

Fashion Marketing and Environmental Justice

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Abstract:

Fashion marketing seeks to persuade customers to buy more, but the fundamental problem of the fashion industry is caused by this behavior itself. In the past decade, a new marketing system has emerged that presents an alternative approach, raises consumer awareness of social issues in the fashion industry, and influences positive consumer behavior in the pursuit of environmental justice, which is linked to public health and human rights through The marketing of sustainable fashion which aims to educate, influence and, ultimately, move the consumer to change their purchasing behavior. This can be achieved by encouraging fashion brands to create a successful sustainability marketing campaigns. This paper provides a broad overview of the extant literature on the marketing of sustainable fashion (SF), Sustainable consumerism, fashion marketing and environmental justice. Two case studies were conducted on the impact of social campaigns on encouraging the marketing of sustainable fashion, mentioning the most important steps that organizations should follow to create effective sustainable fashion campaigns.

Keywords:

Fashion industry, Fashion marketing, Environmental justice, Sustainable Marketing & environment, Marketing of Sustainable Fashion (SF), sustainable campaigns.

Paper received January 2, 2024, Accepted March 1, 2024, Published on line May 1, 2024

Introduction:

Fashion marketing and environmental justice are two interrelated topics that have gained increasing attention in recent years. The fashion industry has a significant impact on the environment. The production and consumption of clothing require large amounts of water and energy and produce significant amounts of pollution and waste. The fashion industry is also a major consumer of natural resources, such as cotton, wool, and leather. A significant number of social justice issues sit under the social and environmental pillars. The social pillar encompasses workers' rights, fair wages, and welfare, the environmental pillar encompasses carbon emissions, excessive water use, chemical use and waste, farm, animal, and soil health and wellbeing (Boersma & Nolan 2022). Global environmental justice depends on innovations in the fields of textile development, corporate sustainability, and directing consumer habits toward sustainability. Sustainability is a relationship between human demands and productive capacity across time, as well as a relationship between human welfare at various phases of development (Ray & Nayak 2023). Fashion marketing can play a role in promoting environmental justice by educating consumers about the environmental impacts of the fashion industry and encouraging them to make more sustainable choices. This can be achieved in fashion industry through sustainable marketing campaigns that motivate consumers to preserve environmental resources and move towards sustainability.

Research Questions:

- What is the relationship between fashion marketing and environmental justice?

- What is the marketing of sustainable fashion (SF)?
- What are the principles that must be achieved for sustainable fashion communications?
- How can fashion brands use sustainable marketing to educate consumers about the social and environmental impacts of the fashion industry?
- Can fashion marketing be a powerful tool for promoting environmental justice?
- How can brands create a successful sustainability campaign?

Research Objectives:

- The proposed research seeks to provide a broad overview of the relationship between fashion marketing and environmental justice.
- The research examines the areas of sustainable fashion (SF), fashion marketing, environmental justice, and sustainable consumerism.
- The proposed research focuses on sustainability and fashion itself, how sustainability should be adopted in fashion by companies, and what steps should be taken to create effective sustainable marketing campaigns.
- This study explores some examples of creative sustainable fashion marketing campaigns by presenting two case studies where fashion brands have tackled environmental issues with the aim of changing consumer perceptions and behavior in order to reduce excessive clothing consumption.

Methodology:

This research employs a systematic review to summarize the literature on fashion marketing and

environmental justice. This research will analyze fashion marketing, sustainability in fashion, environmental justice, and sustainable marketing to present the discussion and arguments on sustainability within the fashion marketing business. This is non-experimental, qualitative, and descriptive research. It reveals the characteristics of two campaigns as examples of the impact of social campaigns on encouraging sustainable fashion marketing.

Theoretical background:

1- Fashion industry & environment:

In the world of fashion, environmentalism has recently gained significant attention. These days, many of the major "fast fashion" brands feature sustainable clothing lines in their ads or products (Takedomi & Ramasar 2020). There are environmental hazards in the fashion industry at all stages of the life cycle of a fashion product, starting from the design or raw material stages to the end of the product's life. Environmental problems are the negative impacts of human activities on the environment that result in the loss of biodiversity, the perdition of species or ecosystems, pollution, and waste (Krūze 2019).

