

Save the Future

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The New Model of Slow Values – nothing but wishful thinking?

The global textile industry is one of the most important economic branches, yet also one of the least sustainable. The bachelor's thesis discusses corporate social responsibility and sustainability within the apparel outdoor industry in comparison to the mass fashion market and how sustainability is marketed by the industry's brands. The consumer side is observed to what extent consumers are informed about sustainability issues in the garment industry and whether the average consumer is affected by and how this is reflected in the buying behavior.

On the brand's side, the question is how far fair production is implemented and communicated in the firm's corporate identity since there is a fine line between bench marketing of responsible actions and green washing.

By comparing the two positions the hypothesis that the lack of transparency and green washing measures of firms are the reason for the missing interest of the average consumer to revolutionize the industry is discussed. Additional factors such as the ongoing digital revolution are considered to create a full overview of the situation. Overall the current state with all aspects of consumer behavior and company actions is laid out, so an approach for change can be detected. Does the revolution need to start in the minds of consumers in order to pressure the industry?

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