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SUSTAINABILITY IN FASHION INDUSTRY:

STRATEGY AND PRACTICE

Author: Violetta Borovskikh
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Examiners: Associate Professor Laura Albareda, Lappeenranta University of Technology
Ph.D. Olga Saginova, The Russian University of Economics named after
G.V. Plekhanova

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ABSTRACT

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This thesis aims to develop a comparative analysis between the Russian and Finnish fashion industry, studying the significant trends in sustainability and customer behavior. The fashion industry has been considered one of the most unsustainable economic sectors due to the negative environmental and societal impacts across the value chains, mainly in developing countries. Regarding consumer behavior, the prices of fashionable goods have fallen and become so affordable that a significant trend of consumers is that people no longer seriously think about whether to buy something or not. However, at the same time, one can observe the growing importance of sustainability in the fashion industry, mainly enhanced by conscious consumers and the growth of innovative practices of sustainable fashions and slow fashion business models. In order to proceed with the research, I conducted qualitative exploratory research focused on a comparative case study analysis based on primary data obtained by in-deep interviews and surveys, and expert assessments. A survey was conducted among consumers on the topic of awareness of sustainable development and personal attitude to this concept, as well as where it is located in their opinion on the pyramid of Maslow's hierarchy of human needs. We finally discuss three main findings: the importance of cultural differences influencing sustainable business models, the impact of different needs of customers and the influence of customer behavior, and the impact of different types of sustainable business projects.

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LIST OF ABBREVIATIONS

UNFCCC - the United Nations Climate Change Conference

SDG -Sustainable Development Goals

WWF - World Wide Fund for Nature

BCG - Boston Consulting Group

GDP – Gross Domestic Product

WBSCD - World Business Council for Sustainable Development

SBM- Sustainable Business Model

RN - Regional Network

NGO -Non-governmental Organization

CSR – Corporate Social Responsibility

SME – Small and Medium-Sized Enterprises

BSDC- Business Sustainable Development Councils

CCS -Consumer-centric approach to Sustainability

“It does not deserve theoretical research; The fact that fashion issues are perceived as superficial hinders the conceptual attitude towards it. It is a rule of thumb for a person who wants to make a reflex before a mission. It is a bit far away from scientific research and development, the bizarre variable realm of imagination of poverty, and the monotony of conceptual thinking.” Lipovetsky (1995, p. 48)

“Fashion has been struggled to establish the concept of complexity and ambiguity. As noted by the economist in the general industry (such as music, movies, publishing).” Godart (2012,p.61)

1. INTRODUCTION

The topic of the study was chosen due to the author's interest in the fashion industry, and since the fashion industry is the second most pollutive in the world, second only to the oil industry (Arntzen, 2013). The fashion industry is the fifth in the world in terms of profitability and the second in environmental pollution. (Arntzen, 2013) The cost of purchasing new items of clothing is 6% of all purchases in the world. (Arntzen, 2013). In this regard, the theme chosen by the author, due to the trend of expanding the range of fashionable things around us is becoming more and more relevant.

The focus of the research is a comparative analysis between Russian and Finland regarding consumer behavior and the sustainable fashion industry. The fashion industry in Russia is in decline, and production is being transferred abroad (Minpromtorg, n.d.). At the same time, the current level of consumption, manufacturing, and waste disposal creates a dangerous ecological situation and challenges in the country. In this context, the growth of the slow fashion industry is attracting new entrepreneurs and consumers.

In the last years, the global agenda has also focused on the growing attention of Sustainable Development Goals (SDGs) 2030 Agenda (UN, 2015). SDG includes 17 goals highlighting climate change as the main issue. (UN, n.d.) During December 2018, the United Nations Climate Change Conference was held in Katowice, Poland. It set the goal of global warming of 1.5 ° C. (World Meteorological Organization, 2018)

These global agenda affect the fashion industry. Nowadays, fashion has a negative impact on all the pillars of sustainability: environmental, social, and economical. Within the environmental pillar, that is a waste of resources, water, and air pollution. (Arntzen, 2013).

From the social side of sustainability, there are poor work conditions, child labor, and economically unfair revenue distribution (Arntzen, 2013).

The phenomenon of fast fashion was growing in developed countries, together with the number of fashion items consumed, since 60-s when the fashion production started to be set on a conveyor and became more affordable. However, such a transition from the season model fashion to the new week-long model has caused damage to all the spheres of human life. (Boggon, 2019)

1.1. Subject of Research

The subject of this thesis is the analysis of the transition of the Russian and Finnish fashion industry towards conscious consumer behavior. The object of the research is the motivation for consumer's behavior. The author will study consumer behavior regarding the development of the fashion industry in both countries, Russian and Finland. This study will research the consumer's motivation behind fashion items purchasing.

1.2. Background

The fashion industry is causing a lot of damage to the environment, second only to the much-maligned oil industry. The oil industry and agriculture pollution has gathered in fashion – as well as the fact that cotton production releases many pesticides (Arntzen, 2015). The mining of metals and gems that the fashion industry uses in the finishing of products and for accessories is also the exploitation of non-renewable resources. Add to this the environmental burden of transport, washing, ironing, and dry cleaning.

Furthermore, although some decades ago, the market and consumers could have tried to close eyes on this problem, today, either customers and big brands and the world of designers are puzzled by the question of ecology. Alternative safe technologies began to change traditional methods of production, and sustainable fashion has entered the vocabulary: sustainable, environmentally stable, conscious consumption. (UNWCED, 1987) This approach involves the safe use of resources and respect for the environment.

Also, there is a gradual expansion of the range of fashionable goods associated with the more considerable publicity of the modern lifestyle. After all, if earlier, for example, eating or washing things was completely non-public processes, now people increasingly dine in cafes

and restaurants (preferably fashionable), or buy laundry detergent offered by them with advertising.

In fact, in the modern world, almost all personal goods can be attributed to fashion in a broad sense. The author is starting from automobiles, home, and office furniture to beverages and modern gadgets. However, this research will be limited to garments.

Due to the development of fast fashion, this industry produces much waste of all kinds. If we proceed from simple logic - from the need of a person of at least one pair of shoes per year, we get that nearly 8 billion pairs of shoes a year in the world will go to the trash. Over two years, the painting of clothes takes a volume of water equal to the Mediterranean Sea. The production of one pair of jeans takes about eight thousand liters of water - if we evaluate the whole process on the whole - from the beginning of cotton cultivation to processing, fabric obtained from it as well as final tailoring. (Ellen MacArthur Foundation, 2017) Moreover, this is without considering the pesticides that are regularly supplied to cotton plantations.

In the course of the analysis, it was revealed that in Russia, a somewhat limited number of designers took a responsible approach to fashion as a platform for their activities. In Finland and the neighboring Nordic countries, the direction of sustainable fashion development has long been the basis of almost any local brand. It has been suggested that this direction could and should become the basis for the development of not only the small fashion brands of the above-mentioned Nordic countries but also for the world leaders of the fashion industry.

Sustainable fashion, as can be seen in practice, living and studying in Finland, is very popular among Finnish designers. This is due to the prevailing culture of attitudes towards nature, the environment, and socioeconomic characteristics of Nordic countries belonging to the welfare state and socio-democratic culture. Small brands can offer a unique product in comparison with the products of large corporations oriented to fast fashion. Now, small brands of sustainable fashion occupy their niche and have their consumers, and while they cannot compete directly, they are taking customers away from these big businesses.

1.3. Research Gap

In management science, fashion as a subject of the study had not a core topic. However, in the last years, there has been growing attention to the global supply chain and fast fashion

industry, and, if it was ever given that, used to be described in studies of art, history of fashion business models (Godart, 2012). Other scholars have studied art or history of fashion. The topic of sustainability in the fashion industry is relatively new. Researches have recently started to pay attention to the sustainable business models archetypes and life cycle assessment not only in heavy industries but in other spheres too (Bocken, et al., 2015).

However, regarding sustainability in the fashion industry on the Russian market, the concept is still new for scholars, and also to consumers. In the case of Finland, although the Finnish market is well attended to sustainability, the topic of sustainable fashion production has mainly grown in the last years. So, there is not much research done.

Therefore, this master thesis aims to fill the research gap in sustainable fashion in Finland and Russian. I focus on understanding the main transformations of the sector and the role of customers as the basis for future studies related to that topic.

1.4. Goals and Objectives

This master thesis aims both to understand the current context of the sustainability and fashion industry in Russian and Finland and to compare the attitude and behavior of Finnish and Russian consumers. In this study, we are going to discuss two main theoretical approaches: sustainable business models and theories of motivation and customer behavior. As far as there are many theories of motivation, I choose to study individual motivation.

To achieve the goal of the thesis, the following tasks should be carried out:

1. Identification and analysis of business models represented by sustainable brands in Russian and Finland.
2. Determination of the directions of individual behavioral modeling of the buyer of fashion items.
3. Comparative analysis of consumers' behavior of Russian and Finnish customers.
4. Scientific and practical recommendations for the establishment of conscious consumption of fashion items.

The research questions are:

1. What is the state of the art of sustainable fashion in Russia and Finland?

2. Does the perception of sustainability influence the consumer's behavior in the fashion industry?

3. How does culture influence and differ?

The order to execute the thesis, several steps should be taken:

1. To explore the context of the fashion industry and sustainability
2. To analyze the literature regarding sustainable business models and customer behavior.
3. To propose the research methods, with the research question and research objective of the qualitative study, including gathering data (interviews and questionnaires).
4. To do the comparative analysis and study the main findings
5. To develop the main contribution and conclusions.

1.5. Main findings

In this study, we wanted to see what is the perception of sustainability that exists in consumers' minds and to see to which level of the pyramid does it belong.

The age, gender (though there was the 'other' option that was not chosen by anyone) groups, as well as the nationality, was divided equally, and what we have figured out is the following:

- Within the Finnish group of respondents, most of the respondents were responding that sustainability belongs to the first layer of the needs: physiological needs, safety, security.
- Within the Russian group of respondents, opinion was polarly divided: half of them was responding the sustainability belongs to the first layer of the needs: physiological needs, safety and security, and the other half put that to the highest layer, together with self-esteem and charity.
- That would show that the Finnish customers would probably be more conscious about their purchases, also regarding fashion industry items.

We finally discuss three main findings that are the main outcomes of the analysis of the case studies: the importance of cultural differences influencing sustainable business models, the impact of different needs of customers and the influence of customer behavior, and the impact of different types of sustainable business projects.

1.6. Limitations and Scope

There is a gradual expansion of the range of fashionable goods associated with the more considerable publicity of the modern lifestyle. After all, if earlier, for example, eating or washing things was completely non-public processes, now people increasingly dine in cafes and restaurants (preferably fashionable), or buy laundry detergent offered by them with advertising.

In fact, in the modern world, almost all personal goods can be attributed to the fashion industry in the broad sense of the word - from automobiles, home and office furniture to beverages and modern gadgets. So, the first challenges were to fix the definition. Looking for the definition of fashion in the Oxford dictionary, we can see several of them given: "Fashion: 1) [uncountable, countable] a popular style of clothes, hair, etc. at a particular time or place; the state of being popular. 2) [countable] a popular way of behaving, doing an activity, etc.; [uncountable] the business of making or selling clothes in new and different styles; a fashion designer/magazine/show the world of fashion, the fashion industry" (Oxford Dictionary, n.d.). In this research, however, the research will be limited to garments. Yet, I define fashion as the system of producing clothes by the industry, which is distributed between brand companies, retailers, suppliers, and consumers. In this master thesis, we study the fashion industry as a whole, although the research focuses mainly the retailers and consumers.

The second limitation is based on empirical research. I used the first questionnaire. The sample of the first questionnaire was done in English for the convenience of the study but was returned with a smaller amount of answers from both groups. The second questionnaire with more results was held in Finnish.

The third limitation is the amount of literature and data on sustainable fashion in the Russian Federation. This is due to the size of the country. I mainly focus on the region of Moscow and Saint-Petersburg.

Finally, the fourth limitation is that despite giving the option of other when mentioning gender in the questionnaire, we did not gather the data from respondents who consider themselves nonbinary.

1.7. Methods

The method adopted in this dissertation is qualitative. It is consistent with the exploratory research on the sustainable fashion industry in Russia and Finland. As a methodological base of the research, the following were used: comparative case study based on primary data obtained by in-deep interviews and surveys, and expert assessments, and secondary data from formal organizations documents and webpages.

The methodological and theoretical basis of the dissertation served as an exploratory and qualitative approach to the subject of study. Secondly, I gathered primary data from managers, practitioners' and experts' opinions, and customers. I gather this data from interviews and survey. Regarding the first survey, in the first sample, we have collected answers from 42 respondents, mostly from the age of 20 to 30, living in Finland or Russia. In the second sample, I gathered answers from 275 Finnish respondents, equally representing all age groups. In the third sample I gathered answers from 303 Russian Respondents.

The duration of the study was a year and a half and was held by Lappeenranta-Lahti University of Technology and Plekhanov University of Economics. The geographical location covered in the study is the Russian Federation and Finland.

1.8. Structure

The thesis work consists of an introduction. The literature review in which I study Sustainable business and the transition to sustainable business models and circular economy, and consumer behavior and motivation-need theory. The second chapter is about the fashion industry and sustainable development. Then I present the research framework. After that, I discuss the methods and discuss the main analysis of case studies and survey research. Then I include discussion and conclusions.

2. LITERATURE REVIEW

2.1. The growing of Sustainable Development and Business

At the UN World Conference on Environment and Development – Earth Summit - in Rio de Janeiro in 1992, the vast majority of countries in the world accepted the importance of the Sustainable Development as a core principle to support life on Earth as a critical condition for humanity's survival. (UN, n.d.) As the population grows in confrontation with the limits of raw materials and energy resources and the regenerative capacity of the Earth's global ecosystem, human society must either begin to regulate its reproduction and consumption purposefully or take into account an inevitable, sooner or later threatening catastrophic scenario. This has been explained in the novel concept of Planetary boundaries. (Rockström, et al., 2009) “Planetary boundaries define the safe operating space for humanity with respect to the Earth system and are associated with the planet’s biophysical subsystems or processes. Most of these thresholds can be defined by a critical value for one or more control variables, such as carbon dioxide concentration.” (Rockström, et al., 2009)

The current context consists either of natural resource scarcity, climate change pressures, lack of raw material and energy sources, lack of drinking water, food, and space. This scenario could result in the collapse of the global ecosystem or a combination of both (Rockström et al., 2009). As an expression of determination to avert this scenario, the world's responsible forces agree that in addition to respecting the central - environmental - sustainability pillar, consideration of social and economic aspects is a condition for the effectiveness of a strategy of relatively sustainable or at least long - term sustainability.

Representatives of the participating countries at the 1992 Conference in Rio de Janeiro adopted several essential documents to guide the implementation of the principles of Sustainable Development in individual countries, at all levels of government and in all sectors.

One of the world's most critical environmental documents is *Agenda 21*, which sets out a 21st-century ecological management program. In this document, the principles of sustainable development are most comprehensively formulated and declared at the highest political level. The developed countries have committed themselves to cooperate in the field of environmental protection and have recognized their decisive role, including financial

ones, in addressing these issues. It emphasizes the need for a global approach to treating and making fundamental strategic decisions for individual continents and states.

Currently, the transformation to sustainable development is a global process and is extremely demanding in all respects. The importance of information has also been acknowledged in Agenda 21, which deals with the issue of data in Chapter 40. (UNCED, 1992) It focuses primarily on quantitative data, which should provide a reliable measure of how it proceeds in the foreseeable direction and whether the process is consistent with sustainability concepts.

The Conference of Rio also affected the private sector. The World Business Council for Sustainable Development (WBCSD) - is a global association, founded 20 years ago, based in Geneva, which brings together more than 200 CEOs of the essential companies on all continents. It was launched as an association of multinational corporations to participate at the Rio Conference. WBCSD is engaged in global business with a focus on sustainable business development. Membership in the WBCSD is selective and takes place solely at the invitation of the WBCSD. Prominent business organizations that are committed to sustainable development and promoting eco-efficiency, innovation, and corporate social responsibility (CSR) are invited. (WBCSD, n.d.)

WBCSD is based on the firm belief that businesses and entrepreneurs are a highly vital part of researching sustainable development. The role of business in this conception is promoted from a close corporate attitude to the necessary partner for a society-wide dialogue aimed at creating a balance of national economic, social and environmental pillars and keeping them in time.

WBCSD provides a platform for Regional Networking (RN) and its member firms with support aimed at sharing the knowledge, experience, and best practices of its members. It also helps to promote a prevailing business / managerial attitude in various fora, even in cooperation with governments, NGOs, and intergovernmental organizations, by the weight of its international position. The total membership of regional networking at WBCSD is 20,000 and consists of large companies (over 500 employees), SMEs, and other organizations and prominent personalities.

The Regional Network of WBCSD is an alliance of more than 60 organizations that combine a shared commitment to deliver sustainable development activities in their countries or

regions. These partner organizations are mostly known as the Business Sustainable Development Councils (BCSD), and its members consist of leading domestic companies and subsidiaries of foreign companies, many of whom are members of the WBCSD. The regional network has a vital role to play in creating awareness, advocating action, and concrete implementation of WBCSD strategy and projects in favor of sustainable development and corporate social responsibility. The new approach to business brings sensitivity to the place where businesses work not only for the revenue stream but also addresses the social, environmental, and financial impacts of their business. Companies are looking for solutions that are beneficial not only for their business but also for society and the planet. Sustainable business strategies are at the heart of all global companies.

