

Call for Contributions

Opportunity to contribute to a new global book project on:

Eco Friendly and Fair: Fast Fashion and Consumer Behavior

Editors

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Greenleaf Publishing and The Textile Institute invite contributions to a forthcoming title, which will address the economic, social, and environmental unsustainability of the fast fashion industry, as well as potential consumer behavior patterns supportive of the emerging eco-fashion industry. The Textile Institute identifies textiles as the second largest industry in the world. The fast fashion segment is notorious for a supply chain that links low wage, often unsafe and environmentally degraded working conditions with cheap chic, fast fashion Western retailers.

In response to the 2013 Rana Plaza tragedy that resulted in the deaths of over 1,100 garment workers, this collection will identify how consumer behavior approaches could shift garment demand toward more sustainable, responsible consumption patterns in the future. **To this end, we seek contributions from academics, practitioners, policymakers, business leaders, journalists and entrepreneurs.**

Description of the Book

The make-take-waste paradigm of fast fashion explains the producer/consumer behavior patterns toward fast fashion. Low cost, trendy styles, hyped by social media and fashion runways, are the result of a fashion apparel industry evolution from a two-season fashion calendar to fast fashion, characterized by rapid product cycles from retailers and impulse buying by consumers.

While the need for change in the fashion industry post-Rana Plaza could not be more obvious, research on alternative and more sustainable consumption models is under investigated

(Heiskanen & Jalas, 2003) and remains at an initial stage (Gullstrand Edbring, Lehner, & Mont, 2016). The paucity of such research extends to highly consumptive consumer behaviors regarding fast fashion (i.e., impulse buying and throwaways) and the related impediments these behaviors pose for sustainable fashion.

The aim of this book, therefore, is to contribute new insights into consumer behavior mechanisms in order to shift consumer behaviors toward sustainable fashion and to minimize the negative impacts of fast fashion on the environment and society. We encourage submissions that present concepts and techniques that could overcome the formidable economic drivers of fast fashion and lead toward a future of sustainable fashion. In order to frame, but not constrain, the focus of contributions, we offer the following research questions:

- In evaluating past fashion trends, what factors have led to new trends and how do the factors supporting fast fashion differ from past trends that have led to new fashions?
- What are the economic drivers of fast fashion and what economic, social, environmental and political factors should be maintained in order for fast fashion to be a sustainable model?
- Globalization, technology, and the reduced costs of communication mandate using global supply chains for many industries as a competitive requirement. How can these factors support new approaches or extended global supply chains in support of sustainable fashion?
- What does a business model of sustainable fashion look like? What factors must be present in order for a business model to qualify as sustainable fashion?
- In particular, what consumer behavior concepts can be utilized at the retail level to support sustainable fashion? What would a closed end loop supply chain look like in relation to sustainable fashion?

Chapter Outlines

This book will be an edited collection that explores the conceptual and practical issues relating to how efforts on promoting sustainability in the fashion industry can help address the social, environmental and humanitarian impacts of the sector.

Possible chapter topics include, but are not limited to:

1. Consumer behavior and the origins of the fast fashion phenomenon: what are the drivers of fast fashion providers and the incentives for consumers?
2. Neoliberalism and the implications of fast fashion on economic, environmental and social performance in developing and developed countries
3. Knowing better but buying fast fashion on impulse: The attitude-behavior gap
4. Case Study: Rana Plaza as the trigger for changes in fashion consumption behavior?
5. Case Study: The environmental cost of the fashion consumption: A life cycle analysis
6. Innovating new approaches for sustainable/ alternative fashion
7. The sharing economy: Shifting the paradigm from ownership to sharing garments
8. Drivers and constraints of product-service systems in apparel: Behavior change or status quo?
9. Analyzing economic, social, and environmental barriers to innovative business models for textiles
10. Recycling, reuse, and other extensions of the garment lifecycle: issues and challenges
11. The slow fashion movement: alternative lifestyles (LOHAS, categorization of consumer types and values, fashion consciousness and sustainability)
12. Standards and seals: analyzing the credibility and importance for the purchase decision

Contributions

The aim of this collection is to develop a multi-disciplinary, comprehensive understanding of the topics and the environmental and social issues related with the fashion industry. As such, submissions based on different approaches, whether reflexive, empirical or applied theory will be considered. Conceptual and theoretical papers should be between 3,000 and 4,000 words. Case studies should be between 2,000 and 3,000 words in length, and contributors should

ensure that cases are placed in the broader context of the interrelated issues. The editors are particularly interested in chapters that critically evaluate examples of good practices and innovations from a range of business, organizational and global perspectives.

Papers must be submitted, without exception, as per the editorial guidelines, available from Greenleaf Publishing (<https://www.greenleaf-publishing.com/contributor-guidelines>). Potential contributors are encouraged to contact the editors for further information. The email addresses are noted above.

Please submit abstracts of no more than 1000 words, together with a CV for each author, to carolin.becker-leifhold@uni-ulm.de and heuer@susqu.edu, no later than 1 December 2016.

Timeline

Abstract and CV submission:	1 December 2016
Selection of abstracts and notification to successful contributors:	No later than 15 January 2017
Full chapter submission:	15 May 2017
Revised chapter submission:	15 August 2017
Publication:	Winter 2017

References

- Gullstrand Edbring, E., Lehner, M., & Mont, O. (2016). Exploring consumer attitudes to alternative models of consumption: Motivations and barriers. *Journal of Cleaner Production*, 123, 5–15. <http://doi.org/10.1016/j.jclepro.2015.10.107>
- Heiskanen, E., & Jalas, M. (2003). Can services lead to radical eco-efficiency improvements? - A review of the debate and evidence. *Corporate Social Responsibility and Environmental Management*, 10(4), 186–198. <http://doi.org/10.1002/csr.46>