of the different brands are also shown, as well as the actions being taken nowadays. Future investigations should conclude if all these goals will be met in the short and long term, as well as continue studying the evolution of fast and slow fashion.

To conclude this project, I wanted to highlight what Mahatma Gandhi once said: 'Be the change you want to see in the world.' It is the perfect example on why people and companies act differently. Everyone has a say on how the system works and how society is driven, so we should think about what we value most and how we can protect that. I hope these pages make you think on what changes you want to make.

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11. ANNEXES

Annex 1: Poll of fashion consumption habits.

Hábitos de consumo de moda

Mi nombre es Carmen Navarrete y estoy realizando esta encuesta para mi trabajo de fin de grado sobre hábitos de consumo y moda sostenible. Las respuestas son anónimas y es importante que sean sinceras para conseguir una base de datos fiable. ¡Muchas gracias por participar!

1. Rango de edad

- Menor de 18
- 18-30
- 30-40
- 40-55
- 55-65
- 65+

2. Sexo

- Masculino
- Femenino

3. Nivel educativo

- Secundaria
- Bachillerato
- Formación profesional
- Universidad (Grado)
- Postgrado
- Otro: _

4. Como consumidor de moda en qué se fija más a la hora de decidir entre diferentes productos

- Precio
- Calidad
- Comodidad
- Que esté de moda
- Que sea respetuoso con el medio ambiente
- Que sea respetuoso con las personas

- Que sea del original
 - Otro: _
5. Como consumidor de moda, ¿Le preocupa qué efectos tiene la creación de su ropa en las personas y el medioambiente?
- Sí
 - No
 - A veces
6. ¿Investiga usted acerca de la procedencia de los productos de moda que consume?
- Sí
 - No
 - A veces
7. ¿Consume usted moda online?
- Sí
 - No
8. Si la respuesta anterior ha sido sí, ¿Cada cuánto realiza un pedido online?
- Varias veces al año
 - Una vez al mes
 - Una vez cada dos semanas
 - Una vez a la semana mínimo
9. ¿Conoce el término ‘fast fashion’?
- Sí
 - No
 - Me suena, pero no sé qué significa
10. ¿Conoce el término ‘slow fashion’?
- Sí
 - No
 - Me suena, pero no sé qué significa
11. ¿Ha consumido alguna vez moda sostenible?
- Sí
 - No
 - No estoy seguro
12. Si es que sí, ¿Por qué?

13. ¿Conoce marcas de moda sostenible?

- Sí
- No
- No estoy seguro

14. ¿Qué le llevaría a consumir más moda sostenible?

- Que empresas más conocidas lo promocionen
- Que se ponga más de moda
- Que se promocioe más online (Mediante influencers, Tiktok, Youtube...)
- Que haya más variedad
- Que haya más información
- Que tenga más calidad
- Que haya un cambio de precio
- Otro: _