

Sustainable Fashion: Consumer Awareness and Education

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Abstrak

This book uses case studies to discuss consumer awareness of and education on sustainable fashion. It highlights how some textile brands have started using consumer awareness tags to educate consumers on the use of their products (e.g. which machine cycle and temperature they should use to wash their products, as well as the best drying conditions in terms of environmental sustainability). Consumer awareness of and knowledge on sustainable fashion is the crux of customer-centric sustainability, and several NGOs and even brands have started taking essential steps to promote this.