Throughout the textile production process, there are two types of hazards: environmental hazards and occupational hazards.

Textile dyeing, for example, causes environmental hazards due to the untreated wastewater from dyes being dumped into local water systems. This can release heavy metals and other toxicants that can negatively affect the health of animals and neighboring humans. On the other hand, there are several different types of occupational hazards, such as musculoskeletal risks from repetitive motion-related jobs and respiratory risks from poor ventilation, such as cotton dust and synthetic air particulates (Khan & Malik 2013).

In the past few years, there has also been a significant increase in awareness of the negative environmental effects of the fashion industry. Documentaries and investigative reports such as *The True Cost* (2015) and *RiverBlue* (2016) have revealed fast fashion to be one of the most resource intensive and polluting industries in the world (Siegle 2016).

The low-cost, easily obtainable fashion of today is referred to as "fast fashion." "Fast" refers to how rapidly merchants can bring designs from the runway to their stores in order to meet the ever-increasing demand for more and a variety of styles. In addition, the emergence of globalization and the growth of the international economy have led to the fact that supply chains have become international, which has resulted in the shifting of fiber production, textile manufacturing, and garment

manufacturing to regions with cheaper labor (Bick et al. 2018).

The costs to global health resulting from the production of cheap clothing are huge. There are also significant social costs related to the global garment and textile sector. Defined as "all losses, both direct and indirect, incurred by third parties or the public as a consequence of unrestrained economic activity, the social costs associated with producing fast fashion include harming the environment, human health, and rights at every stage of production (Bick et al. 2018).

Fashion trends and novelty play a major role in consumption; individuals feel compelled to update and refashion themselves more regularly, which increases consumption and adds to the planet's material load. The current fashion cycle is far shorter than it was a few decades ago, which indicates an increase in both production and consumption. According to Schor "The annual fashion cycle has been shortened to a few months, and at many stores, a garment's floor life is stated in weeks" (Schor 2010). As a result, companies are able to increase revenue, profit margins, and product sales. So customers feel compelled to continuously refashion themselves in order to stay relevant. This results in overproduction and consumption, which eventually have detrimental effects on the environment (Takedomi & Ramasar 2020). These points make a strong case for distributive justice concerns by contrasting the winners—those who profit from and consume fashion—with the losers—those who deal with the negative externalities of the fashion industry, such as pollution and environmental degradation, as well as the underpaid workers (Payne et al. 2022).

2- Fashion marketing:

Marketing is known as "managing markets to bring about exchanges and relations in order to create value and meet needs and desires" (Cole 2014).

Fashion marketing applies a variety of techniques and a business strategy that puts the consumer and potential customer of apparel and associated products and services first in order to achieve the organization's long-term objectives (Easey 2009). Marketers in the garment industry encounter a variety of challenges as trends have an impact on both their decisions and strategic choices. Since customers who live within a society are the ultimate target, marketers also need to be aware of social changes. It's time for the garment sector to implement "green marketing" strategies, as it has been heavily blamed by critics for certain companies' unethical environmental activities (Hasan 2020).

In order to impart sustainability to business, marketing may be a game-changer not just in

promotions but also in other areas, such as ideation and sales. Additionally, marketing is essential to reaching the SDGs since it supports responsible consumerism and business practices (Voola et al. 2022). Also, there is an even more modern trend in fashion marketing: how companies have tried to connect themselves with sustainability principles through their marketing strategies and sustainability advertising (Takedomi & Ramasar 2020).

3- Sustainable consumerism:

Consumption and sustainability are closely related because our purchases and their disposal practices have an immediate impact on the environment. The term "sustainable consumerism" or consumer behavior refers to behavior that seeks to meet current needs while also minimizing negative effects on the environment. The majority of people have a detrimental influence on the environment, despite their desire to live in a way that doesn't damage it. Businesses' and governments' sustainable strategies should be based on an understanding of sustainable consumer behavior (Trudel 2019).

