

Economy & Quality in Fashion Industry.

By Fatina Jaber 20.08.2023 /Berlin

The fashion industry's impact on the economy and the environment is significant, and the quality of fashion products has implications for sustainability and long-term economic support. International fashion brands prefer craftsmanship and durability, resulting in longer-lasting garments and reduced waste. Commercial fashion brands, particularly in fast fashion, prioritize affordability over quality. International brands with a focus on quality often have stricter sustainability standards. Fast fashion brands may generate financial instability. Brands that prioritize quality have a more stable business model, leading to longer-lasting customer satisfaction and a more circular economic potential.

From an economic perspective, while fast fashion brands may generate large profits due to their low production costs and high sales volumes, their long-term impact on the economy may be less favourable. The disposable nature of their products leads to a constant need for new purchases, which can perpetuate a cycle of overconsumption and contribute to economic instability.

In contrast, international fashion brands that prioritize quality often have a more stable business model. Their focus on the highly competent team creates a demand for higher-priced products that can withstand the test of time. This can lead to longer-lasting customer satisfaction, brand loyalty, and a more sustainable economic impact.

On the other hand in fashion production, fabric selection, durability, and proper construction are indeed crucial for ensuring the longevity of the products. By selecting fabrics that do not shrink, fade, or stretch easily, brands can offer customers garments that maintain their quality even after repeated use and washing. This not only extends the lifespan of the product but also reduces the need for frequent replacements,

leading to less waste and a more sustainable approach to fashion consumption.

The professionalism and attention to detail of workers in the fashion industry are also vital in ensuring the quality of the final product. Proper sizing, clean finishing on the inside, and secure stitching are all important aspects that contribute to a well-made garment. By focusing on these details, brands can provide customers with products that fit well, are comfortable, and have a higher level of customer satisfaction and sustainable development.

For that, Artistic design plays a crucial role in enhancing the overall quality of fashion products. Taking care of small details and a cohesive, sustainable design can result in garments that remain visually appealing for years, promoting a timeless style. The focus on quality in the fashion industry aligns with increasing environmental awareness and the desire to reduce consumption and pollution. Emphasizing quality in fashion production benefits the environment, individual well-being, institutional reputation, and economic gains.

In conclusion, the emphasis on quality in fashion production is not only beneficial from an environmental perspective but also contributes to individual well-being, institutional reputation, and economic gains. My work as a sustainable fashion consultant is encouraging me to promote these principles and foster a more sustainable and responsible fashion industry for the benefit of our planet which we are part of.

Is Quality in Fashion a Future Killer for Fast Fashion?

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