

## Special Issue

# Slow Fashion: Past, Present and Future

### Message from the Guest Editor

This Special Issue will focus on the evolution of slow fashion and its impact on both consumers and the industry. Furthermore, the Special Issue will also support forward-thinking articles examining the impact of slow fashion in the future. This Special Issue aims to fill the gap in the literature and provide an in-depth look at this important phenomenon. Both conceptual and research-based papers are invited from innovators, thought-leaders, and scientists to address the challenges and opportunities of slow fashion in the retail industry. Some of the suggested topics include but are not limited to:

- Impact of changing consumer behavior and slow fashion;
- Using media to create brand awareness/acceptance for slow fashion brands;
- Comparing and contrasting slow fashion and sustainability;
- Segmenting the consumers based on their slow fashion consumption patterns;
- Crowdsourcing, shortening of the production cycle and supply chain;
- Pedagogical approach to teaching slow fashion;
- Emerging business models.

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### Guest Editor

Dr. Sanjukta Pookulangara

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### Deadline for manuscript submissions

closed (31 October 2021)



## Sustainability

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### Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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### Editor-in-Chief

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