



Fashion Marketing amid the Wicked Problem of Sustainability

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Deadline for manuscript
submissions:

closed (10 July 2024)

Message from the Guest Editor

The aim of this Special Issue is to explore fashion marketing strategies to advance the sustainability agenda. In expanding the knowledge and theory, this Special Issue can support fashion brands and retailers in addressing sustainability more authentically. This may include:

- Consumer activism in co-creating sustainable fashion marketing messages through manipulating fashion marketing;
- Marketing fashion that aligns within the circular economy;
- Exploring how sustainable fashion addresses social capital;
- How to support consumers in 'breaking up' with fast fashion;
- Consumer reactions and understandings of greenwashing;
- Fashion marketing that educates on fashion sustainability;
- Sustainable fashion influencers on social media;
- Marketing to provide operational transparency;
- Marketing the value of social enterprise;
- Co-creating fashion marketing to encourage and engage with sustainable fashion practice;
- Marketing that recognises fashion workers;
- Marketing tactics repositioned towards sustainable fashion and the circular economy.





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Message from the Editor-in-Chief

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