

Save the Future

Jasmin Eitner – Bachelor Textile & Clothing Management
jasmineitner@gmx.de

Uniformity vs. Individuality

Inspiration for the Bachelor-Theses by Jasmin Eitner was found in the way people dressed in historical uniforms and the wish for being individual in today's time, where everybody looks "uniform". Having the fullest shopping trolley stands in contrast to supporting sustainable fashion. The general mantra of a big consumer group: Get more, spend less! The following question arises: How to create a sustainable management campaign that creates awareness in the customer's mind for the choice and challenges of the fashion and textile business? The time of mass consumption and the willingness of some kind of groups to look like the crowd of people that surrounds oneself affects the personal - seem to be uniform - look and lets oneself get lost in the crowd. The value of clothing can also be seen at the one hand as a unique product and at the other hand by the planet's and people's profit by the circular economy and textile industry value change: Therefore, it is mandatory to check the significance of prosumers and their possibilities for individuality and in the long run for the society. The relationship between uniformity, individualism, the appreciation of materials and products as well as the Post Digital Industry and sustainability is presented in this thesis. By investigating several marketing strategies of European fashion brands, the question of "how to make clothing valuable again" will be answered in several sustainable management strategies...The only answer could be: buy VALUE!

Coach:

Prof. Dr., Dipl.-Des. Marina-Elena Wachs
Hochschule Niederrhein - University of
Applied Sciences

2nd Coach:

Prof. Dr. Klaus Hardt
Hochschule Niederrhein - University of
Applied Sciences