"The study of consumer behavior focuses on the actions that individuals or groups take to fulfill their needs and desires through the selection, acquisition, utilization, or disposal of goods, products, ideas, or experiences" (Solomon & Rabolt 2004).

The definition of consumer behavior is "the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives." "Consumer behavior comprises the thoughts and feelings people have as well as the actions they perform in the process of consumption"(Peter & Olson 2010).

There are social, psychological, and rational causes for consumer behavior. The rational assumption is that a consumer will select the producer or service with the greatest benefit. When it comes to making a purchase decision, this model makes the assumption that the consumer has a high level of self-interest. The rational consumer behavior school of thought depends on demographic factors since it heavily depends on the consumer's comprehension of sustainability and willingness to pay an environmental or social premium. These have been supported by psychological reasoning, which is frequently emotive and illogical. This school of thought relies on the attitudes and ideas that consumers have towards sustainability, particularly how they feel and think about it. The third school of thought places emphasis on sociological explanations of consumer behavior. This focuses on the symbolic connotations of the purchases and offerings-what they imply to the

consumer or to other people. The way that consumers communicate with one another is an important social factor to take into account. One consumer can significantly influence another. These powerful consumers may have a significant impact on sustainable marketing (Belz & Peattie 2012).

4- Environmental justice:

Since the environmental justice movement was born from decades of community mobilization, the civil rights struggle, and environmentalism, it strives to resist environmental racism and other repressive systems. Environmental justice is an issue of both human rights and public health. The danger of being exposed to lead, air pollution, hazardous waste, and excessive heat is higher in marginalized populations. Numerous damaging health issues have been related to environmental exposures, such as cancer, asthma and other respiratory disorders, cardiovascular illness, neurological diseases, and developmental disabilities (apha.org).

An "overarching concept encompassing all justice issues in environmental decision-making" is what environmental justice fundamentally is (Ikeme 2003).

The United States Environmental Protection Agency (EPA 2022) defines environmental justice as "the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income, with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies" (United States EPA 2024). Understanding the magnitude of global injustice sustained by inexpensive clothing consumption requires expanding the environmental justice approach to include the disproportionate effects faced by those who create and dispose of our apparel (Bick et al.2018).

The environmental justice issues around textile waste and its disproportionate concentration in low- and middle-income countries are another concern. Similar to food waste, natural fibers buried in landfills release greenhouse gases throughout their degradation. However, unlike food, they have been treated with bleaches and dyes throughout the production process, which also leach out of the textiles into landfills or groundwater and, in the event that they are burned, into the air (Muthu et al. 2012).

5- Fashion & sustainability:

Fashion is an expression that has gained widespread acceptance over time among a certain demographic and is characterized by a number of marketing features, including high volatility of market demand, a short life cycle, low predictability, and high impulse purchases (Kaikobad et al.2015).

Fashion can help achieve the SDGs by adopting sustainable operations and fair trade practices through lowering energy consumption, improving and lessening the use of water and natural resources, reducing the amount of waste that ends up in landfills, and using fewer harmful chemicals (Fletcher & Grose 2012).

Nowadays, sustainability is one of the most discussed subjects in industry and academia. The word gained popularity in the late 1980s. When the world realized how important it was to prevent the depletion of natural resources and the need for sustainable development. The Brundtland Report defines sustainable development as “a kind of development which satisfies the needs of the present without compromising the ability of future generations to satisfy their needs” (Ray & Nayak 2023).

Sustainability is the connection between people demands and the ability to produce throughout time, as well as the relationship between humans' wellbeing at different stages of development (Norton 1992). The term "sustainability" gained popularity in the fashion industry following the 1992 Rio Earth Summit, where brands began searching for strategies to lessen their detrimental effects on the environment and people (Ray & Nayak 2023).

