

## DESIGNING FASHION MERCHANDISE: A ROADMAP TO SUSTAINABLE FUTURE

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### ABSTRACT

*Global fashion business 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 a true sense, this development has resulted in a positive sign in the fashion business to a large extent. As the fashion elements have an energetic value & impact on its ecosystem, the paper considers it further to revamp the range of development activities (fashion forecasting and trends, colour, design, assortment etc.) to shift from mere business goals to societal perspective by considering the emerging disruptive issues or events which are happening in the present world. We all have been commonly facing these issues and they have been affecting our environment as well as human lives consistently. So, this study is focused on having a sustainable impact on not only business but also on society.*

*For achieving the objectives, this paper addresses and connects the essence of fashion elements with the infinite global issues that people are not aware of. In this context, the paper aims at focusing on fashion elements, printing of the environmental issues on apparels with some relevant themes. We are quite sure that such an approach may create a sustainable business model and create a healthier society. Function and aesthetics are considered to be the integral elements of 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 consumer's mind vis-a-vis their acceptance and secondly, how far the designers or entrepreneurs, are ready to accept these disruptive issues in their fashion houses by designing apparels for sustainable fashion and a healthier environment. The study attempts to develop a merged concept of sustainable clothing with the dawn of a new emergence of fashion concept.*

*The study is explorative in nature. Both primary and secondary data has been used for this paper. Structural questionnaires have been used based on the consumer's perception for primary data collection and their willingness towards the new concept of sustainable fashion. Another set of the questionnaires has been administered for the designers to know their perception about the new concept of fashion with global issues and willingness to come up with sustainable garments. The findings of the study reveals that there is enough scope of a sustainable society through the revamping of fashion elements in the future.*

**KEYWORDS:** Sustainable fashion/ business, Global issue, Range development, Fashion system & Healthier environment

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