In Russia, WBCSD has a weak influence. In Finland, WBCSD is working under the name of FIBS for 20 years now, and that is the primary and leading promoter of sustainable business. (FIBS, n.d.)

2.2. The growing application of Sustainable Development and Business

In the last decades, leading global companies have mainly adopted the goal of working with other companies in the area of sustainable development. (Sustainable Development Goals Knowledge Platform, 2012) The work done by another organization, World Economic Forum (WEF) organizing the Davos conference, revealed the fact that many companies have adopted the principles of Sustainable Development. Climate change, and especially the green economy, can offer jobs, carbon-saving technologies, and improving the quality of life.

The concept of Sustainable Business is one of the economic concepts used both in theory and practice to describe both formal and informal ways of describing critical aspects of business, including business interests, target customer segment, business strategies, or operational strategies and policies, and therefore the business model concept is an integral part of the business. (George & Bock, 2011).

The primary purpose of using Sustainable Business is primarily to simplify the understanding of the economic situation, thanks to the application of structured forms - models that are increasingly sophisticated over the years.

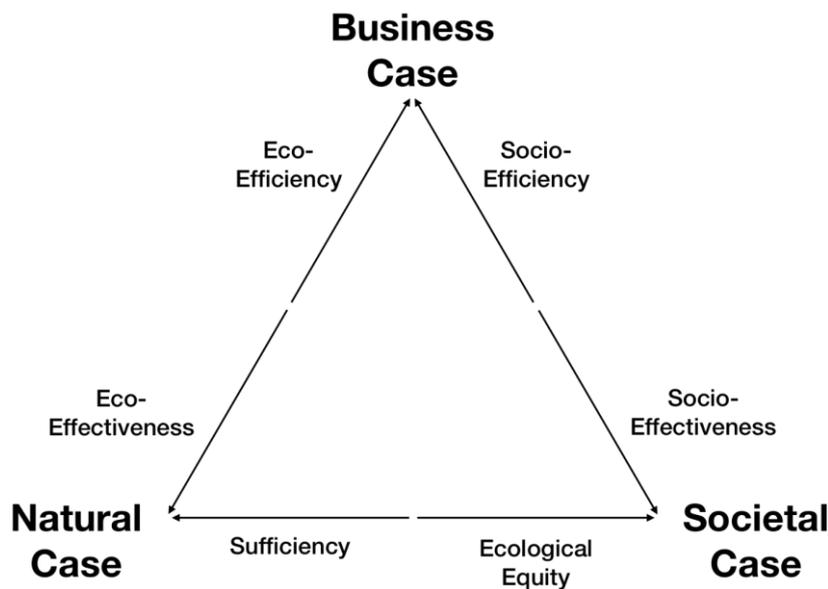


Figure 2 Overview of the six criteria of corporate sustainability (Dyllick & Hockerts, 2002)

The main approach to Sustainable Business is the consideration of corporate sustainability and capital (Dyllick & Hockerts, 2002). The first approach to sustainable development and business involves the concept of “Triple bottom line” (Elkington, 1998). Elkington proposes three types of capital: economic, natural, and social capital, as the main attention is to business and sustainability. Based on this concept, different managerial approaches emerge in order to guide the transition to sustainable development: eco-efficiency, socio-efficiency, socio-effectiveness, ecological equity, sufficiency, and eco-effectiveness.

Financial capital in the frames of transitioning to sustainable development is the combination of economic and societal efficiency relating to the business model. In other words, it is formed from the efficiency of producing both natural and social capital.

Natural capital, meanwhile, is formed from traditional eco-friendliness. In the frames of fashion, this means it is comprised of the ecological impact of the goods. It is comprised both of the efficiency of the goods being produced as a whole, or the eco-effectiveness, which is how much of a difference to the footprint can be made, as well as sufficiency, which is the societal impact, or how much that item is consumed. After all, if the product becomes more eco-friendly, the total ecological footprint of the good in question might still grow if more is being consumed.

Social capital, however, is the effect on society as a whole. It is comprised of everyone, including customers, employees, as well as anyone influenced by the product (i.e., a farmer

whose crops die due to a wastewater runoff from the production facility). Ecological equity is a quantification of the world's natural resources and cleanliness and is a measure of how the goods affect both current ecological states as well as the effects on future generations due to the diminished resources/ecology caused by the good in the long term. The socio-effectiveness, however, is the amount in which societal capital has been expended/gained due to investments in societal capital compounded by the efficiency of that investment. Put simply, and the socio-effectiveness is a measure of both how much the social capital has been focused on, as well as how effectively it has been aided. (Dyllick & Hockerts, 2002)

Financial capital in the frames of transitioning to sustainable development is the combination of economic and societal efficiency relating to the business model. In other words, it is formed from the efficiency of producing both natural and social capital.

In this context, the private sector should receive the support of governments for the rapid development in the business sector. (World Economic Forum, n.d.)

2.3. Sustainable Business Models

Intending to apply Sustainable Business, in the last years' novel concepts have emerged. The central concept is the growth of Sustainable Business Models Archetypes (Bocken, et al., 2014). In academic literature, the concept of business models is most often used to describe the creation of business value and its transformation into profit. This is to elucidate or grasp the basic building blocks through which a business can become more efficient and increase its performance while reducing costs (Ellen MacArthur Foundation, 2017) or pointing out modern technologies and innovative practices for obtaining satisfactory results (Boons & Bocken, 2018). The primary purpose of business models can be seen primarily as an element for analyzing business activity, for understanding internal and external activity, or as a description of how to create and maintain business value. (Brismar, 2019). Another approach describes the primary purpose of business models, as a particular model of mediator between a business idea or new technology and a potential customer. This mediator takes care of delivering value to the consumer (Dyllick & Hockerts, 2002). Beyond that, Sustainable business models are based on novel forms of sustainable management, "Eco-innovations, eco-efficiency, and corporate social responsibility practices define much of the current industrial sustainability agenda. While important, they are insufficient in themselves to deliver the holistic changes necessary to achieve long-term social and environmental

stability. How can we encourage corporate innovation that significantly changes the way companies operate to ensure greater sustainability?

Sustainable business models (SBM) incorporate a triple bottom line approach and consider a wide range of stakeholder interests, including the environment and society. They are essential in driving and implementing corporate innovation for sustainability, can help embed sustainability into business purpose and processes, and serve as a critical driver of competitive advantage.”

To put it, the main essence of business models is the description of business approaches. Many different models are similar in many ways but also in many ways. Furthermore, although many research papers are devoted to business models, there is still considerable scope for investigating their functioning. Ideally, the examination of business models should take the form of an examination of the whole, but it is also possible to examine selected parts of the model, although this separation distorts the integrity of the model to some extent.

In recent years, the economic concept of business model has seen a growing interest in academics and entrepreneurs. Nevertheless, due to the diverse needs and reasons for exploring and using business models, there are many different approaches to understanding this term. Therefore, we may find that some academics are trying to define business models. Some specify the main elements of these models, while others have advanced further to introduce methods for developing, transforming, or evaluating business models. Furthermore, now the term business models are being discussed more and more often in different places - in the press, in academic literature, or through all parts of different organizations.

Existing insights into the functioning and nature of business models can give businesses insight into the complexity of business management, but of course, knowledge alone does not guarantee the success of business models. Business models, however, make it possible to understand different contexts based on the external and internal environment of a company. This has also forced managers to become interested in this connection and explore which business models show a high level of success and performance, and, conversely, have become interested in which models to avoid. (George & Bock, 2011)

In order to bring sustainability into business models, there needs to be a significant shift in the way businesses think and act. Common interests must be brought into the boardroom

along with individual interests. Sustainability is often a value judgment, and as such, it cannot be considered on an individual scale, but rather all actors must participate in a common goal. There is a need for a new business model that internalizes the costs of unsustainable practices into the operating costs of a business in order to provide a framework for understanding sustainability at an individual business level. Value mapping and the inclusion of a wider variety of stakeholders must be brought on in order to make decision making more considerate of the real costs of business to the environment. The three pillars of sustainability: social, economic, and environmental, must be brought into decision making at all levels, and be put into action in order to get a sustainable business model framework.

The creation of this sustainable business model is essential as a driver for sustainable innovation as it is a description of how the company acts and plans its future. They have traditionally focused on value creation, and as such, that has been the main focus of companies. However, now with the ecological pressure that is being faced, they must be updated to realign with the multiple stakeholders in this modern world (Bocken, et al., 2015).

Groupings	Technological			Social			Organisational	
	Archetypes	Archetypes	Archetypes	Archetypes	Archetypes	Archetypes	Archetypes	Archetypes
	Maximise material and energy efficiency	Create value from waste	Substitute with renewables and natural processes	Deliver functionality rather than ownership	Adopt a stewardship role	Encourage sufficiency	Repurpose for society/ environment	Develop scale up solutions
Examples	Low carbon manufacturing/ solutions	Circular economy, closed loop	Move from non-renewable to renewable energy sources	Product-oriented PSS - maintenance, extended warranty	Biodiversity protection	Consumer Education (models); communication and awareness	Not for profit	Collaborative approaches (sourcing, production, lobbying)
	Lean manufacturing	Cradle-2-Cradle	Solar and wind-power based energy innovations	Use oriented PSS- Rental, lease, shared	Consumer care - promote consumer health and well-being	Demand management (including cap & trade)	Hybrid businesses, Social enterprise (for profit)	Incubators and Entrepreneur support models
	Additive manufacturing	Industrial symbiosis	Zero emissions initiative	Result-oriented PSS- Pay per use	Ethical trade (fair trade)	Slow fashion	Alternative ownership: cooperative, mutual, (farmers) collectives	Licensing, Franchising
	De-materialisation (of products/ packaging)	Reuse, recycle, re-manufacture	Blue Economy	Private Finance Initiative (PFI)	Choice editing by retailers	Product longevity	Social and biodiversity regeneration initiatives ('net positive')	Open innovation (platforms)
	Increased functionality (to reduce total number of products required)	Take back management	Biomimicry	Design, Build, Finance, Operate (DBFO)	Radical transparency about environmental/ societal impacts	Premium branding/ limited availability	Base of pyramid solutions	Crowd sourcing/ funding
		Use excess capacity	The Natural Step	Chemical Management Services (CMS)	Resource stewardship	Frugal business	"Patient / slow capital" collaborations	
		Sharing assets (shared ownership and collaborative consumption)	Slow manufacturing			Responsible product distribution/ promotion		
		Extended producer responsibility	Green chemistry					
							Localisation	
							Home based, flexible working	

Figure 1 Sustainable business model archetypes (Bocken, et al., 2014)

Sustainable business models can be classified into three archetype groups, which describe the leading innovation and focus of the company: technological, social, and organizational. Bocken has found these archetypes and grouped them. These are essential to understand the different kinds of sustainable business models.

The technological group is comprised of archetypes, where there is a technological innovation that is the focus and driver of the business model. Examples of this include creating more with less through technical innovations, providing value from what would have otherwise been wasted, or substitution of non-renewables to renewable sources through technological innovations.

The social group meanwhile considers more social innovations, such as changing consumer behavior. This can include such varied models as the service model, which offers the value without necessitating ownership, stewardship, which provides the taking care of value, as well as encouraging sufficiency, an example of which is the slow fashion movement, which has been discussed at length within this paper.

The organizational group, however, concerns itself mostly with regulatory changes, whether in the form of redefining organizational stakeholders to include the environment and other people than just necessarily shareholders and customers, as well as developing scale-up solutions, which make for a low cost of entry into the marketplace.

One kind of sustainable business model is the social business model. The Grameen Group is a pioneer of microfinance and the 2006 Nobel Peace Prize. From their experiences, there are a few adjustments needed to transition from a traditional to a social business model. One of these adjustments is the introduction of multiple stakeholders, both from the business side, as well as from the consumer side. Another change is the requirement for sustainable capital to be a part of the profit equation. The last proposed shift, however, is a turn of the profit targets not to be based around maximization of profit, but towards recovering all costs and capital used. This will shift the cyclic nature of business towards a more long-term goal and also lead to a drive of more people to create value for the public good. Unlike ordinary businesses, social businesses are not in a zero-sum game, and as such, they aim for collaboration and sharing of their practices in order to reach a common goal. In addition to just being their social enterprises, these social businesses can also exist within more

substantial corporations, and multiple studies have shown a positive correlation between CSR practices and reputations of corporations. (Yunus, et al., 2010).

The sharing economy is another form of a sustainable business model. It comes with employment, social impact, as well as environmental benefits through its alternative methods of consumption. There are many forms of sharing within the sharing economy, ranging between intimate occurrences such as borrowing a hat from a sister to more large scale systems such as Uber.

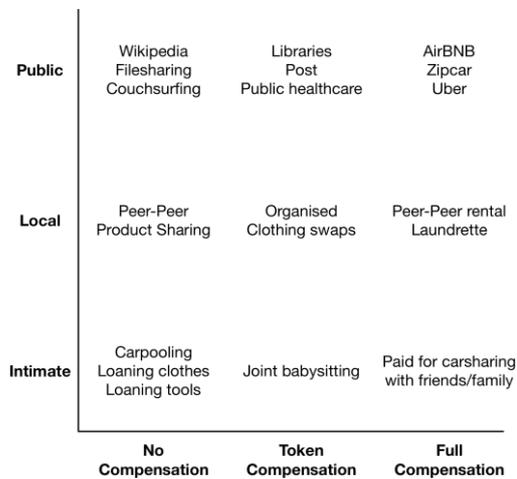


Figure 2 Forms of the sharing economy (Boons & Bocken, 2018)

2.4. Transition to Sustainable Business Models and Circular Economy

Accelerating the transition to sustainable business models and circular economy is now a key goal of businesses and governments. However, it will not be done, without investment in innovation and without support to adapt to the European industrial base. In the period 2016-2020, the Commission intensified efforts in both directions, resulting in more than € 10 billion of public funding for this transition. (European Commission, n.d.).

In 2015, the European Commission adopted the *EU action plan for the Circular Economy*, including an action plan, and placed the circular economy among the EU's priority areas. In order to tighten the legislative requirements and pressure to move towards a circular economy, the European Commission will also offer new funding for research projects or eco-innovation technologies. According to the European Commission, moving from a linear to a circular economy means strengthening Europe's competitiveness, reducing dependence on imports of primary raw materials, and creating new jobs. (European Commission, 2015)

In order to stimulate further investment, the EU Circular Economy Stakeholder Platform has made recommendations to improve the findability of circular economy projects, coordinate funding activities, and share best practices. The Platform will work with the European Investment Bank to provide financial assistance and exploit synergies with the Action Plan to finance sustainable growth. (European Union, n.d.)

The cornerstone of the circular economy is robust and efficient waste management systems. In July 2018, the revised legislative framework for waste management entered into force to modernize the Union's waste management systems. (European Parliament, 2018) It includes, among other things, the ambitious new recycling targets, the clarified legal status of recycled materials, and strengthened waste prevention and management measures, which also cover marine waste, food waste, and products containing critical raw materials.

Circular economy business models require intelligent design at the beginning of the product life cycle is essential to ensure circulation. The Commission further supported product circular design and energy efficiency targets with the introduction of the Ecodesign Work Plan 2016-2019. (European Economic and Social Committee, 2016). Eco-design and energy labeling measures now include material efficiency requirements for several products, such as the availability of spare parts, ease of repair, and easier end-of-life processing. In a separate working document, the Commission also analyzed its product policies intending to promote circular and sustainable products.

The transition to a circular economy requires the active involvement of citizens and a change in consumption patterns. Yet customer behavior is very important. The Commission has developed methods to determine the environmental product footprint (PEF) and the organization's environmental footprint (OEF), which enables companies to make credible and comparable environmental statements and make informed decisions to consumers. (Dyllick & Hockerts, 2002)

While there are many goals in the transition to sustainable development, there are also many challenges, especially in large corporations, which due to institutional inertia and the lack of clear commitment to the issue, can have many problems shifting as quickly as smaller ventures. These large corporations have difficulty communicating and guiding all their subsidiaries due to their massive scale and reach, especially with the sometimes-conflicting needs of international stakeholders. Besides, unlike smaller ventures which can make radical

shifts in order to capture value, these large institutions often require the impetus of significant market shifts or threats from disruptors that bring sustainable alternatives that threaten their traditional business model. (Ritala, et al., 2019)

Table 1 Business worldviews as understood by Stubbs & Conklin

	Neoclassical	Ecological Modernization	Ecocentric
Purpose of business	To increase profit and provide shareholder value	To pursue both ecological and economic growth. Economic growth is necessary but cannot be done at the detriment of the environment	To increase the quality of life and improve social equity
Approach to ecology	Not a focus, but helpful if it happens.	Technological innovation can minimize resource usage. Use renewables and human-made resources instead of non-renewables	The focus of everything, nature is not infinite, and must everything must be in harmony with nature
Attitude to technology	Optimistic	Realistic skepticism	Skepticism
Timeframe	Quarterly	Considers both current and future generations	Long term
Stakeholder	Shareholder	All humans & nature	Nature
Product life cycle	Cradle to customer	Cradle to grave	Cradle to cradle

Source: Adapted from (Stubbs & Cocklin, 2008)

Based on the table in Stubbs & Conklin (Stubbs & Cocklin, 2008) “Teaching sustainability to business students”: shifting mindsets, there are many perspectives on sustainability that can be classified along a continuum going into three generalized camps: neoclassical, ecological modernization, and ecocentric. The neoclassical worldview is that the limits of economic growth are either distant enough not to matter or nonexistent. They believe that technology will solve any problems that come up, and as such, feel that long term growth potential is near infinite, if not infinite. (Stubbs & Cocklin, 2008)

2.4.1. Summary

In this subsection, I studied the growth of sustainable business and its implementation through sustainable business models. I propose the sustainable business model archetypes (Bocken et al., 2014) as a framework for my research.

