

Analyzing the Growth of Circular Fashion Models Like Clothing Rental, Upcycling, and Resale in India

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Abstract: *The fashion industry is notorious for its environmental impact, contributing to waste, pollution, and resource depletion. In response, circular fashion models, such as clothing rental, upcycling, and resale, have gained prominence as sustainable alternatives. This paper aims to analyze the growth of these circular fashion models in India, a rapidly developing economy with a significant fashion market. By examining the factors driving their adoption, the challenges faced, and the potential benefits, this paper sheds light on the evolving landscape of sustainable fashion practices in the Indian context.*

Keywords: Fashion Industry

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