

Using Fabulations to Overcome Mimicking Practices in Online Fashion Consumption

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Abstract

This article sets out to map the burgeoning field of contemporary online fashion consumption, presenting an account of its developments, questioning how technical and quantitative approaches have been privileged over relational and tacit. In particular, this paper examines how digital retail tools have prioritised addressing technical challenges around reproducing existing consumer experiences instead of promoting new ones. A literature review then situates the development of fashion e-commerce technologies within the context of IRL (in real life) consumption, fashion consumers, sustainability in fashion and ecology studies. Methodologically, we have conducted desk research, literature discussion, and reflective writing. This review supports the development of the concept of mimicking as metaphor for technocratic solutions and a fraud sustainability strategy. From there, we define a set of theoretical frameworks around the philosophical concept of fabulations as a method that contributes to our goal of identifying opportunities for disruptive consumer experiences.

Keywords: e-commerce, fashion and sustainability, consumer behaviour, consumer experience, tacit knowledge.

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