2.5. Consumer's Behavior

The second theory of this master thesis is focused on consumer behavior. Consumer behavior becomes a critical dimension of the transitions towards sustainable business and circular economy. Consumers are core stakeholders. They pay for the products and decides what product to support with each purchase stakeholders. They pay for the products and decides what product to support with each purchase. The transition from unconscious consumer into a conscious consumer and the associated responsibility for any action and the consequences (ethical, environmental) that this action brings should become standard. We are at the beginning, but it is precisely the promotion of the growth of the fashion intelligence of individuals, the promotion of the right information, and the disintegration of misinformation. Responsibility should become a new choice. Even small changes in consumer habits can do great things. Because with every crown we spend on a product, we supply energy to everything that preceded it. With every right product, every meaningful purchase, we can change the world for the better. This is the most necessary right of all of us to influence the shaping of the outside world.

In this section, we review the primary literature on customer behavior. I study the Motivation-Need Theory, and then I introduce other theories of human motivation theory. Consumer behaviors are crucial in marketing (Kotler et al., 2016). It is the consumers through whom not only marketing objectives are met and on which the final decision or the purchase itself depends. It is necessary to know the consumer, what her or his behavior is, what influences him or her, whether his or her behavior can be changed. That way, the offer can best be formed to meet customer's needs and, secondly, to make a profit. The more marketers have information about the consumer decision-making process, the better they can design marketing strategies to influence consumers effectively.

Even though science brings much knowledge about consumer buying behavior, it is difficult to predict behavior. The black-box model also explains this. In this case, the black box is considered the customer's mind, which the marketer can understand only to a limited extent. "By this, we mean how individuals, groups or organizations choose, buy, use and ultimately leave certain goods or services that meet their needs and wishes" (Kotler, et al., 2016)

There are many models of the purchasing decision process. These models examine purchasing behavior in detail and help to understand and define the various stages of the

purchasing process that the buyer goes through. The basic model of the purchasing decision process is the five-phase model. The model points to the typical stages of the purchasing process. First comes the identification of the problem, the identification of a specific need. The buyer also seeks information on how to solve the problem, i.e., how to satisfy the need. It then evaluates possible alternatives to solving the problem and meeting the need. At best, the customer chooses and buys for one of the alternatives. Otherwise, it returns to seeking information and assessing other possible options, selection, and purchase. The process ends with a phase indicating post-buying behavior (Kotler, et al., 2016).

Everyone has heard about the dangers of global warming. Nevertheless, there is a gap between knowing about something and between making a purchase decision and the moment of purchase that prevents us from doing something green.

2.6. The Concept of Motivation

One can understand motivation as a set of internal and external driving forces that induce a person to activity, set boundaries and forms of action, and give this activity an orientation oriented towards the achievement of individual goals. (Alvarez, 2017)

To fully disclose the concept of motivation, the writer proposes to consider aspects of this phenomenon taken from the Oxford Dictionary:

- “1. the reason why somebody does something or behaves in a particular way
2. the feeling of wanting to do something, especially something that involves hard work and effort
3. a statement or piece of writing in which you give reasons for something”. (Oxford University Press, n.d.)

For further consideration of the issues raised, it is necessary to determine more accurately the concept of motivation, for which we dwell on such thoughts as needs, motive, motivation, incentive, stimulation. (Alvarez, 2017)

So, needs - this is what arises and is inside a person, have a lot in stock for entirely different people, but at the same time, each has a specific individual manifestation in each person.

A person's needs are what he seeks to free himself from. If a person's need exists, it makes him aware of itself and "requires" its elimination, liberation from its influence. Most needs

are periodically renewed, although they can change the form of their specific manifestations, as well as the degree of perseverance and leverage on the person. (Alvarez, 2017)

Under the motive is understood that causes specific human actions. The motive is "inside" the person and has a "personal" character, depends on many factors external and internal to the person, as well as to act and the reaction of other motives that arise in parallel within him.

The motive not only encourages people to action but also determines what needs to be done and how. Motives give in to awareness, and a person can influence their motives, muffling or enhancing their action, or even eliminating them from their motivational totality.

Motivation is the process of influencing a person to induce him to specific actions by awakening certain motives in him or her. The method of motivation is the basis of human management, and the effectiveness of this management largely depends on how successful this process is.

Incentives can be individual objects, actions of other people, promises, carriers of obligations and opportunities, opportunities provided, and much more that can be offered to a person in compensation for his actions or that he would like to receive as a result of specific actions.

The process of using various incentives to motivate people is called the stimulation process. Stimulation can take many forms. In practice, one of its most common ways is a material incentive. The role of this stimulation is enormous. However, it is crucial to consider the situation in which material incentives are carried out, and try to avoid exaggerating its capabilities, as a person has a very complex and ambiguous system of needs, interests, priorities, and goals. The essence of the incentive process is fundamentally different from motivation. (Pardee, 1990)

It should be noted that motivation affects such characteristics of human activity as efforts, diligence, perseverance, honesty, taking a specific orientation, including consumer behavior.

The motivation of a person, like everything related to his or her activity, is complex and ambiguous. There are many theories of motivation trying to explain this process. In modern studies, content theories of motivation and process theories of motivation are distinguished.

2.7. Motivation-Need Theory And Consumer Behavior

Motivation-need theory is based on the analysis of human motivations (Maslow, 1943). Motivation refers to the psychological processes that support, stimulate human actions. Originally it was applied to employees. It was mainly focus to how manager motivate employee to be connected to the company. It was important that managers understand the psychological processes involved in motivation so that they can effectively direct employees towards organizational goals (Maslow, 1954).

The second concept of the theory is needs. Needs theories aims to understand the internal factors that motivate individual behavior. It is based on the vision that individuals are motivated by unfulfilled needs. Needs become psychological requirements that motivate some type of behavioral response. The needs of individual people can be studied in a quantitative approach from weak to strong and can vary based on environmental factors, time and place. (Maslow, 1954).

This thesis's framework is based that the Maslow Hierarchy of Needs might be the reason standing behind consumer behavior. Abraham Maslow postulates that needs are hierarchically structured and that needs low in the hierarchy must be fulfilled before need higher in the hierarchy become salient (Kent Hunt, 1978). According to Maslow, the lowest level are the physiological needs (e.g., hunger, thirst), followed by the second level the security needs, then the third level the social needs (affiliation), the fourth are self-esteem needs (recognition), and finally, self-actualization needs. Finally, (Maslow, 1970) added a six level, the aesthetic needs. (Kent Hunt, 1978)

Maslow (1908-1970) was one of the first to classify human needs according to the degree of influence on the motivation of performers, dividing them into primary and secondary. In theory, he developed, all needs are arranged in the form of a five-level structure. The name "hierarchy" itself emphasizes the ranking of needs. Primary needs stem from the physiology of a person who must breathe, eat, drink, relax, and ensure safety for himself and loved ones to maintain existence. (Chapman, 2001)

Secondary needs are associated with the individual's desire for a particular social position, respect, self-expression. According to Maslow, the needs of the lower levels - primary needs - are met in the first place; and until they are satisfied, the upper levels of the hierarchy do not have a motivating effect. Due to this, the transition to the next, higher level becomes

possible only after satisfying the needs of the previous level. The movement can be directed not only from primary needs to secondary but also vice versa if any of the fundamental needs are no longer satisfied.



Figure 3 Maslow's hierarchy of needs (Anon., n.d.)

2.8. ERG theory

Though there was another theory of need and motivation, called the ERG Theory by Clayton Aldefer, where name stands for existence, relatedness, and growth.” Existence corresponds to psychological and safety needs; relatedness corresponds to social and self-esteem needs, and growth corresponds to self-actualization needs. The ERG theory does not force the order of needs fulfillment, and it supports the pursuit of different levels simultaneously.” (Management, n.d.)

The recent study by David McClelland was postulating that people might have a particularly keen interest or a need in the concrete sphere: like people who have a higher need for achievement are usually success-driven in their core. (OER Services, n.d.; McClelland & Boyatzis, 1982)

I can show an example of people who have a more significant need for self-expression through the fashion items explicitly. There is a community in Congo called SAPE for whom

the need to possess the high fashion items is that high, that they are ready to tolerate inconveniences, and to save up on everything in order to afford it. (Iyalyafei, 2020)

“The desire to look stunning on the scene of the backdrop of the ruin and dirt of the capital of the Congo pushes some dandies even to theft, but fashion becomes the meaning of their life, and for that matter, they will not stop at anything.” (Iyalyafei, 2020).

There are different groups. The existence group is concerned on the provision of the basic material existence requirements of humans. The existence group includes the level of physiological and safety needs. The relatedness group focuses on the desire people have for maintaining important interpersonal relationships. These are social and status needs (desires) that require interaction with others. They are based on Maslow's social need and the external component of esteem.

Alderfer proposes also to separate the growth needs. He considers that this is an intrinsic desire for personal development. It involves the intrinsic component, the esteem level and the self-actualization. The lower order needs of Maslow (the physiological and safety) are the existence category. The relatedness category includes the interpersonal love and esteem needs. The growth category includes the self-actualization and self-esteem needs.

Alderfer proposes a regression theory to explain ERG theory. He proposed that when needs in a higher category are not met as a consequences people put double effort in a lower category need in the hopes of achieving the higher need

2.8.1. Theories of Human Motivation

Theories of motivation analyze factors that influence motivation. To a large extent, the focus of these theories is concentrated on the analysis of needs and their impact on motivation. These theories describe the structure of needs, their content, and how these needs are related to a person's motivation for action. In these theories, an attempt is made to answer the question of what inside a person induces him to work. Substantive theories of motivation are united by the premise of priority needs as the main force that prompts action.

McClelland's (1988) theory of human motivation explains how every individual person has at least one of the three motivation: the needs for achievement, power o affiliation. Individual aim to achieve them as goals and solve problems. The development of these motivation depend on culture, life experience. McClelland suggested that the most important for

individuals are the needs of the highest level: power, success, and involvement. (Kukreja, n.d.) The need for control is manifested in the desire to influence others. Such people are distinguished by an active lifestyle, are energetic, always uphold their point of view, feel great in a team, and strive to "command" in any situation. The need is satisfied "not by proclaiming the success of this person, which only confirms his or her status, but by the process of work" brought to a successful conclusion. (McClelland & Boyatzis, 1982)

Herzberg's theory is like the assumptions of McClelland and Maslow. The factors highlighted by him that contribute to job satisfaction approximately correspond to the needs of higher levels. However, unlike colleagues, Herzberg divided the elements according to the degree of their influence on motivation into two groups. The first group included factors called "hygienic," creating favorable conditions for actions, but not aimed at achieving high results in it. The factors of the latter group are called motivators. Herzberg suggested that the absence or weakening of hygiene factors could lead to dissatisfaction in the process. (Herzberg, et al., 1959)

One of the basic motivational theories was created by Douglas McGregor and is called the theory of X and Y.

It is built on several preconditions for motivating and leading people. The theoretical assumptions are X - negative and Y - positive. So, they are very different and include a wide range of ways to treat people and on what principle to approach their work performance. It could be interpreted as a method of sugar and whip.

Based on these two different approaches, McGregor has established leadership styles that are tailored to the motivational needs of employees. (McGregor, 1966)

Comparing the described theories, one can trace the evolution of motivation theories. In this sense, the theory of motivational hygiene follows logically from the work of Maslow and McClelland. Lower levels of classification of needs potentially have less motivational opportunities.

2.8.2. Process Theories of Motivation

Criticism of substantial theories indicates the need for the perception of motivation as a probabilistic process. This argument is supported by management practice, where most decisions are probabilistic in nature and can be represented as links in a continuous chain of

interrelated events with a certain probability. Process-based theories explain how an individual distributes his or her efforts to achieve his or her goals and how, depending on specific conditions, a consumer chooses behavior.

The main process theories of motivation are Adam's Expectancy theory, Adam's Equity Theory, Mayo's motivation theory, and the Porter-Lawler model. (Miner, 1994)

The theory of expectancy is based on the thesis that, when a specific goal is achieved, a person develops an adequate style of behavior, hoping to obtain the desired result. The expectation is a person's assessment of the probability of an event. The value of the reward as a result of the accomplishment of the expected event is called the valency (meaning the expected value of the reward). (Adams, 1965)

In the theory of equity shows the relationship of result and reward is considered. Its essence is that the result and remuneration of one person are considered in connection with the remuneration received by other people for equal doing. If a person believes that for the same act, he or she receives less reward, then, along with a weakening of motivation, an additional unhealthy psychological stress arises in the taken group. (Adams, 1965)

The so-called school of human relations, the protagonist of which was Elton Mayo, and especially the follow-up thought stream of management, referred to as psychological and social approaches, which began to develop in the 1950s and 1960s, are milestones worthy of milestones on the path of motivation from Taylorism to the present. (Link, 2011)

The theory of motivation of Porter and Lawler includes components of both the theory of expectations and justice. By the Porter-Lawler model, the results obtained by the person are determined by the combination of efforts, personal qualities, and the degree of recognition of his or her role in overall success. The effort expended depends on the value and likelihood of receiving a reward (Iancu & Badea, 2015).

2.9. Customer Behavior and Sustainability

Due to the growing importance of sustainability and the importance of current practices regarding sustainability for companies regarding their long term reputation and consequentially stability, this paper adopts the theory of mindful consumption: A customer-centric approach to sustainability. Current business practices are not focused on the customer and do not consider the role of overconsumption and fail to consider all the facets

of sustainability as a whole, only working on individual problems. This multi-stakeholder approach must be undertaken in order to consider the social and environmental concerns in addition to just the bottom line. This can, however, be taken into account both in the perspective of the customer. While it may seem contradictory at first to expand from a customer and shareholder point of view to consider social and environmental perspectives through Customer-Centric Sustainability (CCS), there are multiple advantages to this approach. Firstly, the customer is the source of consumption. Secondly, as a whole, they have the most influence over what is offered, as well as being the final arbiters as to what succeeds and does not. (Sheth, et al., 2010)

2.10. Sustainable Customer Behavior in The Fashion Industry

Sustainability in fashion has only come to academic literature around 2006, and there are still very many things that need to be studied. Consumer behavior is a major part of sustainability in fashion, as fast fashion has pushed consumers to buy fashion items at an increased pace, as well as making clothing disposable. In addition, consumers often have not paid attention to the sustainability of the materials, and often believe that claims of sustainability are only marketing claims. In contrast, growing sustainability awareness amongst consumers is making a change to both the amount of clothing that they purchase as well as pushing for more responsible production.

Fast fashion has caused increasing “seasons” within the fashion world, which has led to greatly increased waste. In addition, consumers are throwing away more clothes than ever before. As the majority of the harm caused by an item is before the consumer, this increased number of seasons has led to a similar increase in the amount of harm that is produced by the fashion industry. In addition to this, even when sustainable alternatives are offered, it is often within sustainable clothing, producers are still operating under the principles of overconsumption and an increased number of seasons.

Customers are often also skeptical of the sustainability practices of companies, as brands have amassed reputations over decades of being fast-fashion retailers, with a history of questionable pay and unscrupulous sourcing of materials. As such, even when given the option of purchasing more sustainably, consumers may be led towards normal clothing simply because they do not trust the extra value provided enough to offer remuneration for company efforts. This is not helped by the fact that some companies greenwash with the

same claims as another company may make while actually making measurable changes at considerable effort. As such, there is a gap between consumer needs and offerings, and there is a need for increased transparency and accountability in the sphere.

Conscious consumers, however, are the counter to these skeptics as there are many people who are willing to pay a premium for more sustainable clothing. There is a need amongst conscious consumers for more transparent and available information from producers. It is surmised by Yang et al. that the retail sector is an optimal incursion point to help bring customers into the conscious consumer category, by both educating them, and presenting the different efforts of companies transparently in order to make customers aware of the situation. (Yang, et al., 2017)

2.11. Consumer Behavior and Mass Communication

The problems associated with the needs of consumers: our brain is economical, cannot be exposed, and solve several problems at once. People are either trying to stay in the trend in order to maintain social status, as well as think about the future and choose a more sustainable product.

To get the desired result according to the scheme: antecedent - behavior-consequence.

Signs and pictures do not work if they do not have exact goals and the result seen. General recommendations do not work on behavior change. If people compare: “Let us take the garbage in the processor!” With “Please take part in the initiative of the community of our district for recycling - there are separate containers near each house, which are exported on Thursdays.” It gives us a sense of belonging to a group.

