

**‘SLOW AND STEADY, THE WAY TO BE FUTURE-READY’- A PEEK INTO
SUSTAINABLE FASHION**

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ABSTRACT

This article attempts to explore sustainable fashion and its significance in addressing the effect of the fashion industry on the environment and society in general. The paper discusses the ecological, social and economic influence of fashion production, consumption and the need for a more sustainable approach to fashion design and production. It examines the various practices adopted by the fashion industry to promote sustainability, which includes the use of sustainable materials, circular economy models and ethical and transparent supply chain practices. The paper also discusses the role of consumers in promoting sustainable fashion through conscious consumption and responsible behaviour. Through a review of existing literature and case studies, the paper argues that sustainable fashion is not just a trend but a necessity in creating a more sustainable future and highlights the challenges and opportunities for the fashion industry to transition towards more sustainable and responsible practices.

Keywords: *Slow Fashion, Slow Movement, Sustainable Fashion, Ethical Fashion, Fast Fashion, Circular Economy*

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