Sustainable fashion (SF) is based on and adopts sustainability in any/all of the stages of its lifecycle, reducing the harsh effects on the environment and biodiversity while being socially responsible (Ray & Nayak 2023). SF is a subgroup of the slow fashion movement, and the terms eco-, green-, and ethical-fashion are widely used synonymously (Carey & Cervellon 2014).

There are various issues raised in connection with the fashion industry's sustainable development; the following are the most important (Remy et al.2016):

- The creation of standards and procedures for designing fashion that is readily recyclable or reused.
- Making investments in the production of new fibers, which will lessen the detrimental effects on the environment.
- Managing innovations that will contribute to reducing CO2 emissions.
- Encouraging consumers to be ecologically conscientious.
- Encourage the development of recycling technology.
- Establishing strict environmental standards and mechanisms for better control along the supply chain.

6- Sustainable Marketing & environment

Marketing is based on the idea that two parties exchange values, which might include money, commodities, services, time, energy, and emotions (Schor 2010). Identifying and incorporating these client needs into the company's value proposition is essential for creating a sustainable business plan (Tolkamp et al.2018).

Marketing is an important factor influencing consumer behavior, attitudes, and beliefs. A well-crafted marketing strategy may encourage sustainable behavior and encourage consumers to make sustainable purchases (Roozen et al.2021). For example, the "Don't buy this jacket" marketing campaign from well-known clothing brand Patagonia encouraged customers to reconsider their purchasing decisions and think about fixing their old Patagonia apparel (Ray & Nayak 2023).

With the release of books like Rachel Carson's *Silent Spring* and the Club of Rome's *Limits to Growth* in the 1960s, there has been a continuing conversation over the relationship between marketing and the environment. As a result, during the past 30 years, the sustainability agenda in marketing has evolved, giving rise to sustainability marketing (Kemper & Ballantine 2019). Sustainable marketing refers to the decision-making process and business activities of consumers and the local community, including manufacturing and sales, as well as their social environment and environmental-friendly ethics (jung et al.2020).

7- Marketing of Sustainable Fashion (SF)

Purchases of sustainable clothing can be enhanced by proper marketing of sustainable garments (Hill & Lee 2012). the marketing of SF usually controls the flow of products from the first stages of design selection to production and product presentation to retailers. Depending on the end users targeted, there are two ways to study SF marketing:

- a. Business to consumer (B2C)
- b. Business to business (B2B) (Ray & Nayak 2023).

B2C marketing is the term for marketing initiatives aimed at a product or a service's final consumers (Cambridge.org). Fashion brands mostly use the B2C market to sell their products via offline and online retailing. The main motivations for B2C marketing are demand and consumer behavior (Salmeron & Hurtado 2006).

Business-to-consumer, or B2C, is defined by Hom (2013) as the business transaction activity in which companies offer products or services to consumers. In the beginning, business-to-consumer (B2C) refers to situations in which an end user purchases products from retail stores or dines at a restaurant, but in today's technologically advanced world,

consumers may also make purchases online from a variety of websites (Hom 2013).

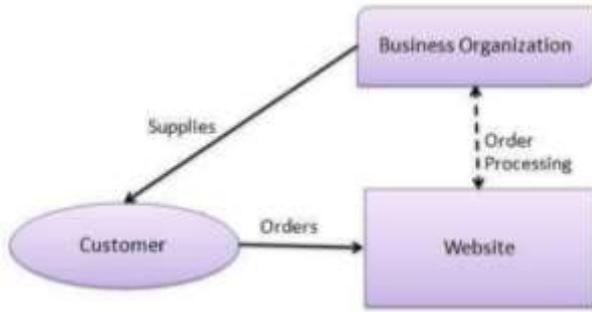


Figure (1) B2C flowchart (Josan 2018)

B2B marketing is the term for marketing initiatives aimed at organizational purchasers (Cambridge.org). Business-to-business, or B2B, refers to the buying and selling of services and products between businesses and each other rather than between businesses and consumers. According to Jahan (2014), the process of manufacturing a product contains a variety of components, some of

which the company makes itself and others of which are purchased from other business companies that represent B2B activities (Jahan 2014).