Besides, they should hold public lectures. People learn better if they are involved in the process, and do something with their hands, or learn playfully.

Training programs, in the end, you become part of a new community thanks to outstanding certificates. Those who have been trained, feel their responsibility, and take part in the separate collection of garbage and find an example to others. This method of communication is also not very expensive.

In addition to accurate instructions, there should be either a reward or a system of fines — crucial executive power. In this case, if you are developing a reward system, it should make

the program long-term and calculate its cost. It is also necessary to make a report on a specific area.

In this case, if you are developing a reward system, it should make the program long-term and calculate its cost.

It is also necessary to make a report on a specific area.

The methods of influence of fashion on the life of modern society include the following categories: mass media, mass communication, advertising new products, coding the society for the consumption of fashionable goods and services.

Mass communication is “a process in which a complexly organized institution through one or more technical means produces and generally transmits valid (“public”) messages that are intended for a broad, heterogeneous and scattered audience.”

Advertising in self-manifestation now becomes an effective way to control and manipulate the public consciousness, imposing rules of behavior, fashion trends.

Advertising - information about goods and services, focusing on their attractiveness for consumption in order to stimulate demand among the audience. The purpose of advertising is to make a profit, for which the consumer can familiarize himself with the new product.

Advertising is one of the varieties of mediated communication designed to profoundly influence a person, his inner world, motives, desires, and behavior.

Evaluation of the preferences of Russian society showed that television advertising, in order to be pleasantly perceived by a Russian citizen, should have the following characteristics: to be attractive, harmonious, colorful, moderately imposed, quite sexual and definitely precise, but leaving a feeling of some understatement and promise of some anticipation.

P & G has a special department that tracks the “context” in each ad. For example, you will never see in a P & G brand advertisement how a hero brushes his teeth while tap water flows. (Adindex, 2019)

In advertising products for washing, the character will set the temperature at 30 degrees on the washing machine because people advocate for economical energy consumption, including when water is heated, and when developing formulas for our products, people make them as efficient as possible for running in cold water.

Furthermore, in the clips about the facilities for dishwashers, no preliminary rinsing of dishes is shown - there is no need for this. Do not wastewater. Our detergents and machines can handle this.

2.12. Consumer Behavior and Fashion Industry

Thus, based on the chapter “Fashion is a characteristic phenomenon of modernity,” people can draw the following conclusions:

Fashion, *modus* (a measure, a rule, an image) is a continually changing direction of public taste, based on a quick and large-scale change in the external environment of people. That is, fashion refers to the dominance in a society of individual tastes, which lasts for a short time and manifests itself, as a rule, in external forms, for example, clothes, shoes, makeup, hairstyles, etc. To be fashionable or follow fashion is to catch the main fashion trends quickly, to realize the advantages of innovative fashion silhouettes and lines, materials, and color schemes.

Each person perceives fashion in his way; therefore, fashion depends in part on the age, upbringing, beliefs of a person, the general norms of culture, character, in general, on the person. Fashion for each person is part of the inner world, a psychological phenomenon, and the attitude to it. The choice is a moral phenomenon.

Now, art historians claim that fashion has a spiral development. Indeed, now it is becoming fashionable again that it would seem that a few years ago it lost its relevance.

Fashion is a process of social construction, which establishes the boundaries between the fashionable and unfashionable parts of society, between fashionable and unfashionable people who are in them. In the fashionable part of the social space, a fast-moving process of changing consumer models that act as symbols of modernity and prestige develops, and this process can and should be managed and guided towards sustainable development.

On this statement, you can complete our descriptive circle and make a conclusion - through fashion, through the prism of its perception, it is possible to form a transition from a consumer society to a “sustainable” society, with a “sustainable” production, and, no matter what, the production of fashionable clothes or technological equipment.

Formed at the level of “sustainable” fashion, the consciousness of each individual will allow, in aggregate, to transfer society as a whole, with all its aspects of life, to a “sustainable” society of production and consumption.

2.13. Sustainability and Human Behavior

This is due to several points. The first is human egoism and greed. Even the financial crisis did not reduce the number of emissions and, consequently, the volume of consumption. People must restore our colonial minds.

Secondly, a person cannot focus on several problems at the same time. People cannot consistently think in advance and be under constant stress. If people are faced with the problem of financial insufficiency or loss of social status, people think about the problem that confronts us here and now, as well as the reward that people receive here and now.

Thirdly, these are problems of consumer knowledge and natural laziness. Until people have the choice to act environmentally or not, people will follow the model of least resistance, and even if people are followers of ethical consumption, no, no, people are doing something wrong.

Fourthly, this is what people build and maintain social ties through purchases: they buy gifts for loved ones, choose a new suit for an interview for confidence, buy unnecessary things for their colleagues, etc. The return of other intangible assets is required.

Fifth, it is necessary to maintain the myth of beauty. It is challenging for us to change the attitude of consciousness when everything around you, your society, maintains a certain stereotype about beauty, and people try to follow it half of our life.

Sixth, it is a banal lack of information and its denial. The amount of negative information that now falls on a person every day is enormous, and because of this, the human brain turns on a defense mechanism. Furthermore, it seems that now people are in the stage of denial of what is already happening with the planet. Furthermore, one of the tasks will be to report on the level of danger and the dissemination of information about alternatives.

Nevertheless, there are a few tricks that make us think more effectively. People make the best decisions if people think they belong to a group. People act better if people have specific instructions. The most potent stimulus is the approach of danger and previous experience, and criticism demotivates us. (Arntzen, 2015)

Some believe that the possibility of collectivism in one form or another can solve this problem, especially since there is now an opportunity to use a shared economy - thanks to the Internet.

At the same time, the problem of perception in the Russian market lies in the fact that the understanding of the word “eco-friendly” applies to the material from which the product is made - and no more.

2.14. Summary

This chapter characterized motivational theories that significantly influenced the view on the exploration of human motivation. The influence of these theories lies in their general familiarity and use, and in the fact that they have meant significant progress in exploring motivation.

Abraham Maslow's theory, which defined the five-level hierarchy of needs and their mutual characteristics, was the first most important theory of motivation. This model has generated widespread responses and criticism, which has led to many other opinions to create motivation and needs. One author who later limited his model to only three needs: the existential need, the need for relationship, and the need for growth was C. P. Alderfer.

Another response to Maslow's theory of needs was McClelland's theory, which ignored the concept of hierarchy and focused on the motivational effects of different and accurately expressed needs (including success, relationship, power, and autonomy). McClelland argues that the individual has several often-conflicting needs that affect motivation only when they are activated. This contradicts Maslow's view that as individuals evolve, their needs also evolve according to the established hierarchy. (Pardee, 1990)

It is from these theories of motivation that the complex set of decisions of consumers can be analyzed and considered in the frame of sustainable fashion. Without these theories, one is left with an inability to guide, or even understand how they think about fashion purchasing. It is in the pursuit of this understanding that the author has decided to undertake her work on sustainable fashion.

3. FASHION INDUSTRY AND SUSTAINABLE DEVELOPMENT

In this chapter, I analyze the issue of the Fashion industry and Sustainable Development. I first describe the fashion industry.

3.1. Understanding the Fashion Industry

The term fashion is very often used in the sense of evaluating certain things or their properties. According to the general definition of vocabulary is fashion: a general term for the transitional domination of specific external manifestations of individuals and communities in all areas of personal and public life. (Godart, 2012) It creates temporary value measures and includes the way of life, clothing, speech, behavior, social intercourse, the way of walking, posture, the art of past styles, trends, artistic personalities, which can, in turn, influence contemporary manifestations such as clothing. Fashion and its variability is conditioned by time and is one of the most severe social phenomena. Political, moral, and cultural meanings are permanently linked to fashion. In this work, I will pursue fashion exclusively in the sense of clothing.

Something quite different may be considered fashionable in different social groups. What matters above all is what is characteristic of the group. Fashion can be called something that is currently relevant to a particular society. Nevertheless, the concept of fashion or fashion may vary considerably in this sense: for example, fashion may be a new model from the latest collection of a particular fashion brand or designer that we see in department store windows at that time and is well known to many people. However, the fashion world can also be characterized, for example, by the design of an item that only a fraction of consumers will encounter (a new print of a promotional item offered by an advertising agency promoted by the institution under the term fashion; It is often mistaken that what already exists as fashionable

Fashion can also be understood as a whole, given that it is related to a particular product group. It is therefore clear that, from this point of view, fashion interferes in many activities that are not related to it at first. It can be economic, social, and so on.

It is also essential to recognize the notion of the fashion process. The fashion process can include a summary of specific results or, for example, social work and generally everything that results in the creation of some of the fashion features. For the most part, the leading role is played by a feature that is unmistakable at first sight or impression - for example; we can

talk about the appearance of the products (the appearance of a particular model, the print of shoes, the design of a piece of an electrical appliance). Fashionable features may be other facts, not to mention the color, shape, and in extreme cases, the functionality of the thing.

Another necessary consequence of fashion is also a kind of "fashion dictation," which consists in the fact that the term itself and the society to which it relates affect each other. Thus, for example, in the summer season, there is a high demand for women's summer dresses, and at the same time (and therefore also) fashion designers and brands are maximally dedicated to and adapting to this demand. They give customers what they want, but on the other hand, they differ from the competition by the end product. It happens that summer women's dresses are countless cuts, colors, used materials, but also prices. Customers can choose from a myriad of options, which also allow them to focus on their particular style or financial possibilities. We must not forget, however, that this contemporary fashion dictation is very changeable, but at the same time inherent to fashion as such, of course, and can be said to be suitable for all parties.

Very often, the terms fashion and modern are used interchangeably. However, fashion is often not the same as modern. However, taking into account, for example, concepts such as modern art or modern science, we find that these spheres need not have any correlation with the concept of 'fashion.'

Fashion is in some way related to human needs, such as the need to be different from others or to belong to a specific social group, needs related to a characteristic appearance and many others, including undoubtedly the need for subsistence, using the basic features of fashion - that is, dressing for health reasons. Contemporary fashion is undoubtedly related to the modern standard of living, which is continuously increasing. It is therefore not surprising that fashion is offered to meet basic human needs, but also luxury, maximum comfort, and plenty of choices. In order to take into account fashion and its impact on individuals and groups, we also need to distinguish the relationship between taste, fashion, and style. Taste is a concept that is closely related to fashion, but with the difference, that taste is not subordinate to fashion. One may not have the intention of "becoming fashionable" to realize one's taste. Taste is also more lasting than fashion, as one of the features of fashion is its variability, while the taste of the individual can be described as a lasting matter that can be influenced only partially. The same is true of style. The concept of style can be viewed from

two perspectives. The first aspect is a style that is related, for example, to a particular period or group. (David, 2015)

However, we are interested in style from the perspective of another, which is primarily an expression of a specific character. When we say the word style in the context of fashion, we imagine a whole consisting of parts that are related and together create an individual result. This is why style is so important to us because it is closely related to the work of fashion designers and brands who set fashion and conform to it in some way. It is in the interest of any designer to use a style that is current, attractive, or in some way desired by society. Style is also a concept that is essential to social conditions. Style is what is being formed, what is changing, and what can be used to create contemporary fashion that will be accepted by society.

On the contrary, taste plays a fundamentally lesser role here, for the above reason, which is its lack of flexibility or influence. This implies that style, fashion, and tastes can progress and often progress together, although there are varying degrees to what extent they can interact with each other. Nowadays, it is no exception that style and fashion influence at a specific time such that taste is subject to a “fashion dictation.” This happens when a novelty appears on the market that attracts the majority of the company (it is advantageous both in terms of price and quality).

Finally, the fashion or fashion industry is simply a specific characteristic that can be central to the products, human thinking, given demands and, last but not least, the time and social group it concerns. It is therefore essential to focus, and above all, to explain the concepts that lie under "given claims," "human thinking" or "properties" in order to answer the question of contemporary fashion and its influence on society.

Fashion is one of the complex phenomena of modern culture, which allows emphasizing social status and satisfying aesthetic needs. Besides, fashion has a significant impact on the global economy, modern society, and the environment. The modern fashion industry is an independent sector of the economy, which includes the production and marketing of fashionable goods (clothing, shoes, accessories). The features of this creative sector are extreme dynamism, the fast change rate of all processes, fierce competition between fashion brands. The study reflects the key development trends of the market segments of the fashion industry - design, light industry, retail. Today, the industry is influenced by some factors:

geopolitical risks, global digitalization, the introduction of new technologies in fashion production and distribution. As a result, there is the high volatility of fashion markets.

3.2. Main Trends and Pressures In Shaping The Fashion Industry

In earlier times, fashion was not seen as a method by which wearers expressed an affiliation to a group of people. Clothing emphasized social status, origin, and status. People can say that until the 1950s, sophisticated, well-designed fashion could use used fabrics. The wealthy kept their clothes; they were altered or otherwise edited as needed. It was also relatively tightly bound by the rules of the clothing industry, and as time passed, fashion remained unchanged.

Today, the industry is influenced by some factors: geopolitical risks, global digitalization, the introduction of new technologies in fashion production and distribution. As a result, there is the high volatility of fashion markets.

New trends affecting the fashion industry are coming from everywhere around us. They come at us from movies, pop-culture, political events, stars, high fashion, historical figures, political and economic situation, - the list can go on.

At ever-lower prices, people buy more garments than ever, and purchases are often impulsive. People only see fashion as a disposable consumer product, and this has been a common understanding for years.

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Significant turnover only comes in the 1960s and 1970s. This time is associated with significant social relaxation. It is a movement of people's freedom. There are changes to the style of dressing up compared to what had existed up to now. Clothing is now a manifestation of the individual. It follows that it is beyond the bounds of fashion regulations. (Link, 2011)

The demand for simple, affordable, and youthful clothing is still growing. High fashion and associated tailoring are in decline. The concept of leisure-time fashion is emerging.

In the past, the launch rate of new garments has been much rarer than today. New fashion collections were presented every six months. However, the cost of storage was minimal. This 52-season timeline is a new emerging market demand that has never been cheaper. Due to competition, companies must follow up as much as possible or suffer the consequences. (Arntzen, 2013)

Initially, it was not a problem. In the beginning, delivery and launch times were shortened to meet the faster pace. It is important to note that the transfer collections have also been taken over. In the early 1980s, fashion houses made hundreds of new clothing lines which were already appearing in the 1990s in each period. In the shops, there was a tremendous amount of clothing, with the colors were constantly changing. This was the beginning of a rapidly emerging "fast fashion" trend.

“Fast fashion is a term that characterizes clothes for the shortest possible time.” (MacMillan Dictionary, 2018)

It is not a problem to publicize designers, as, in a few weeks, the customers' models can be sold. However, a company cannot hire a company of designers and artists as there is no option of copyright protection for the name of a designer.

For example, the American Copyright Act protects only brand logos, fabric prints. Anything else can be copied with impunity. (Hoskins, 2015) In the European and Asian States, the copyright law on fashion designers exists.

The Spanish brand ZARA (Kalra, 2017) founded in 1975 by Amancio Ortega and Rosalia Mera, was one of these designers who moved its design schedule up. It got down to a couple of weeks after the ceremonies. (Kotková, 2018) The company employer is always responding with information on individual items, customer responses, new styles. With this up-to-date overview of fashion trends, they place orders in textile factories consistently. It means brand-new apparel every week. By always stocking new goods, Elizabeth L. Cline says in her book "Overdressed - the shockingly high cost of cheap fashion" designs can be turned around on average seventeen times a year. (Cline, 2013)

It is not clear, but there is a current pressure to make a more durable product. Garments are increasingly made from natural fibers, such as cotton, linen, wool. It dries faster, often not needing ironing. It is one of the benefits of natural fibers. That said, changes also occur. It is

still easier to refine than to recreate, and it is not required to be durable. There is no need for a long service life if the newest trend will be unfashionable within the next few weeks.

In 2006, worldwide, fashion consumption was three times more than in 2002, and all women had four times more clothing than in 1980. (Allwood, et al., 2006) However, people spend less time buying fashion products. The low price of clothing stimulates consumption. The purchase of clothing has become a habit. The price of clothing is determined by how much a single customer is willing to pay when buying clothes. However, our willingness to spend every year is lower. For example, 70% of our clothes were sold during sales or various discount events in 2006. (Allwood, et al., 2006) There is even a sewing technique that breaks down after a few wears. After wearing it a few times, customers will not be able to use it anymore. Even so, companies will have been giving customers what they are shopping for, but they still have a reason to go back soon.

Fashion has several trend selections tools, just like people. The first is the reaction to specific events, such as the “Arab Spring” introduced more relaxed and closed clothes into fashion. It can be interpreted differently.

One such tool is from business theory. If there used to be four seasons, now there are 52 of them. This increases the desire to overconsume and provokes an artificial need. It is not a must-have, but it is not far from it.

However, it is also cyclical. It is a fact that fashion revivals are a massive trend in fashion design. This revival is, however, perceived in a new way compared to its original inception since "the new is well forgotten old."

