

Designing Fashion Merchandise: A roadmap to Sustainable Future

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Abstract

World fashion business in apparel industry has been witnessing a constant phenomenon of product range development with the aim of enhancing the business activities in response to the interest of consumers and their socio-economic indicators. In true sense, this development has been resulted in a positive sign in the fashion business to a large. As the fashion elements have the energetic values & impact, so the paper considers it further to revamp the range development activities (fashion elements- trend, design, assortment, color, etc) to shift from mere business goal to societal perspective by considering the emerging disruptive issues/events which are happening in the present world. We have been commonly facing these issues and they have been affecting our environment as well as human lives consistently, and so it has been focused as part of the study in order to have a sustainable business and society.

For achieving the objectives, our paper addresses and connects the essence of fashion elements with the infinite global issues that people are not aware thoroughly. In this context, the paper aims at focusing on fashion elements printing of the environmental issues on apparels with some relevant themes. Such approach may create a sustainable business model and create a healthier society. Function and aesthetic are considered to be the integral element to the design process in sustainable design.

The paper attempts to follow the product range development on two aspects:

first, how this activity could create an emotional value in the consumers mind viz a viz their acceptance and secondly, how far the designers or entrepreneurs, are ready to accept the disruptive issues in their fashion houses by designing apparels for a sustainable business and healthier environment. The study attempts to develop a merging concept of sustainable clothing with dawn of new emerging of fashion concept.

The study is explorative in nature. Both primary and secondary data has been used. Structural questionnaire has been used based on the consumer's perception for primary data collection and their willingness towards the new concept of global issues and sustainable fashion. Another set of questionnaire has been administered with the designers to know their perception about the new concept of fashion with global issues and willingness for coming up with sustainable garments.

The finding of the study reveals that there is enough scope of sustainable society through the revamping of fashion elements in future.

Keywords: Sustainable fashion/business, global issue, range development, fashion system, healthier environment

ISBN: 978-989-54263-0-0