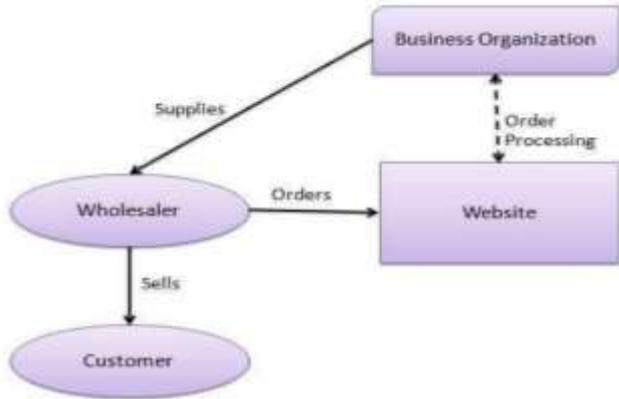


Figure (2) B2B flowchart (Josan 2018)

Comparison of B2B and B2C based on their characteristics:

B2B MARKETING	B2C MARKETING
Large scale buying is made under B2B	The quantum is less as compared to B2B
More risk is involved in buying under B2B as these products are meant for further production.	The purchase of B2C products is made mainly by individuals so as less risky.
A group of persons are involved in decision making process.	Purchases are usually made by individuals which increases the scope of negotiations.
B2B companies do not need any media promotion at large scale.	Large scale promotion is needed under B2C
Single unit of product is not sold generally.	Single unit sale can be made.

Figure (3) Comparison of B2B and B2C (Williams 2010)

8- The role of the consumer:

Fast fashion thrives on the concept of more for less, but if environmental justice issues in the fashion industry are to be addressed, consumers need to embrace the age-old adage "less in more".

"Ensure sustainable consumption and production patterns" is the United Nations' SDG 12 that aims to address the injustices brought about by unfettered consumerism. High-income consumers may support global environmental justice by fixing clothing they already own, shopping at thrift stores, buying high-quality, long-lasting apparel, and buying from retailers with transparent supply chains(Bick et al.2018).As a result of all of the above, several brands have created "sustainability" or "reputation-saving" campaigns (Niinimäki et al.2020).

9- Case study: The impact of social campaigns on encouraging sustainable fashion marketing in order to achieve environmental justice:

Recently, many studies on responsible consumption have emerged due to interest in environmental

issues and the increasing depletion of resources, Therefore, it is essential to provide consumers with information that supports their attitudes toward responsible consumption, sustainable fashion, and decision-making (HO et al.2020).

It became essential to deliver a sustainable message that would draw attention and get customers to think about their purchasing behaviors. Advertising campaigns have always been extremely effective communication tools, able to influence viewers or at the very least cause them to think about a certain issue, regardless of the medium—social media, TV, magazines, or billboards (Ancin 2018).

Social campaigns are frequently employed to affect people's attitudes regarding the environment and society. Their goal is to inform the public about a social issue by bringing attention to it and helping to find a solution. A social campaign aims to connect and have a greater influence by defending a cause via its messaging. To do this, it must reach the target audience and offer an innovative range of strategies to encourage them to support the cause (Ancin 2018).

This research paper analyzes two sustainable fashion social marketing campaigns aimed at educating the public about the effects of clothing overconsumption and encouraging responsible consumption in order to achieve environmental justice.

Case study1: Ecoalf

The Campaign: Because There Is No Planet B

In order to remove waste from the oceans bottom, ECOALF launched upcycling the Oceans (UTO) in 2015, its most ambitious project to date (Brochier 2019).

Ecoalf's ongoing campaign, (Because There Is No Planet B) to support the expansion of its most ambitious project: Upcycling the Oceans - an international effort to assist in clearing marine debris from the ocean bottom and turning it into quality yarn for clothing. This project encouraged More than 4,000 fishermen joined the movement (holy smokes). 10% of every item sold goes toward funding the ECOALF Foundation. A world society whose common goal is to preserve the only planet we've got (Polley2022).