The power of novelty. It is a desire to support the newest fashions. New items are not available to everyone. If customers are not in the marketplace, it is seen as a mark of shame, and as such, there is a compulsion to partake in the newest trends. The power of novelty is not comparable to any other. It is a side effect of changes to the social situation. It is not a result of the technostucture of capitalism. “Although it is often underestimated, according to consumer expenditures, [fashion] was nearly 6% of the world’s consumption and footwear. ” (Godart, 2012)

The current trend is to focus on the exchange of clothes. In addition to making individuals and others happy they save money and keep themselves environmentally friendly, they get

not just an anonymous subject, but a unique piece with a genealogical tree and history. One of the trends of sustainable fashion is slow fashion. As one of the branches of this, capsule cabinets have become a trendy thing lately and have been widely advertised in fashion magazines and television shows.

3.3. The Fashion Industry and Sustainability

Yet the current development of fast fashion industry is affected by Sustainable Development pressures. Sustainable development is defined by “meeting the needs of the present without compromising the ability of future generations to develop.” (UNWCED, 1987)

In 1992, the Earth Summit was held in Rio de Janeiro, which created an action plan for sustainable development. Priority synergies between states and governments are to meet international organizations (UNCED, 1992). International Trade Union prioritized environmental, social, and environmental issues. In 1992, the Commission for Sustainable Development was set up to monitor, monitor, and evaluate the development of sustainable development practices around the world.

Members of the conference approved the Sustainable Development Goals (SDG). (UN, n.d.)

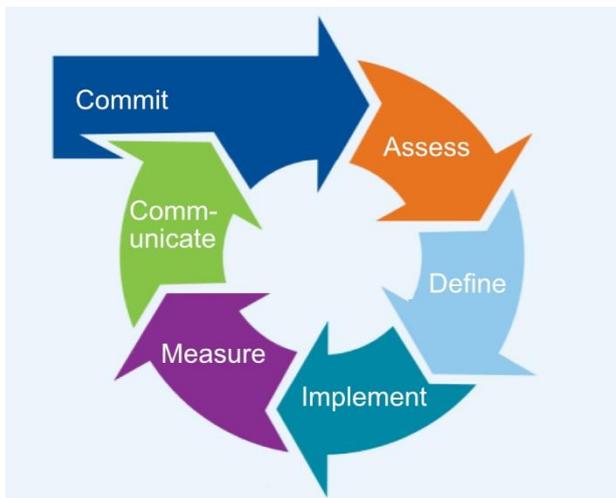


Figure 4 Implementing Sustainability (UN Global Compact, 2015)

Sustainability can be defined as meeting current needs without compromising the potential for future generations to develop. (Hopper, 2013) The leading proponent in this is the UN, which has prioritized sustainability in many of its bodies. It has a list of 17 Sustainable Development Goals which world leaders committed to in 2015 in order to: end extreme poverty, fight inequality and injustice, and fix climate change. (Global Compact, n.d.) In

conclusion, while sustainability has been recognized as an essential factor in future development, implementation, and the level of interest varies by country.

The fashion industry is one of the most polluting sectors. (Arntzen, 2015) This affects social and labor conditions and environmental impacts. The current practices in the global supply chain are very impactful in the natural environment. (Boggon, 2019)

3.4. The Fashion Industry, Supply Chains, And Labor Conditions

The main challenge of the fashion industry global supply chain is the labor conditions. Three-quarters of these employees are women (Allwood, et al., 2006). The industry has been showing a downward trend over the long term. It is a global decline in jobs in Asian countries.

“A Bangladesh woman can sew 90 T-shirts per shift while getting less than a dollar per day. This means that labor costs are about 1 cent per copy. The minimum wage to survive should be about \$ 50 a month when the common salary is about \$20. At the same time, these t-shirts are sold in developed countries for about \$ 25 apiece.” (Arntzen, 2013)

Within this context, child labor is also used in production. Three hundred thousand working children are registered in the Indian cotton industry. This is despite the need to go to school. The distribution of income is also unfair, with children being paid even less.

3.5. The Fashion Industry, Supply Chain, and Environmental Impacts

Today it is clear to everyone that a healthy environment is no less significant than material and spiritual needs. It would be a great delusion to believe that the ecological crisis, which has become increasingly acute due to the lack of clean air, water, and soil, can be dealt with only by economic measures. Without a global restructuring of relations in the “Man-Nature” system, all measures of an economic, ecological, scientific, and technical nature will have only a partial value and cannot become any serious obstacle to an impending ecological catastrophe.

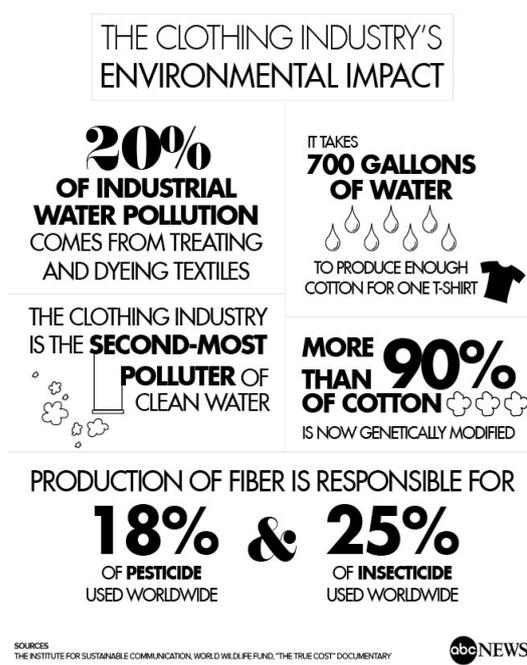


Figure 5 The clothing industry's environmental impact (Jacobo, 2016)

3.6. Global Supply Chain: Production Countries

Every year people buy more than \$ 80 trillion in clothes. In 2011, it reached \$ 412 billion, and the textile industry reached \$ 294 billion. The garment industry comprises 2.3% of global exports, the textile industry 1.6%. Many countries are utterly dependent on textile exports. In Bangladesh, Haiti, and Cambodia, clothing exports account for more than 80% of the country's total export value. Textile and clothing production is concentrated mainly in developing countries. However, some developed countries are also essential exporters in this field. The export of garments is mainly dominant in the export of textiles. The sector is occupied by developed countries. (Arntzen, 2015)

Until 2005, China has been the focal point of foreign trade. The goods are imported from China, which is producing clothing at unbeatable prices. It has been a country that has been dominating export markets for developed countries. (Ellen MacArthur Foundation, 2017)

It has been confirmed that it has been declining in the past few years. However, in developing countries, manufacturing capability has been gradually developed. China's exports of goods have, however, been rapidly reduced as, after 2005, it was essential to relocate production to other states. However, this is not a rule, and there are no global laws in this field.

The largest exporters of textiles are in Asia. In contrast, the largest importer of textiles is the European Union, followed by the US and China. (OECD, WTO, IDE-JETRO, 2013)

3.7. Sustainable Fashion

In general, “sustainable fashion” implies a responsible attitude on the part of the business to all interested parties (stakeholders), namely to the planet, nature, and people. One of the fundamental principles of sustainable fashion was proposed by American architect William McDonough and German chemist Michael Braungart (Kalra, 2017). The principle sounds like the lifecycle assessment of “from cradle to cradle.” It can be interpreted in this way - when starting to work, the designer should think about all the stages of the life cycle of a thing: how it will appear, how it will be used, and where it will end its life. It is assumed that the system must be sustainable, in the sense that the production and consumption of things will not harm the planet’s ecosystem. A responsible designer’s approach to fashion is the basic principle of sustainable fashion; therefore, the concept of “responsible fashion” most fully and accurately reflects its meaning.

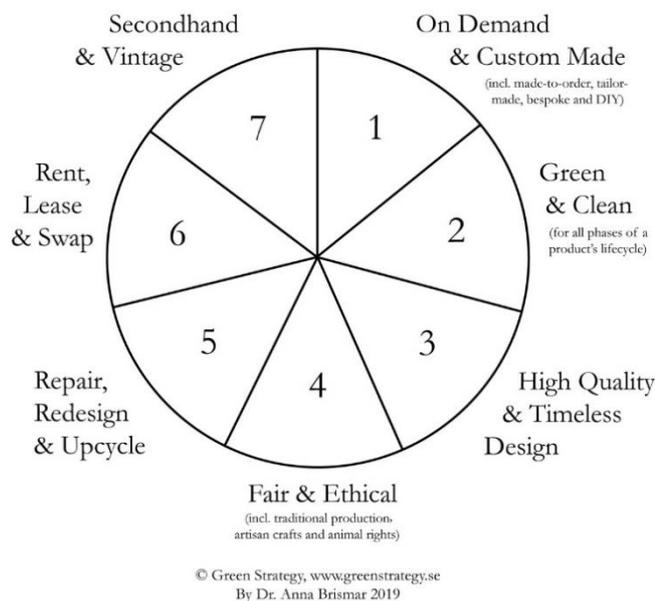


Figure 5
7 Forms of sustainable fashion (Brismar, 2019)

These sections were developed in order to draw attention to a sustainable fashion through aesthetics, uniqueness, and quality of things. (Aakko & Koskennurmi-Sivonen, 2013)

The above criteria, of course, represent an ideal picture, while in reality designers are only trying to make those components of the business that are currently subject to them, taking into account the existing opportunities, are subject to them and do it based on the principles of sustainable, eco-friendly fashion.

For example, a minimalist, cleverly constructed wardrobe can be a solution, that is, a person will not need to buy new ones, because he or she can make repairs, loans and things that friends have postponed. Moreover, they could be happier than ever.

Another way is to create an interchangeable wardrobe. With a replaceable wardrobe, instead of each item of clothing going with its specific accompaniment, clothes can be mixed, and therefore many more uniforms can be created from the same number of parts. Another solution may be a capsule wardrobe. (Almassi, 2019)

Since 2000, 60% more clothing is thrown away. In America, over 85% of clothing ends up in the landfill (Sax, 2018) One of the positive trends in current fashion is a phenomenon known as slow fashion, which is following the footsteps of the slow food movement. (Fletcher, 2007)

Sustainability is especially important to think about for businesses. Unilever's sustainable brands have grown up 46% faster than the rest of their business. (Smits, et al., 2015). Also, similar possibilities for growth has been shown in a study by the Boston Consulting Group. (Vij, 2019)

Also, there are about 20 football fields full of trash that have been thrown away every year. (Kalra, 2017)

Besides, some dangers can be in the products themselves. In 2009, designer Alexander McQueen released a collection in the style of punk, where the products were decorated with spikes. One such Basque belt was decorated with 801 spikes and could affirm the internal organs and reproductive health of the owner. Produced in India and squeezed through the British online store Asos, it turned out to be radioactive since the spikes were made of cobalt-60 metal. It was discovered when the owner passed through a security gate in America. The owner of the Indian company was fired, and workers lost their jobs. (David, 2015)

The irony is that this metal is used for protective medical clothing, but the metals in belt may have become radioactive, as western countries use the same areas the metal is from as a burial for radioactive waste.

Another danger may be mercury content in clothes made of waterproof fabrics, as it is used in polyvinyl chloride - a material from which cloaks, dresses and gloves are often made by many brands from the mass market to Pierre Cardin.

Another issue is that green is seen as the color of the new decade. "Malachite green," now no longer contains arsenic, as in the 19th century, but the dye that is used now is still toxic, and even more toxic in combination with sweat. It was banned for use in clothing but is still used, for example, in the production of packaging paper. (David, 2015)

At the same time, this green continually appears on the catwalks - on the patterns of dresses and shoes, and it was also represented in the Christian Dior collection autumn-winter 2011/12. Even though green is the unspoken color of environmental friendliness, it is one of the most toxic colors in production.

Probably everyone knows the story of how Isadora Duncan died. In our time, something like this is impossible. Nevertheless, it was not until 1997 that American manufacturers adopted a voluntary standard to include safety clasps on children's clothing in production. The result was not long in coming - in the following years, the infant mortality rate from self-suffocation decreased by half.

In 2012, the international organization Green Peace purchased 141 items of "fast fashion" clothing in 29 countries and tested them in their laboratories. Two-thirds of them contained nonylphenol ethoxylates and phthalates, a softening plastic for screen printing on fabrics. During washing, these substances released toxins harmful to humans and animals. Among the items labeled "Dangerous," you can find both casual and designer clothes. (Arntzen, 2013)

3.8. The Fashion Industry and Customer Behavior

The fashion industry is a large portion of the economy which uses various tools in order to maintain growth and make people buy more, from decreasing durability to increase the number of seasons in a year. It is a significant part of the global economy, and many exports

come from Asia, where workers can be found cheaper. These workers can suffer from harsh conditions, and most of these workers are women.

There is a change, however, as it is becoming more apparent to everyone that the environment can be just as crucial as materialistic needs. The fashion industry is starting to consider the life cycle of a product when designing, and this is a trend that needs to continue. On a larger scale, however, there is still a dangerous lack of concern for the safety of the materials used in production, and dangerous chemicals can be found across the entire industry, from casual to designer clothes.

The fashion industry is one of the largest pollution sources. (Fashionista, 2019) According to recent reports, only the textile industry produces more greenhouse gases than international transport, even with air transport combined. Also, the degree of waste generation throughout the industry is continuously increasing, along with the consumption of water and other resources.

However, sustainable fashion is not only about ecology, recycled materials, a short transport track, and the preservation of natural resources. This fashion also affects social issues. China, India, Bangladesh are countries with large textile enterprises. There, people work in several shifts and get about 10 cents per hour of work. Since the fashion industry is one of the most ambitious, and the problem of poor working conditions and low wages concerns hundreds of thousands of people, companies inevitably need to think about ethics. (Arntzen, 2015)

This is an accelerating carousel, the importance of which is recognized by an increasing number of people because the fashion industry is one of the worst environmental polluters. It produces more than 150 billion items of clothing per year, while billions of discarded items end up in incinerators and landfills. The UN warns that by 2030, the production of the fashion industry will increase by almost two thirds due to population growth. (Center, 2019)

Indeed, the fashion industry, as a rule, is one of the most harmful industries for the environment. The classic cycle of clothing production is as follows: obtaining raw materials to produce fiber, the production of fibers and fabrics, the processing of fabrics (such as paint or printing), sewing, and finishing clothes. Then, at the most ordinary moment, when the goods arrive at our home, people usually carry and wash it, and when people get tired of it,

people can choose three types of final destinations. people either send it to charity, either in second-hand or in a landfill. (Kolmakova, 2015)

Since 2000, the global production of clothing has more than doubled, while the average consumer buys 60% more clothing and wears it only half the time compared to fifteen years ago. In America, more than 85% of all clothing goes to landfills. (Savelyeva, 2004)

3.9. China and the Fashion Industry

The fashion industry creates many jobs; however, it is challenging to comprehend statistics. Approximately 26 million workers are employed in the textile and clothing industry, with one-third working in China. (Fletcher, 2007)

China is the largest exporter of fashion items in the world. However, in recent years, it has been losing its share of the global market. The clothing and fabrics sector is no exception. This sector is currently clearly declining, primarily due to its current price-point advantage shrinking.

That said, the price does not move to meet the quality of the product. The price remains the same, and thus, clothing companies must lower quality on each piece in order to meet a price point. Companies are moving to where labor costs are several times lower. It is not a case in China anymore.

China makes about half of the world's textiles, and it also imports the most recyclable clothing.

Nevertheless, for decades he struggled with the pollution that industry brings. In practice, most of the world brings clothing to China for processing, where it becomes yarn. However, at the beginning of this year, the country began to ban the import of 24 types of materials, including textiles, thereby cutting off one of the largest textile converters in the world. (Landbell Group, 2018)

However, this cycle also affects high water consumption used for growing natural materials, high energy consumption for growing synthetic materials, the use of chemicals (for production, cultivation, and dyeing), the amount of solid waste in fiber production, the production of wastewater and mainly emissions of harmful substances into the air.

Furthermore, now the main thing: artificial materials do not decompose, while natural, but harmful by-products are created: ammonia, methane, and greenhouse gases. All this pollutes the air and groundwater. Moreover, most importantly, polygons are growing.

3.10. Sustainable Fashion and Circularity

In the last years, sustainable fashion has also been influenced by the circular economy.

Moreover, in order to recycle clothes, it would be necessary to decompose everything into components: separate accessories, metal, and plastic elements separately, separate threads, sequins, glitter, and material. At the same time, it is possible to split synthetic materials only by chemical treatment.

However, waste management is still a rather complicated process. Most of our clothing consists of different types of fibers or synthetic materials, which means that it is often more energy-intensive to recycle than to make new ones.

Besides, despite all the cheap, affordable department stores and online stores, it is simply unbearable to consume such fast and changing fashion in the future. It is best to avoid throwing out clothes and instead wear clothes for longer, buy better clothes from responsible manufacturers.

This way, the customer will not only save her or his wallet but also help promote sustainable fashion for their colleagues and the industry, as well as help the environment. First of all, it would be better to limit the production of large fashion brands, but this may come second, if people all think a little, people will get in touch with our sense of style, and people do not need to have every fashionable fad.

Today, even well-known fashion designers are trying to create environmentally friendly works that are done in an environmentally friendly way, but there are still jumps and boundaries to make fashion more sustainable.

