A Systematic Literature Review of Fashion Rental and Blockchain Technology

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Abstract

Purpose: The paper synthesises peer-reviewed journal articles on fashion rental and blockchain technology to assess academic research in this new field and highlight research opportunities, challenges, and future research directions.

Design/methodology/approach: A systematic literature review of 37 articles was conducted to determine the extent to which blockchain/blockchain technologies has been applied to and can be applied to fashion rental business models to facilitate its mainstream adoption.

Findings: A descriptive analysis was conducted outlining paper distributions, author affiliations, and journals, followed by analysing keyword co-occurrences as part of a data-based support to identify topical areas for further thematic discussions.

Research implications: By illuminating the relative novelty of the two concepts, future areas of research related to the cross-linkages between fashion rental and blockchain technology is identified.

Originality/value: Currently, there is a dearth of research on what is known about the particularity of fashion rental through implementing blockchain technology. This study proposes a future-oriented perspective on fashion rental development and blockchain application for the fashion industry.

Keywords: fashion rental, blockchain, blockchain technology(ies), platform, fashion, sustainability, systematic literature review.

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