

Attaining Sustainability - One of the Biggest Challenges of the Fashion Industry

Dr. Vijeta Bhatore

Fashion Technology Department

Government Women's Polytechnic College, Indore

Abstract: *India is a developing country with development occurring in all the disciplines. This development is on a very fast pace due to globalization. Globalization makes the whole world a small place. Every human being of any corner of the world is aware of the happenings of the exactly opposite corner of the world as a result of globalization. Fashion industry is also one such industry that is developing at an extremely fast rate. People around the nation try to keep in pace with the global fashion and so there is a constant growing demand in fashion industry. This increase in demand leads to more production and sales and more dumping and more creation of waste. This is why sustainability needs to be followed by the fashion designers and the fashion industry. But it is not easy for the masses to follow the steps of sustainability as far as fashion industry is concerned. This is a review study of previously done work to discuss the major challenges this industry faces in following sustainability on a regular and daily basis. Secondary data is collected and analysed and then results are drawn. Certain suggestions are discussed to overcome these challenges and conclusions are drawn. More work can be done on this topic as it is a vast subject and there are many aspects that can be studied for an overall change in the fashion industry*

Keywords: Fashion Industry, Sustainability