In the study done by Ellen MacArthur Foundation, a former record holder of yachts and an environmental activist, the number of purchased clothes doubled between 2002 and 2017, but the number of using individual items decreased by one fifth. (Ellen MacArthur Foundation, 2017)

Ellen MacArthur, whose organization is the US leader in introducing a circular economy for textiles, estimates that textile waste can cost up to \$ 500 billion a year, and other experts agree. She believes that the fashion industry should do much more than just processing to make a difference. (Ellen MacArthur Foundation, 2017)

As the Guardian notes, only the British bought over a million tons of new clothes in 2016, and almost a quarter of a billion of discarded items went to landfills. New items of clothing remain in the wardrobe immediately after three years. The reason, as in many other countries, is the dictation by the fashion industry of what is fashionable and what is not, as well as the fact that cheap clothes from large retail chains do not wear for a long time. (Smithers, 2017)

According to a 2013 survey by Deloitte, textile waste has increased more than six times over the past 50 years, and the primary growth has occurred mainly in the last 20 years. (Deloitte, 2016)

Numerous famous personalities have already pointed to the absurd waste of clothing and the devastation of the planet, known as the British fashion designer and environmental activist Vivienne Westwood, "buy less, choose well, do it for a long time." Also, many Hollywood stars are not shy about putting on a reworked dress for the Oscars. (Hill, 2018)

3.11. Transition Towards Sustainable Fashion and Customer Awareness

Sustainable fashion has been slowly but surely claiming this word for more than two decades. Kate Fletcher, an environmental activist, has used the term "slow fashion" as an analog to "fast fashion," cheap, low-quality fashion, produced in appalling conditions in third world countries. (Fletcher, 2007)

A fundamental shift occurred six years ago. Under the rubble of the Rana Plaza factory in the suburb of Dhaka, Bangladesh, where collections of the world's largest clothing retailers were created, the death of 1,129 people was found on April 24, 2013, and 2,515 were injured. The search for victims of the disaster took three weeks, and the inhuman conditions under which the goods, which eventually filled the shopping centers, arose during the investigation of the causes. (Daily Times, 2018)

For example, a year before the tragedy, Greenpeace drew attention to the presence of a few toxic substances in mass clothing, and the Dhaka disaster not only confirmed the use of hazardous means but also revealed desperately low wages for local workers. The highlight,

however, was that the workers were ordered to go to work, although the cracks in the walls of the eight-story building had already appeared the day before its collapse, and the local bank and shops were immediately closed. (The True Cost - The future is on sale, 2013)

The misfortune shook the whole world, and, according to a study by Dhaka University, two-thirds of the country's 4,500 textile mills are in danger. It is challenging to expect fundamental changes: Bangladesh's textile industry employs more than 40% of the working population, making it the second-largest exporter of clothing - right after China.

Several initiatives have been launched to make consumers aware of the consequences of "mass fashion gluttony" to understand what they need very few things. (France-Press, 2019) According to the study, products manufactured following the concept of sustainable development in large stores now account for an average of 23% in the structure of procurement activities (26% in Europe, 24% in the USA, 22% in Japan and Korea, 19% in China). Within five years, this figure should grow by 40%. (Muret, 2019)

Key aspects of sustainable development related to production, which should be taken into account while designing the supply chain

Basic Creation Stage Costs	Aspects of sustainable development														
	Waste formation	Air emissions	Water pollution	Protection of existing ecosystems	Energy consumption	Production safety	Working conditions and rights	Consumer protection	Product quality	Personnel qualification	After-sales initiatives	Packaging	Stakeholder interaction	Tech innovation and IT	Ensuring transparency
Raw Material Extraction	+	+	+	+		+	+						+		+
Manufacture and packing	+	+	+		+	+	+			+		+	+		+
Storage				+	+	+			+	+			+	+	+
Transportation		+			+	+			+	+			+	+	
Distribution, consumption, And Disposal	+				+			+	+		+	+	+		+

Figure 6 Key sustainability aspects to consider in production (UN, 2015)

For 68% of customers surveyed, sustainable development is more associated with real, tangible factors, such as the materials used, the production process, working conditions, and, to a lesser extent, non-material factors - marketing and brand reputation or charity. However, the first category requires a much more significant investment.

Another interesting observation: more than a quarter of customers reported that they excluded a brand from their list of preferences only because it does not fit into the concept of sustainable development for various reasons - for example, of a social nature or regarding improper handling of animals - or because of for the fact that the image of the brand itself is contrary to sustainable development.

“Sustainable development is now turning into a valuable idea, to become a supporter of which is becoming fashionable - this is becoming an increasingly noticeable trend. Consequently, this dynamic stimulates companies to improve and creates conditions for obtaining economic benefits. Nevertheless, even ten or even five years ago, this element of the system practically did not exist,” said study author Antonio Achilles. (Conlon, 2019)

“Currently, if an enterprise operating in the field of fashion does not support certain environmental, social, and managerial standards, it is at risk of negative perception by the consumer community. In the future, if brands do not take these factors into account, they will not only lose market share, they will also lose some of the market shares they have.” (Muret, 2019)

The study showed that the perception of the situation has changed at all levels of the market. Over the next ten years, 85% of brands will invest in sustainable development, while this figure is 20%. Today, brand compliance with the principles of sustainable development is essential for 20% of consumers, and 25% of buyers representing large department stores. After ten years, 90% of consumers and 95% of buyers will be guided by these considerations when purchasing products. (Muret, 2019)

However, today, according to buyers, “almost 70% of buyers are willing to pay a higher price in order to become owners of goods produced under the concept of sustainable development.”

Furthermore, already 40% of large department stores “broadcast” the philosophy of sustainable development through unique corners, short showcases, and various methods of visual strategy, and 70% use storytelling of fashion houses (usually in partnership with the latter) to convey their loyalty to the audience. (CGS, 2019)

Regarding the geography of sustainable development, the researchers give the following percentage: American marks - 33%, European - 32% (regions that demonstrate the most

exceptional adherence to this worldview), followed by Asia-Pacific (29%) and China (21%). Italy tops the list of countries “positively perceived in the context of sustainable development” (20%), followed by Japan (14%), Germany (13%) and France (10%). Nevertheless, China is viewed more as a country “negatively perceived in the context of sustainable development” (25%), even lower than the index in India (11%), Pakistan (7%), and Vietnam (7%). (Muret, 2019)

The Sustainable Brands conference was held in Paris on April 23-25 this year, at which they talked a lot about the environment, recycling initiatives and social responsibility, but also offered solutions and shared their experiences - the format is zero waste in the kitchen of the restaurant before the project, combining competing brands under cover of a subscription box.

Everything starts with a dialogue with local authorities since their actions depend on the development of infrastructure, which helps implement sustainable development programs, both social and branded.

For example, in South Asia, five countries do not control waste disposal at all, which allows them to go to the ocean. 60% of the world's ocean oceans are the result of actions by these countries.

The next step is financing. Priorities in many developing countries are different, and funds for environmental initiatives are not sufficiently allocated.

Finally, the consciousness of people - it is crucial not only to talk about the fact that people need to take care of the environment but to offer concrete solutions to people because, in everyday life, they can do it. Thus, environmental friendliness and responsible consumption will gradually become the norm and part of everyday life.

It is harder when faced with extremes in consumer behavior patterns. For example, for some of them, the price is a decisive factor in the purchase. They do not care how much people offer them an eco-friendly product. In recent years, these people have become less, but they always are and will be. However, this group helps us not to forget that our environmental innovations should not lead to an excessive increase in the cost of products.

Of course, there is the usual conservative, that is, the traditionalists, who choose products based on "what my grandmother used." They adopt a pattern of behavior of previous

generations in everyday life. The fact that they are harder to convince to wash at 30 degrees, for example, if their family always washed at 40 and above. In the UK, only 40% of the population, according to our survey, wash at low temperatures. (I Prefer 30, n.d.)

Consumers need to be given a solution and show how they can become part of this solution. For example, as was done with the brand Head & Shoulders, changing the color of its canonical bottle from white to gray. This is because 25% consists of oceanic plastic that their volunteers, gathered in the coastal areas of the Atlantic. This is how consumers' attention is drawn to the fact that responsible consumption, separate collection, and processing are essential. And so that they feel part of this process - they are invited to buy the product in this recycled bottle. After all, the customers are not buying a package, but content. (Head & Shoulders, n.d.)

In the United States, a global initiative is being implemented, consisting of reducing daily water consumption in each household from 500 liters (in the US, the average consumption per person per day) to 50 liters per person. It was proposed to clean the water, that is, to extend the cycle of its use inside a single house or apartment. For example, purified water after a morning shower can be used for washing or in drain tanks. In the United States, homes have already been designed, in which a filtration system will be installed, which makes it possible to limit 50 liters per person per day. 70% of Procter & Gamble products require water, so they are starting to offer innovative home and beauty solutions that allow customers to spend less. (High Level Panel on Water, 2013)

Recently, such a concept as “eco-friendly clothing” has become widespread and popular. Not only women but also men's fashion equally follow this trend.

Ecological clothing uses only natural raw materials from ecologically clean regions, where there are no harmful chemical emissions into the atmosphere; such clothes have one more name - ethical clothes. Ethical - because it is produced in the balanced observance of the interests of both man and the animal world.

The most crucial property of ecological clothing is that it is 100% made from natural fibers. The primary raw materials for the production of ecological clothing are bamboo, cotton, and corn fibers, which are grown according to specific standards called Organic. This standard implies that these types of crops are grown without the use of heavy machinery, and cultivated areas are not treated with pesticides. (Arntzen, 2013)

As already mentioned, the ecology of fashion has reached the catwalks. Fashion editions of Elle, Shape, Vanity Fair, and Rolling Stone have established the tradition of annual special “green” issues.

Today, thanks to greater recognition and understanding, the population of environmental problems and environmental protection, the fashion for ecological clothing is gaining serious momentum, and consumer demand for this type of product is continually growing. This state of affairs did not go unnoticed by leading firms.

Also, clothes, shoes, and accessories are made from recycled synthetic waste products (car tires, plastic bottles). Handmade clothing (knitted or hand-sewn), the use of second hand and vintage clothing, as well as the remaking of old things with the use of fabric, fibers, and metal, are welcome.

In the processing of materials are used only natural dyes, for example, powders of natural minerals, pollen, berry juices, and others. Chemical dyes and bleaches are eliminated. The ethical side of the production issue also plays an important role - the Fair-Trade principle (fair treatment of each participant in the process production). All production must comply with international labor standards, which imply respect for the rights of workers, a ban on the exploitation of minors, and a ban on child labor.

Eco-friendly clothing must comply with the concept of biodegradable; that is, it must decompose (rot), so as not to litter the planet. Clothing and accessories are also designed to reduce the pollution of the planet. It also might be made out of recycled materials (this can be recycling and synthetics). So, shoes may appear from automobile tires and a bag from plastic bottles. Nevertheless, for industrial production, only eco-fabrics are not enough: if the factory is provided with fuel energy and emits gases into the atmosphere, all aspirations will go leveled. Therefore, it is essential to use alternative energy sources: competently establish logistics (exclude aircraft), produced from recycled materials, optimize water consumption, reduce the use of harmful substances and dyes, take care of decent working conditions and, of course, inform buyers about the amount of waste and measures taken.

The sources of the green trend are usually sought in the 70s when the hippie movement first appeared in America and Europe. They became the founders of eco-fashion, having formulated a new postulate: naturalness — this is the real fashion. (Smits, et al., 2015)

3.12. Main Concepts of Sustainable Fashion

So, the life cycle of clothing, according to designers in Northern Europe, practicing a sustainable fashion approach, includes several steps. However, it is not so easy to identify and analyze the processes at each stage - from production to consumption - and bring them into line with the principles of harm minimization. There are several fields where the concept of sustainable fashion develops. They involve all stakeholders of the fashion industry. (Kotková, 2018) :

Responsible attitude and consumption of natural and human resources.

Re-use things again – there is a tendency to refuse using single-use items.

Recycling – nowadays there are plenty of ways to recycle used clothes.

Repair – instead of buying a new thing, one should search for ways to fix it.

Another variant of sustainable fashion is trashing.

One more- second hand or vintage store. And the last one is fashion libraries.

“Trashion.” This word is derived from the words “fashion” and “trash” - “fashion” and “garbage.” Trash involves the production of clothing and accessories from unconventional materials.

Zero Waste Fashion is based on a reduction or lack of textile waste in the manufacture of clothing. In this case, waste reduction can take place at two levels: during the production of a thing - to use, after using things - producing new products from the remaining raw materials.

Upcycling- is a fashion approach that uses old, worn or otherwise damaged and degraded textile materials and garments that would generally be considered waste, and uses them to create new, more valuable and often different types of garments (e.g., men's stitching) women's dress shirts) or fashion accessories. These can be traditional repairs, repairs or disassembly and reuse of parts or materials.

Downcycling - or recycling is textile reuse, which, unlike upcycling, reduces the quality and value of the original product and thus wastes its potential. It is mainly because the clothing consists of different materials, so the easiest way to tear it up and pieces to create, for example, non-woven fabric, stress carpet or textile padding in car seats.

Slow fashion- is the opposite of fast fashion. It emphasizes value, quality, craftsmanship, responsibility, the sustainability of production, and respect for human rights throughout the entire production process from materials, production, transportation, sales, and end-of-life use. It is associated with upcycling phenomena. Minimalism, timelessness, and simplicity are close to that. Three imperatives can describe it: less is more, quality over quantity, and buy locally.

One of the biggest problems of the transition state of the fashion industry is greenwashing when there is a green initiative are being only present nominatively.

One of the most significant changes for the future functioning of the fashion industry will be transparency in the area of origin of materials. The origin of the country where the material was produced, not the origin of the country from which it is imported, should matter. Quality certification should become the standard for future material or production sheets. Once the customer trusts the promise and commitment of the manufacturer and is not deceived, confidence is restored, and the value (not just the price tag) of the product will be completely different. The garment will overlap. The future is to reflect in the price not only the production itself, pre-production and post-production processes, but also the ecological footprint that production wants to leave behind.

Brands should assume responsibility for each of their products, even after the customer takes it away. This is proof that the manufacturer is so much behind his production, and the material used is so valuable for him or her that she or he can take back the product from the customer or even buy it, and further work with him or her. This sustainable business strategy is one of the future ways to complete the process of fashion brand visions.

Conclusion: fashion is formed in several stages, first with the idea and planning stage, then distribution and publicity, and finally, consumption. This cycle is formed deliberately and is made to optimize sales.

Meanwhile, while consumers may care for sustainability, it is not as important as other things, as caring about sustainability requires effort, and may limit their buying potential due to higher costs. Another issue with sustainability is the common misconception that it is a question of only materials. Due to this complexity, sustainability can often fall to the wayside.

Just like sustainability, everybody perceives fashion their way, and as such, there are a variety of actions available to be more sustainable as a consumer. These options range from incentivized recycling, reuse, and secondhand stores. Interestingly, while secondhand products have often been perceived as “lesser,” some stores have been able to position themselves in such a way as to avoid this phenomenon, and secondhand stores have started to be more accessible.

Fashion is a constantly changing direction of public taste, based on a quick and large-scale change in the external environment of people. That is, fashion refers to the dominance in the society of tastes, which lasts for a short time and manifests itself, as a rule, in external forms, for example, clothes, shoes, makeup, hairstyles. To be fashionable or follow fashion is to catch the main fashion trends quickly, to realize the advantages of innovative fashion silhouettes and lines, materials, and color schemes.

Each person perceives fashion in his way; therefore, fashion depends in part on the age, upbringing, beliefs of a person, the general norms of culture, character, in general, on the person. Fashion for each person is part of the inner world, a psychological phenomenon, and the attitude to it, and the choice is a moral phenomenon. Now, art historians claim that fashion has a spiral development. Indeed, now it is becoming fashionable again that it would seem that a few years ago it lost its relevance.

Fashion is a process of social construction, which establishes the boundaries between the fashionable and unfashionable parts of society, between fashionable and unfashionable people who are in them. In the fashionable part of the social space, a fast-moving process of changing consumer models that act as symbols of modernity and prestige develops, and this process can and should be managed and guided towards sustainable development.

On this statement, we can complete our descriptive circle and make a conclusion - through fashion, through the prism of its perception, it is possible to form a transition from a consumer society to a “sustainable” society, with a “sustainable” production, and, no matter what, the production of fashionable clothes or technological equipment. Formed at the level of “sustainable” fashion, the consciousness of each individual will allow, in aggregate, to transfer society as a whole, with all its aspects of life, to a “sustainable” society of production and consumption.

3.13. Fashion Industry in Russia

In Russia, due to the economic situation, fashion is cut from household budgets, and therefore more expensive sustainable products are unattainable. According to an Index Survey by Iindinfo, almost every second household saved on purchasing clothes, often the having need to abandon the purchase altogether. (RosIndex, 2016)

In the market of Russian designer clothes, the so-called anti-aestheticism is now at the peak of popularity. This trend appeared as a response to decades of gloss, glamor, and sparkles, as well as a rebellious response to previous foundations. It is distinguished by deliberately rough cut, that is, these are holes, sticking threads and fringe, baggy silhouettes, mostly dark colors and provoking inscriptions and illustrations. An example of such a brand could be, for example, the Russian brand Trasher, which all teenagers now dream of. These are casual clothes with a bright glowing label of the brand name. Alternatively, the other such brand could be Trailerhead Wear Industree (Trailerhead Wear Industree,2018). The themes that they put on the prints of their T-shirts are acute political issues for Russia, but there are among them frankly anti-social messages - among the prints, there are often obscene expressions. At the same time, the brand is still trying to veil them, most often graphically styling under the hieroglyphs, since, nevertheless, direct aggression is unacceptable for the Russian market. (Trailhead Wear Industries, n.d.)

