

FASHION SUSTAINABILITY IN INDIA AFTER COVID-19

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ABSTRACT

This paper investigates the possible effects of Covid-19 on fashion sustainability and on consumers' habits in India. The pandemic has put the world at stop during the first semester 2020, and will most probably have long term and irreversible consequences. Early reactions of consumers in India have been analyzed through an online survey, which tries to elucidate the future buying habits related to sustainability, and also the thought process behind it. The Pandemic could be seen simultaneously as a revelator and an opportunity for changes, decreasing the amount of waste generated by overconsumption, and cheap fashion produced by underpaid workers, and accelerating the implementation of new strategies and technologies.

KEYWORDS: Sustainability, SDG (Sustainable Development Goals by United Nations), Fashion, Consumer habits & Covid 19

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