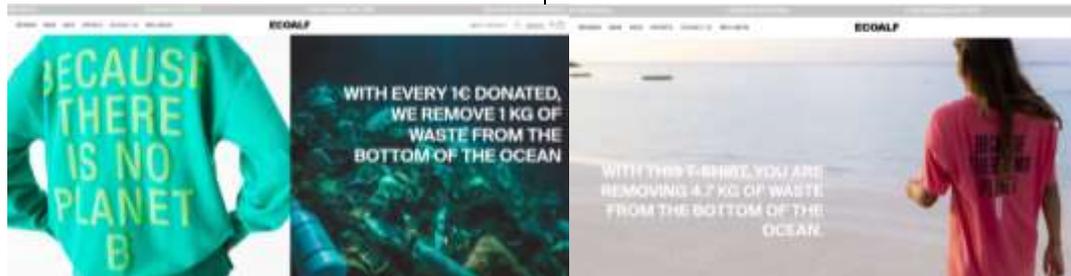


Figure (4) Sustainable "ECOALF" campaign webpage
<https://ecoalf.com/en/pages/because-there-is-no-planet-b>

This fashion brand follows eco-design principles by focusing on pieces that can easily be deconstructed and that are meticulously crafted from mono-material fabrics to make them readily recyclable and biodegradable. They provide garments for both sexes who live an active urban lifestyle. Every piece is created with the idea of a cradle-to-cradle design, considering what will happen to it at the end of its lifecycle (ecoalf.com). fashionistas are drawn to this type of sustainable marketing. We should be aware that sustainable fashion brands may be developed without sacrificing aesthetics.

It is worth noting that Ecoalf has received numerous awards and accolades in recognition of its amazing work. Here are some of them (Uță 2019):

- Ecoalf received the PETA Award for its 100% VEGAN Collection FELDER FELDER.
- Ecoalf is the first fashion brand in Spain to become a Certified B Corporation. B Corporations inspire all businesses to compete not only to be the best in the world but be the best for the world.
- El Confidencial-KPMG Award for the best Initiatives in Eco-efficiency.
- Land Rover Award in the category of "Technology and innovation".

Case study 2: Nudie Jeans:

The campaign: Create tomorrow's vintage

The new strategy for Swedish brand Nudie Jeans is to "create tomorrow's vintage," as the company's 2022 Sustainability Report emphasizes. The ongoing campaign shows models exuding the lived-in experience of wearing a pair of Nudie Jeans, while the video's narrator, in a rock and roll vocalist

tone appropriate for the brand, discusses how "clothes aren't killing the planet, but mass consumption is." The closing and key message talks about how in order to be truly sustainable, they have to "Create clothes that are meant to be worn a whole life. Clothes that become more beautiful the more you wear them, the more you repair them."

And those very facts are demonstrated in their campaign and line-up of secondhand clothes on offer through their Re-use collection and through their recycled Rebirth collection. The brand fixed 65,386 pairs of jeans in 2022 alone, and it also provides free lifetime repairs on all of its products. The brand itself is the target of the main message, "create tomorrow's vintage," rather than customers. Through this campaign, it is clear that they stand by this message as a doctrine and have credible evidence to back it up. The majority of sustainable marketing that is done now targets consumers and holds them accountable for their decisions; nevertheless, brands might do better to share accountability with consumers for what they put out into the world (Pariani 2022).

Over the years Nudie Jeans has won a lot of prizes and awards, mostly in the field of entrepreneurship and sustainability (nudiejeans.com):

[2020]: Drapers Fashion award, in the category Progress toward circularity.

[2019]: Good design award – for our circular business model including Repair service, sales of Reuse Jeans and Recycle projects.

[2018]: Sustainable Fashion Award.

