

A Study on Emerging Trends and Sustainability in the Fashion World with Marketing and Communication Strategies

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Abstract: *Many successful businesses at the moment are now based on sustainability and responsible entrepreneurship. Even though people are becoming more aware of environmental issues, the fashion and textile industries are constantly dealing with a huge number of problems. One of the oldest and largest industries in the world is unquestionably the fashion and textile industry. When compared to other industries, its processes use a lot of water and release a lot of toxic chemicals into the environment. Additionally, it is regarded as the world's second-most polluting industry. There are several parts to the theoretical study. The fashion industry's need for sustainability in the context of the processes of the circular economy is also the focus of the first section, which is devoted to the processes of business in the field of sustainable fashion worldwide and the current forms of its communication with consumers.*

The second section of the study focuses on secondary research in sustainable marketing communication and the analysis of the perspectives of a number of contemporary authors regarding the fashion industry's sustainability problem. In addition, it focuses on the findings of a number of surveys conducted in the field of marketing communication regarding sustainable fashion and the efficiency of its marketing tools. Sustainable fashion communications should generally be timed appropriately across a number of suitable channels. We concentrate principally via online entertainment. We focus on how social networks work and how well they work because they have a big effect on how consumers behave when it comes to the environment. The study concludes with a number of novel approaches and methods for communicating responsible business processes in the field of sustainable fashion based on previous knowledge. The education processes regarding fashion companies' sustainability and responsible business practices ought to include creative approaches and methods of communication. The study provides a general concept of recommendations that can be educationally established within responsible business processes of many fashion industry businesses based on previous opinions and research.

Keywords: manageability design, round style, maintainability correspondences, web-based entertainment, education

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