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Slow fashion movement as a sign of sustainable business

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Nowadays, the very concept of fashion is characterized by a large number of marketing factors such as low predictability, high buying impulse, short product life and high marketing demands. The development of fast fashion is reflected in the transition from a production to a market approach in the clothing industry. This is followed by high demands from consumers, which forces fashion companies to provide the right product at the right moment in the market. The development of fast fashion represents a dramatic change in the fashion industry and the environment, and what needs to be achieved is consumer awareness of organic clothing, the green market and the development of the slow fashion movement in order to establish sustainability.

Slow fashion implies high product quality, regional production and proper working conditions for employees. Sustainable business should become a key issue for the clothing industry that will affect their production and marketing strategies, operations and consumer and market research and the slow fashion movement deals with these very issues. The concept of slow fashion involves the use of green and biodegradable fibers, the development of technologies to minimize waste and pollution, and consideration of the supply chain. Slow fashion movement encourages the development of awareness and education of consumers about their environmental and social impact when shopping fashion industry products.

Corporate sustainability is a business approach focused on creating long-term value for the company, through consideration of all dimensions of the relationship to its economic, social and natural environment. Creating an ecological, „green strategy“ focused on the environment and including all aspects of environmental responsibility is considered as an very important step towards sustainable development.

Socially responsible business is a part of management that strives to achieve a balance between profit and long-term benefit for the social community.