On the other hand, the showroom of young Russian brands recently opened in Japan, and among them, there is one whose name alone causes questions and bewilderment in Russia. This brand is called Ssanaya Tryapka, and it has become known for its impartial and pornographic prints, as well as poisonous acid colors. In Japan, consumers are willing to pay from \$ 400 for one such jumper, which naturally would not have happened in Russia. In Japan, it is possible because of other views on social life, and on the whole a different structure of the fashion industry, this brand was able to find its target audience and firmly occupy a niche. (Uggl, n.d.)

As a course for the development of the fashion industry in Russia, in 2004, a document was adopted: “Sectoral agreement on the organizations of the textile, light and porcelain and faience industries of the Russian Federation for 2003-2004”. They developed a strategy for creating conditions for the sustainable development of the industry by reducing the admission of humanitarian aid to Russia, retooling, including the fur industry in the list

of seasonal industries, introducing quotas, restricting the importation of imported goods, increasing wages for production workers, creating an improved work and rest schedule, as well as health and safety, organize the work of trade unions. (Savelyeva, 2004) The convention was adopted in the country. The document was adopted in 2007; however, it remains clear.

The list of work of the textile industry also included more than 200 standards of the textile and clothing industries. (Savelyeva, 2004) However, recently, the Russian government rejected more than 100 GOSTs without proposing a substitute initiative.

At the same time, a new development plan for the textile industry was developed. Now the Russian industry is in decline, although there are more than 240 manufacturing enterprises and more than 1,000 registered Russian brands. (Product Center, n.d.)

The transition of the country's economy to market relations led to a sharp deterioration in the textile industry. A decrease in the sufficient demand of the population, a deepening of inflationary processes, a non-payment crisis that caused an imbalance in the sphere of production and circulation, led first to overstocking and then to a precipitous decline in production.

The reasons for the decline in fashion production are also associated with structural and demand factors. The determining factor in the continued decline in textile production is the restriction of demand by consumers. Prices for most types of textile industry products are close to the level of global prices. Demand for consumer goods and especially for wardrobe items, is most susceptible to changes in real incomes. The reasons for declining fashion production are also associated with structural and demand factors. The determining factor in the continued decline in textile production is the restriction of demand by consumers. Prices for most types of products textile industry are close to the level of world prices. Demand for consumer goods and especially for wardrobe items, is most susceptible to changes in real incomes. The decline in incomes of the population automatically replaces the purchase of textiles with food.

The delayed reaction of production to changes in the structure of consumers of textile products leads to an uneven dynamic of the decline in manufactured products. (Kosygina, 1998)

In Russia, this area of the economy has its characteristics: the presence of high demand for products of this industry and low supply, high demand for industry specialists with professional skills in manufacturing these products, dependence of industry development on agriculture as the primary source of raw materials, high concentration of enterprises in this industry in the central regions of the country.

Some of the problems in Russia are as follows: low wages of specialists employed in the industry, a high proportion of imported goods in the textile market (leveled by import substitution), insufficient own raw materials, its high cost, the need to modernize enterprises of this industry, financial and economic difficulties of enterprises of this industry - high customs duties on raw materials, lack of concessional financing, high lending rates, uncontrolled growth in the volume of products illegally imported into the territory of Russia (clothes, shoes, haberdashery, leather and fur products), availability, administrative severe barriers to the development of small businesses in the industry, lack of tax incentives for the development of the industry, causing labor productivity in some enterprises, as well as the raw materials orientation of exports to be relatively low.

These problems in the textile industry are not ignored. However, subsidies from budgets are allocated to solve them, and partial technological re-equipment of enterprises is being made; however, this is not enough.

In the new development program of this sector of the economy, it was recommended to focus not on growing natural materials such as flax, wool, cotton, and silk, but on replacing it with nylon and viscose as less expensive alternatives. This program, The Strategy for the Development of Light Industry in the Russian Federation for the Period up to 2025, is designed to produce textiles, clothing, footwear, fur products, and home textiles.

The strategy reflects the results of the analysis of the state and development of the industry in the world and the Russian Federation, determines the strategic goals and objectives of the state and business for the long term, opportunities and risks, legal regulation tools, targets and a set of measures to achieve them, implementation mechanisms and monitoring of its implementation.

The goals are the creation of a sustainable development direction in Russia. For this, it is necessary: to increase the value chain of goods, preserve and maintain the level of employment, make a program of preferential business lending, update the technical base of

enterprises, build a technological chain of synthetic materials, create conditions for partial localization of clothing and footwear production, minimizing gray imports, as well as marketing company support for domestic brands. (Minpromtorg, n.d.) This program is designed to increase industry productivity and increase the share of GDP, but less so on the social and environmental side.

Russian light industry accounts for 0.9% of GDP, which is 2.4% of industrial production, or 3.6% of the entire manufacturing industry. Another 1.6% is accounted for by retail trade in consumer goods. (Minpromtorg, n.d.) The Russian Federation loses about 1.1% of its GDP due to the high share of imports of light industry goods and the insignificant export volume of light industry products. Such indicators generally correspond to the level of countries with developed raw materials economies (mineral resources or agricultural), which are large net importers of light industry goods. (Minpromtorg, n.d.) As of June 1, 2015, the industry employs 319 thousand people, including 275 thousand people in the textile and sewing industry, 44 thousand people in the leather and footwear industry. (Minpromtorg, n.d.)

The increased pace of re-industrialization in Russia will have a positive impact on the development of the market for technical textiles. Besides, the Russian Federation has a high potential for import substitution - most developed countries serve 50-80% of the local market with their production. The current localization volume is 15-17%. (Minpromtorg, n.d.) Such production can reduce carbon dioxide emissions emitted during logistic moves in half. (Minpromtorg, n.d.)

3.14. Sustainable Fashion in Russia

The Moscow project “SVALKKA” works on the same principle. Things can either be taken to them personally or ordered to be exported or returned to the nearest automatic pick-up machine Pick Point, which is now installed in enough quantity. In addition to the “SVALKKA,” there is still a free social service for the removal of unnecessary things: Chumadan. Initially, the project worked as a store of vintage items, whose services are used by the theater and cinema, and they mainly deal with antiques and vintage clothes from the USSR. There is the “Young Timur School” service, which collects and removes things for processing and handing the rest to various social institutions and low-income families. Similarly, the projects “Give things for free,” “Heart is,” and “Dobrovorot,” transfer clothing to the needy. There is an exciting project, Alkoshmot, where individuals can exchange goods

and services for free or by type of barter to form a culture of conscious consumption. Also, there are boxes for receiving clothes. These are PickPoint, “Good Things,” “Good Box,” “Second Breath.”

Freelance flea markets, organized by city residents, are also often popular. This practice also often happens to students. There are several thrift stores. For example, the store Spasibo! They collect clothes and put them up for sale, cover the costs with money from commercial activities, give the rest to the needy, and have already dressed 8,000 people. If a wedding dress is handed over to the store, the money from the sale will go to the fund to help women in stressful situations. The store also offers recycled plastic bags — free of charge from their basket in order to avoid plastic waste. They provide their shelves to local designers and jewelers as well. There is a shop Lavka Radostey, where customers can take a thing for a symbolic donation, and then the money will be given to the needy, but the choice is small, and the store is not accessible. Nevertheless, they provide a prom dress to help graduate students from low-income families. According to a similar principle, the Good Market works. In the Charity Shop, there is an extensive system of where things are sent. They work with a variety of funds. All that cannot be given to charity is sent for recycling, and of them, then produce material for sound insulation, napkins, satin, rugs.

The network of Danish stores H & M also collects clothes for recycling and offers a discount for this. Besides, they developed new environmental materials and created a new Conscious collection. Also, social organizations and temples are engaged in collecting clothes.

Russians have a twofold attitude to second-hand - many are frightened by the smell, the fear of disease, the assortment itself, and the fear of being miserable if customers buy a thing in such a store. Most often in the minds of Russians, second-hand stores sell old stuff.

That said, more and more young people think of going to second-hand as searching for treasure or rare items, or available branded items. The Familia chain of stores is positioning itself in such a way that, despite some problems with the security and personal space of customers, it is still attractive.

The culture of such second-hand is still based on the accent of vintage, such as, for example, Fat Cat or Yellow Hanger stores or brands. Furthermore, things in them can cost more than in a regular store, but they will also be better in quality. (Malina, n.d.) An example of such a store could be Dualist Studio, which is in St. Petersburg and is engaged in upscaling and

resale of second-hand items of the vintage segment. There are also boxes for recycling - clothes can be attributed there, although there are still very few such enterprises. (Bustard, n.d.) Such a project, for example, is the Collector. They are agitating people for separate garbage collection, doing charity work, and trying to create a community of conscious consumption. (Ubirator servis, 2018)

There was so far only one project announced which uses new materials -a small brand that makes t-shirts with sustainability advertising slogans, that yet had only the prototypes in May of 2019. The production of material and sewing was based in China, though, as there was no ability to recycle the bottles in Russia. That project did not come to the market availability yet.

There is no shared clothing or rental, besides for the evening gowns and the wedding dresses. The same is for the centralized market of the second-hand, where people would intentionally give out clothing, besides several mentioned above and individual wedding projects in Saint-Petersburg 'Re-Dress' (Re Dresses, n.d.)

'Trashion' –I will differ it from upcycling in a sense that the materials that it was produced out were trash. One of the projects described I have got acquainted with on the workshop of 'city uniform' by the artist from Saint Petersburg, Anastasija Kizilova. (MosMuseum, n.d.) Though in her own opinion, that is still developing trends, and its destiny and development in Russia are still unknown. Another one is also by Saint-Petersburg designer that uses old or unwanted prototypes from marketing agencies and makes bags and wallets out of billboards. (Galymova, 2019)

Speaking of Zero Waste, there is now one Zero Waste store present In Russia, based in Moscow, but it does not specialize in the fashion items.

Upcycling is being played on personalizing, rather than on ecology-based intentions, and not being very popular between customers. Vintage stores- is nearly a dead trend and only survive on the base of nostalgia for a certain period and do not position itself with a value of sustainability, like in the case of 'Frik Frak' in Moscow. (Freak Frak, n.d.) Slow fashion trend is barely represented in Russia and usually goes as an addition to other trends, like in the case of Pijmak, when it comes together with upcycling. (Pijmak, 2020)

3.15. Fashion Industry In Finland

Local production is another important criterion for Finnish consumers, best exemplified by Turun Snappi, a brand of mustard. When they moved production outside of Finland, they lost nearly half of their market share, and eventually had to return production to Finland as it was still losing customers. (Make Helsinki, n.d.)

In fashion, companies like Finlayson have long advocated for buying less, counter to their incentives, as well as giving discounts for recycling fabrics. (Finlayson, n.d.) This is a common practice in Finland, and when walking down a department store, one can see numerous advertisements about eco-friendliness.

Secondhand markets are also a large part of Finnish culture, and it is rare to see not broken items thrown out, but instead, many are either sold by their previous owner or donated to charities. A popular method of selling ones used items are the flea markets, with multiple venues offering stalls in even the smallest of cities, and with organized outdoor flea markets held in even the smallest towns every Saturday during the summer. Besides, these secondhand items are not a source of shame amongst Finns, as they are in some other countries, but instead, it is a source of pride to talk about the deal gotten at a local flea market.

One of the most famous design houses in Finland, Marimekko, is firmly focused on sustainability and slow fashion, having focused on creating timeless and long-lasting products since their inception, as well as paying careful attention to sustainability in the entirety of its production chain. (Marimekko, n.d.)

Finland's success in the fashion industry cannot be compared with its neighbors Denmark and Sweden, but it has enough initiatives to support it.

First, Finland is interested in the education of its citizens and precisely everything that concerns sustainable development, ecology, and environmental protection. Such lessons are held at all levels of education. Sustainable practices are being introduced in all universities, and research on this topic is funded. Also, in many universities and city governments, a program for financing businesses related to technology and sustainable development is open.

The Aalto Faculty of Design and Architecture is one of the best universities in the world in this area, and its graduates are winners of international exhibitions.

Finland separately supports different areas of fashion: as art, as commerce, new technologies, or a national brand. As an art, it is supported by the Ministry of Education and the center of culture. They were, say, responsible for holding the fashion week in Helsinki. Fashion is supported indirectly by organizing events for students and supporting young designers. Although the talents leave there, the Finnish market is too small to "turn around." Nevertheless, there are brands whose turnover reaches several million euros per year, such as Marimekko, Samuji, Minna Parikka, R / H.

The state also tries to support small and medium-sized businesses, but despite this, designers prefer to limit themselves to sales at local fairs or via the Internet due to high taxes.

Nevertheless, there are two organizations that directly support fashion - Finpro, and Tekes. The first is responsible for promoting the international market, the second for new technologies. Such technologies have been developed several 3D Designs to create more accurate sizes and produce more comfortable clothing, as well as several materials, have been developed - Ioncell -F, anti-shock fiber.

At the same time, Finland is trying not to locate production in the country, but diverting it to Southeast Asia or Estonia, due to inevitable damage to nature although small firms are still located in the country to create new jobs.

Finns are trying to enter the Asian market, as they have already mastered both Europe and America. Fashion as innovation is supported by the country's transition to a cyclical economy. This mainly concerns the processing of textiles. It is also associated with the creation of new materials, or with attempts to digitize fashion. (Be In Open, 2017)

The Ministry of Culture is responsible for promoting Finnish fashion brands. Furthermore, this is, in part, difficult - in Finland, there is costly human labor, which makes the product even everyday clothes are costly, and secondly, there is an unspoken rule among Finns that "only an ugly person needs to decorate himself," therefore their style is minimalist specific. In general, support is drip local but is allocated annually.

The concept of sustainable development is not yet considered as a severe marketing argument, but this approach is becoming an integral part of the strategy of luxury and fashion brands that derive real economic benefits from it. Such conclusions were made

by McKinsey & Company as a result of a study conducted by a consulting company commissioned by the Italian National Chamber of Fashion (CNMI).

The study involved 90 shoppers involved in shopping for department stores in 25 countries. These are professionals who work in Printemps, Hyundai, Takashimaya, Saks, Barneys, Lane Crawford, La Rinascente, Beymen, The Kadewe Group, Isetan Mitsukoshi. Together they buy luxury goods for 50 billion euros. (Muret, 2019)

In Europe, there are more considerations of sustainability due to higher consumer demand. There are also lots of methods to have more sustainable fashion practices: fashion libraries, upcycling, fashion, zero waste, slow fashion, and others. These forms of sustainable fashion are to be supported, and a focus on sustainability can make them far more successful in the export market.

In the world, about 70% of manufactured clothing is burned or sent to landfills. Of the 53 million tons of things produced, only 13% find new owners. In Finland, about 70 million kg of textile is recycled annually. (Torgovy Put, 2019) Knowing how severe the textile industry is causing nature damage, many Finns stopped throwing useful things. They sell them at low prices on the Kirpputi flea markets or rent them at particular points. From the shelves, new unclaimed goods are sent by fashion stores to outlet centers, reducing the price by 50-80%. (Torgovy Put, 2019) There he is very quickly bought up. The fact is that in Finland, it has become fashionable to dress in flea markets and purchase in outlets. Thus, the Finns are trying to slow down the production of new things. On the other hand, buying used or discounted clothes from famous brands, the buyer saves serious money. It is possible that soon the used clothing market will become more valuable than fashion stores.

Fashion is changing rapidly, and the global textile industry can hardly keep up with the production of actual goods in a short time. Things uninteresting to consumers become garbage. For this reason, it has become unprofitable to produce high-quality, practical clothing. Anyway, it will soon cease to be fashionable. Therefore, for the environmental performance of the textile industry, the secondary clothing market must work well. In Finland, some chain stores, such as Stockmann, Lindex, H&M, Reima, and others, began to collect used clothes they bought from containers to be sent to the flea market. Consumers with a clear conscience carry well-worn quality things there, because, alas, most of the

textiles are burned even in Finland with waste. It is undoubtedly better to give the thing for recycling than throw it in the trash. Brand stores often collaborate with large throttling firms through which clothing in good condition is re-sold.

The Finnish outlet business is now completely rebuilt. Previously, most essential shopping centers were located only in the Greater Helsinki region, but shortly, these commercial giants will also appear in the province. Traditional shopping malls have recently encountered problems, as more and more purchases occur on the Internet. Despite this trend, things are going well in outlet villages. Between 2008 and 2018, sales discounts rose by 250%. (Torgovy Put, 2019) Large international fashion chains supply unsold clothing to foreign outlet stores as well. Buying used or discounted items, we not only save money but also save nature. Finns spend much time on the street, so they buy a lot of outerwear and sportswear. In the study carried by the Finnish Weekendbee online store, most local consumers are indifferent to the way they manufacture clothes, although there is a lively discussion about ethical and environmental issues in the textile industry. Besides, it turned out that young people think recycled clothing is ugly. According to researchers, these prejudices prevent people from making the right choice. (Weekendbee, 2019)“We are significantly behind in this area compared, for example, with the Germans or the Americans,” commented the managing director of Weekendbee Jukka Saarikorpi. According to the survey, every fifth Finn thinks that sportswear of responsible production looks unattractive. More than a third fear that these products are of lower quality than ordinary clothes.