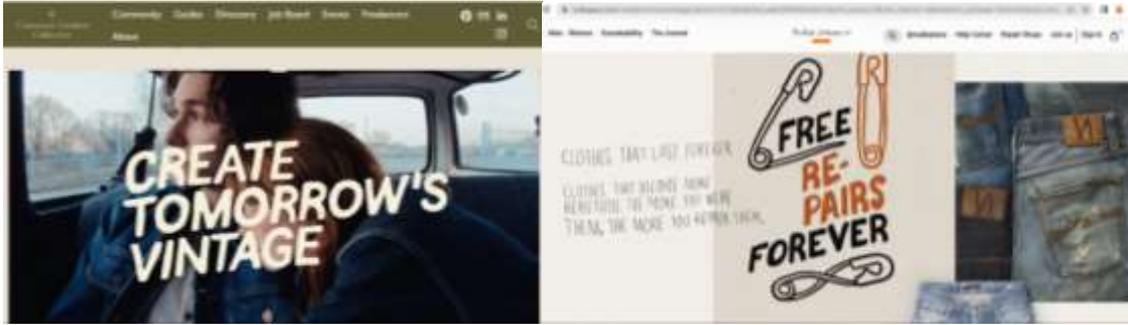


Figure (5) Sustainable “Nudie Jeans” campaign webpage

<https://www.nudiejeans.com>

10- Creating effective sustainability campaigns:

The majority of communication campaigns aim to achieve one or more of the following three goals: 1. Raise awareness, i.e., create new knowledge or enhance people's understanding of an issue. 2.

There are a number of principles that must be achieved for sustainable fashion communications (Arthur 2023):

Change attitudes: that is, alter how individuals feel and think about a particular issue. 3. Modify behavior or persuade others to do certain behaviors in relation to an issue. To achieve our goal of sustainable development, here is where our efforts should be focused (UNEP 2005).

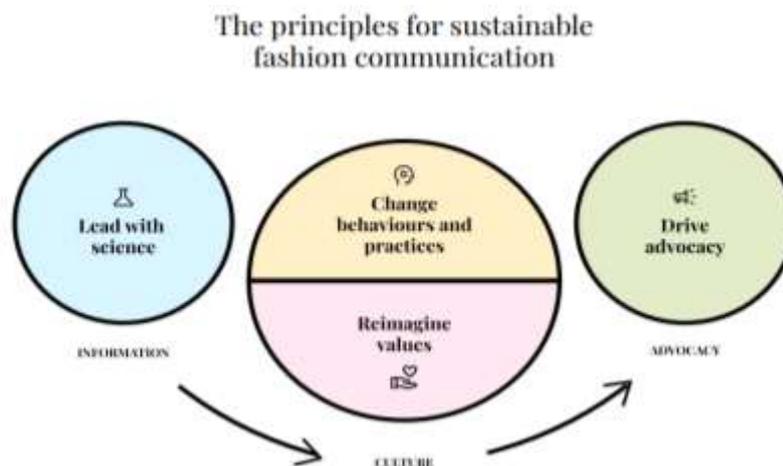


Figure (6) the principles for sustainable fashion communication

Principle 1: Make a commitment to transparent and evidence-based communication.

Principle 2: Make sure information is disseminated in an understandable and accessible way.

Principle 3: Get rid of any messaging that promotes excessive consumption.

Principle 4: Encourage people to adopt more sustainable lifestyles by highlighting positive changes and providing approachable circular solutions.

Principle 5: Draw attention to fresh exemplars and ideas of ambition or success.

Principle 6: Put your attention on inclusive storytelling and marketing that highlights the positive social, cultural, and ecological values of fashion.

Principle 7: Encourage the public to support wider change.

Principle 8: Encourage communication with decision-makers and leadership to promote broader industry sustainability.

To create a successful sustainability campaign, there are many steps that brands should follow:

1- Values-based targeting is necessary for connecting with the appropriate audience.

