

**Can fashion retailers operate in a  
more socially and  
environmentally responsible way,  
and which are the feasible  
approaches?**

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Bachelor Thesis for Obtaining the Degree

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## Table of Contents

### Abstract

The general business operation model has been reformed to be more globalized, because of technological and social development. With these changes, overconsumption in the apparel industry has become a popular trend due to the introduction of fast fashion. Together with negative impacts of fashion retailing companies, sustainability is being damaged environmentally and socially. As the adverse influence of the industry expands worldwide, various sustainable practices specified in the fashion supply chain model are applied in different scales. This study will focus on the sustainable effects on the sustainable practices from the perspectives of the fashion retailers and students who study fashion related programs. Hence, this paper investigates variables, feasibility, usage range and the likelihood of using, which affect the degree of sustainable impacts in the chosen 21 sustainable practices. The aim of the thesis is to process data obtained quantitatively, along with the application of survey. The survey is designed according to existing literature. It was distributed and 51 responses were received in total. Probable relationships of the factors were examined, and used to refer to the hypothesis of this research. In addition, the current industrial environment and insights about sustainability in the field are analysed.

The data collected and testing results provide proof for the hypothesized model. A positive relationship is identified between the variables in some of the chosen practices. The variables in each sustainable practice are also rated with a scoring system. Also, the meaning of sustainability, major obstacles and changes that required to hold in the fashion industry are clarified, with support from the responses collected.

Consensuses and disagreements among the primary and secondary resources about sustainability in the apparel industry are concluded in this study.

Key words: Globalisation, social sustainability, environmental sustainability, fashion industry, fashion supply chain, fast fashion, slow fashion, corporate social responsibility, overconsumption, product durability.