Effective communication focuses on what your target audience values when it is well planned sustainability Market research provides a clear picture of the values that encourage your audience to pay attention and act. These values will support you in creating an emotional connection between your target audience and your campaign. Sharing values that are compatible with those of your audience is essential to this. These values must, however, be consistent with your campaign or sustainable products (Lampert 2023).

It's necessary to carefully consider how you phrase your message and choose the platforms through which you communicate. For instance, communicating with the elderly online might not be the appropriate way. The most successful campaigns are those that precisely specify their target audiences (UNEP 2005).

2. Deliver a Meaningful, Consistent Message (Be inspiring)

Everything you do once you've set a goal should be aligned toward accomplishing it. Having a goal should help you stay on track (Riley 2020).

Issues pertaining to sustainable development should be strongly connected to an inspirational goal. Utilize the drama of the challenges and the thrill of the solutions; think as a storyteller. A "Big, Hairy, Audacious Goal" (BHAG) is often the most motivating way for organizations to define their objectives. A BHAG's primary advantage is that it motivates and concentrates organizations' efforts toward accomplishing long-term goals that align with their purposes. To effectively communicate about sustainable development, you might need to connect the topic to other issues like jobs, wealth, or health, or to goals like self-improvement (UNEP 2005).

3. Make your campaign well-known

A campaign needs a ton of publicity to be successful. It is imperative that you promote your campaign in all communications with consumers—online, through social media channels, on your website, and in person—as well as in-store. Your sustainability campaign will have a greater impact the more publicity it gets since it will become more well-known and you'll have better engagement with consumers and other stakeholders (Sullivan 2019).

4: Align your brand's purpose with the sustainable sweet spot:

Your brand purpose, the reason your company, brand, or NGO exists, is what distinguishes it. When you have determined the values of your target audience and their sustainability issues, you may merge this with your brand purpose (Lampert 2023).

5-Find hooks and ideas to mobilize people

In order to connect with others, as a sustainability professional, you should think about your values as well as your strengths and weaknesses. Imagine yourself in the position of your audience to identify ideas and hooks that will mobilize "other-minded" people (Lampert 2023).

6-Tailor your message with archetypes

According to neuroscience, our brain is hard-wired for stories. You will connect emotionally with your audience by employing archetypes. Archetypes are original patterns that come from the realm of mythology. These archetypes will assist you in creating your own innovative stories and effectively communicating the goals of your campaign or sustainable products. Your audience will be more receptive to your message, which will resonate on an emotional level with them, thus prompting them to listen and act (Lampert 2023).

7- Be Responsible

Once you've done the required work to guide your organization towards sustainability, and just when you think you're ready to promote your sustainable message to the world, there is no room for negligence. An example of sustainable marketing done irresponsibly would be promoting a cutting-edge digital service using print marketing materials without considering how doing so would result in an excessive amount of paper waste (Riley 2020).

8: Create meaningful and effective partnerships

You may engage in a wider range of sustainability activities and interact with a larger consumer base by forming partnerships and working with other organizations, whether they are for-profit or not-for-profit. This boosts the effectiveness of your sustainability campaign (Sullivan 2019).

Conclusion:

Marketing aims to promote products in a way that makes the consumer more willing to buy goods and products, and this is the essence of the environmental problem. Excessive consumption of fashion comes as a result of the human need for individuality, distinction, and self-expression. It also causes major negative impacts on the environment and climate, and thus the term sustainability has appeared in fashion and marketing in an attempt to alleviate environmental injustice and strive to achieve environmental justice that relates to human rights and public health. Fashion marketing can therefore contribute to promoting environmental justice if it is used in an ethical and responsible manner by educating consumers about the environmental impacts of the fashion industry and encouraging them to make more sustainable choices. Fashion brands can also use marketing to promote sustainable and ethical fashion practices, such as fair labor practices and circular fashion.

Fashion companies can contribute to achieving environmental justice by establishing sustainable marketing campaigns for their products and following the aforementioned steps to create campaigns that have effectiveness and impact on the consumer by following the principles necessary to achieve sustainable fashion communications.

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