It turned out that in Finland, the responsible production of outerwear and sportswear excites the least well-off population. During the survey, approximately one in five respondents said that the topic was not of interest. Among respondents with an income of more than 100 thousand euros per year, four out of ten respondents answered this way. Based on its research, Weekendbee identified the most significant obstacles to acquiring high-quality eco-friendly clothing for outdoor activities: a misconception about pricing and lack of knowledge. More than 83% of respondents believe that products of responsible production are expensive, and 66% said they do not know where to buy such sportswear. “Many consumers do not understand what recycled material is. If the clothes are made from recycled materials, this does not mean that they are old or worn. For example, recycled woolen clothing uses natural wool from the furniture industry. Recycled polyester can be made from used plastic beverage bottles. To do this, the plastic is cleaned, melted, and woven into a

thread, ”says Weekendbee Communications and Marketing Manager Aissa Paronen. (Weekendbee, 2019)

In Finland, many consumers assume that local sewing companies take clothing responsibly. However, a recent international report by the Association for Ethical Trade, which assessed the degree of compliance with international criteria for responsible production, showed unflattering results. It turned out that out of 23 Finnish brands, only “Papu” was placed in category B (on the A-E scale). Sail & Ski and Vimma fell into category C, and everyone else got the worse categories D and E. (Torgovy Put, 2019) In Finland, the largest retail chain S-ryhmä has begun the transition to using only responsible cotton in its brands and imported products. This decision applies to branded clothing and home textiles in all Prisma, S-Market, Sokos, Kodin Terro, and Sale stores, as well as in Alepa stores. The transition will be carried out gradually until 2025. It is expected that then the cotton in the stores will be 100% organic and processed as part of the Reilun kauppa initiative. The use of Turkmen and Uzbek cotton is not allowed. “We believe that fashion should meet the modern requirements of responsible production with the best ratio of price and quality,” says Pyavi Hall, Director of Clothing at SOK. (Weekendbee, 2019)

3.16. Sustainable Fashion in Finland

Finland has long been taken as a world leader in sustainability, with high rankings in many environmental indices.

Finland still has a long way to go, however, as while it may be sustainable at large due to the sheer amounts of nature present in the sparsely populated nation, Finnish consumers are still consuming excessively, and the average Finnish citizen has nearly triple the global average ecological footprint according to the WWF. (Lyytimäki, 2014)

Finland is a global leader in sustainability due to its history in the field, with it visible in everyday life, and it also extends to fashion. On the other hand, due to the financial situation in Russia, sustainability is often of little to no concern as other issues take precedence; however, some efforts have been made. Mostly, efforts have been focused on bettering the financial situation, and sustainability has fallen to the wayside, but positive effects on the climate can happen due to the focus on the localizing industry.

Finnish researchers Maarit Aakko and Ritva Koskennurmi-Sivonen systematized the practices of sustainable fashion. (Aakko & Koskennurmi-Sivonen, 2013). For example, a designer should:

- Choose environmentally friendly materials or fabrics made from recycled fibers that take care of recycling.
- Use renewable and recyclable resources and materials.
- Select only the most necessary and safe procedures associated with dyeing and washing.
- Use waste-free cutting, transparent work organization, fair pay, transparent supply chains.
- Participate in social projects, to apply the participatory design.
- Save resources, using different ways to extend the life of things, use local resources so as not to waste resources on transportation.
- Conduct business transparently.
- Draw attention to a sustainable fashion through aesthetics, uniqueness, and quality of things.

The above criteria, of course, represent an ideal picture, while designers are only trying to make those parts of the business that they are currently subject to, given the available opportunities, more sustainable.

Recently, a fabric made of wood was created in Finland. On the last day of independence, the first lady of the country put on a dress of Finnish birch. "The dress was designed using innovative technology, and it can be redesigned by Aalto University and the University of Helsinki. Ioncell uses a range of materials for the use of cotton and viscose. It can also be recycled". (Aalto University, 2018) annually.

It is worth noting more local initiatives - people often sell their already used clothing through the Internet or local flea fairs, as well as shelf rental stores such as Wilma's.

There is also developed a system of second-hand stores. Suppose a network of shops of the red cross is present in every major city. In addition to commercials, they carry out educational and educational activities, as well as send humanitarian aid to third world countries. Clothes can be given to charity and other organizations.

“The proceeds from the sale of goods to Kontti are sent to a fund to help those in need in Finland and abroad. By donating and purchasing goods in our stores, you participate in the charity movement.” (Red Cross Finland, n.d.) Second-hand networks are also popular, both ordinary and vintage, such as Ansa, Soul Vintage, Frida Marina, Paly it again, Sam, and others. (This is Finland, n.d.)

In the time of summer, flea markets are arranged right on the street, let us say in Helsinki, on the market square. The second most popular is located at the hippodrome in Espoo. There is a separate secondhand luxury, such as Kaunis Veera Helsinki or recycler -cafe Relove.

Nevertheless, the most important thing is the attitude: the Finns do not litter their homes, do not buy extra things and prefer to save, but to buy the right quality item, even a used one and there is nothing wrong with that.

In 2018, Finland, for the first time, spent a week of sustainable fashion. People can provide customers with a few brands that have gone this way.

Marimekko is one of the oldest Finnish luxury brands that has become popular thanks to the interest of Jacqueline Kennedy. They create practical quality clothing of everyday classic and a little retro style that will survive more than one generation and never go out of style.

Arela uses natural materials focused on cashmere, cotton, and wool. They produce long-lived clothing and hold special workshops on her care.

Globe Hope is a brand that does not use new materials in production. All their products are made from recycled or residual materials. In 2003, they were the first in the world to produce a line of such products, for which they received awards. (VisitFinland, n.d.)

There is also a special wedding project where people give out their worn wedding gowns – ‘Wedding Garage’ based in Tampere, and some other bigger cities in Finland. (Wedding Garage, n.d.)

One more specific platform for serving the same purpose is Haatori – the wedding market that has a wider variety of products than just closing. (Häätori, n.d.)

Each district of the capital region has its own “Kirppis.” You can only sell used unspoiled items in them. Traditional flea markets tend to be weekend oriented. Since ancient times, they have served the Finns as a place of live trading without intermediaries. The trading

floors for the flea market can be various halls, premises, markets, and parking lots. The cost of the place usually varies between 20 euros. In traditional flea market sales, sellers bring their goods into place, take care of their demonstration, consult, and sell themselves. Some pre-set prices for their goods, while others tend to negotiate the final price in a conversation with a potential buyer. If a flea market involves self-service, then a person who wants to sell his / her second-hand things concludes an agreement with the owner of a particular enterprise for one to two weeks. Money for rent is taken immediately at registration. Rental rates at a flea market usually range from 20 to 40 euros per week, depending on the location of the table. (Torgovy Put, 2019)

The flea market usually has long tables with numbers. The seller himself sets the price, lays out the goods, and monitors the tidiness of the outlet. Each item must have the name of the product, price, and number of the place.

Furthermore, although the staff of the thrift store theoretically monitors the safety of the items sold, in practice, the cashier - the only seller in the store cannot physically look after all the visitors. The contract expressly states that the company is not responsible for things. Valuable goods should be cleaned behind the glass of the showcase, locked with a key. In "kirpis," it is forbidden to sell stuffed animals, food and dangerous goods, medicines, explosive devices, and weapons, as well as pirated video and audio products. (Torgovy Put, 2019)

In Finland, there are also abundant online chains selling used clothes. Their work order differs from traditional flea markets. Items received for sale are drawn up and evaluated on behalf of the consumer, and then the information is entered into the web system. As a rule, it is enough to pack the goods appropriately and put them in the company box together with the completed form.

Further work on the sale of goods continues the company itself. After the transaction, the client is transferred to the account from 20 to 80% of the value of the thing after deducting fees and shipping costs. If the item remains unsold for six months, then it is returned to the owner.

Outlet centers sell branded goods at significant discounts. Recently, in Finland, they have become prevalent. Outlets receive piece-by-piece unsold goods from retail stores. Usually, these are the remains of clothes of rare sizes or out of fashion, off-season items. Outlets

appeared because there were too few things left on the shelves to organize their sales in stores. The most popular product groups in outlets are clothing, accessories, and shoes. Outlet stores have no control over pricing too.

Necessarily, outlets are flea markets for new products that can be bought at half price. Many large household appliance stores also have their outlets where they sell returned goods with open packaging, with small external flaws, or used, but tested, appliances in good condition.

The vintage stores in Finland differ much. One of the most popular ones is 'Re-love' that has several selling points in Helsinki aims at the vintage items that fit the contemporary trends. (Relove, n.d.)

Another one, also based in Helsinki, named 'play it again, Sam!' specializes in fashion items aged from 50 years and more, representing the historical fashion trends. (Play it again, Sam, n.d.)

The worldwide net of 'UPM' sales items which are currently in trend, as well as representing styles of different decades of the 20th century. (United Peace Federation, n.d.)

Zero Waste shop in Finland does not have fashion items.

Upcycling is generally used in the design and just casually by people, but not by fashion brands.

Cases of aimed trashion design was not found in Finland, the same as examples of brands supporting slow fashion.

3.17. Summary

Worldwide, fashion consumers are becoming more and more environmentally conscious. They expect environmentally friendly fabrics, rational use of resources, reduction of pollutant emissions, more significant social commitment, and fair treatment for workers in production facilities. In many countries, lawmakers require companies to create greener materials, for example, by banning certain harmful dyes. Nevertheless, unfortunately, only a few customers are willing to pay more for these environmentally friendly products. One of the pioneers of this trend is Stella McCartney, who does not use leather in her shoes and bags. Much effort is now put to sustainability is also considered the right style in the industry, and many online clothing stores now provide sustainability reports. (Arntzen, 2013)

The principles of environmental friendliness are of great importance for clothing companies and for the entire value chain. Key features must be adapted to create and promote more environmentally sustainable products. Organic products require the right raw materials, such as organic cotton, challenging to grow, or a complete revision of production processes to reduce the sheer amount of water commonly used to produce rain. Eco-production requires appropriate working conditions and fair pay. In general, this entails a complete rethinking of the functions and processes of production.

It is challenging to adhere to the principles of sustainable fashion due to the particular needs of consumers. For example, a designer follows the principle of non-waste cut, and his consumer likes round cutouts, which are difficult to cut so that there is no waste of fabric. The problem may be the attitude of the buyer to the fabrics. For example, polyester, being an artificial material, is more environmentally friendly than cotton, because it does not need to be grown. However, since polyester is synthetic, the client may not like its properties, respectively, he will not buy things made from such fabric. Difficulties also arise with the fact that the price of sustainable fashion clothes is quite high due to small circulations and piece production. Another essential problem is that such clothes are usually not very diverse - small brands cannot offer the choice that large corporations give. (Be In Open, 2017)

While large corporations make money on advertising campaigns, it is quite difficult for small brands to become profitable. Designers make various efforts - blogging, talking about sustainable fashion, trying to improve consumer education, participating in city events dedicated to clothing processing - but the consumer does not always respond to such actions.

4. RESEARCH FRAMEWORK

In this research Framework, I have rooted the idea of this thesis. I build a research framework based on the two main theories. First the sustainable business models, and second the customer behavior and human motivation, mainly Motivation-need theory.

The research framework studies first human motivation, based on motivation-need theory. I study the influence from human motivation to consumer behavior in sustainable business fashion, and finally how it influence to the growing of new sustainable business models.

Furthermore, as it was studied, the topic of sustainability is in the spotlight and needs to have initiatives taken from all the stakeholders, that includes consumers which are customers. Customers for whom sustainability is a vital criterion when it comes to the choice and purchasing goods, including fashion items. In this thesis, my interest is to see what is the motivation of consumers of fashion items in Finland and Russia, and what might make them more motivated in shifting to the conscious consumer behavior, and what sustainable business models would benefit most of it.

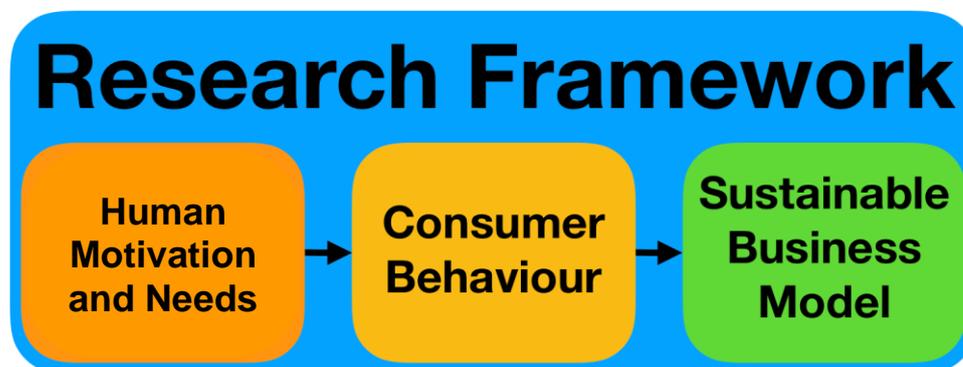


Figure 7 Research Framework

5. METHODS

The methods of this master thesis is exploratory and qualitative. I am study the research framework. The methodological basis of the dissertation work consisted of conceptual research applied to the Russian and Finnish fashion industry by analyzing sustainable business models and customer perception of sustainability and consumer behavior.

5.1. Qualitative Exploratory Approach

The empirical research is based on a qualitative approach. Qualitative research is defined as research that aims to satisfy a deep insight into social reality based on a small number of

respondents or observations. (Bryman & Bell, 2011) “One of the main difficulties with qualitative research is that it very rapidly generates a large, cumbersome database because of its reliance on prose in the form of such media as field notes, interview transcripts, or documents.” (Bryman & Bell, 2011)

A qualitative approach is suitable for a situation where little is known about the subject to be analyzed. The researcher's role is assessed as a holistic view of the context of study: its logic, its organization, and its explicit and implicit rules.

“Qualitative research is a research strategy that usually emphasizes words rather than quantification in the collection and analysis of data. As a research strategy, it is inductivist, constructionist, and interpretivist, but qualitative researchers do not always subscribe to all there of these methods. This chapter is concerned with outlining the main features of qualitative research, which has become an increasingly established approach to business research.” (Bryman & Bell, 2011)

Qualitative research is a different way of knowing social reality than offering access to a questionnaire with pre-prepared questions. It provides a broad overview of the selected problem and a deep insight into the real world of people. The essential feature here is the indication of the passage of ideas and its structuring of the problem. Therefore, qualitative research is an excellent possibility of understanding that people attach to things, relationships, motivation. Qualitative research can be carried out without the possibility, or in conjunction with quantitative research, to deepen its knowledge.

5.2. Qualitative Research Approach and Methodologies

The qualitative research framework includes the following methodologies:

Comparative analysis – This master thesis is based on a comparative analysis between the Russian and Finnish sustainable fashion organizations. The research aims to determine whether the cases in which it is present consequence are a subset of the set of instances in which the cause is present (or combination of reasons). Another objective of research may be to determine whether the cases in which it is the research framework, are a subset of the set of instances in which the consequence is present.

Through comparative analysis, sometimes also referred to as paired analysis, we set clear priorities in situations where conflicting resource requirements arise.

“Cross-cultural research is not without problems such as managing and gaining the funding for such research [...]; ensuring, when existing data, such as official statistics or survey evidence, are submitted to a secondary analysis, that the data are comparable in terms of categories and data collection methods; and ensuring, when new data are being collected, that the need to translate data collection instruments (for example, interview schedules) does not undermine genuine comparability.” (Bryman & Bell, 2011)

In order to do the comparative analysis, I use the methodologies: case studies, interviews, and participant observation.

Case study – is defined as empirical questioning that examines the current ‘phenomenon within its real-life context, where the boundaries between the phenomenon’ and the context are not evident and where multiple sources are used. (Priya, 2014).

“The most common use of the term associates the case study with a geographical location, such as a workplace or organization. What distinguishes a case study from other research designs is the focus on a bounded situation or system, an entity with a purpose and functioning parts. The emphasis tends to be upon intensive examination of the setting. There is a tendency to associate case studies with qualitative research, but such an identification is not appropriate. It is certainly true that exponents of the case study design often favor qualitative methods, such as participant observation and unstructured interviewing, because these methods are viewed as particularly helpful in the generation of an intensive, detailed examination of a case.” (Bryman & Bell, 2011)

In this research, I study 2 cases. The first is a second-hand store in Russia. The second is a similar second hand store in Finland.

Comparative case study – **such** a method simplifies the creation of novel theory. It also allows the observation of the development of the process and gives the researcher more freedom in flexibility and change of research methods.

“Theory developed from case study research is likely to have important strengths like novelty, testability, and empirical validity, which arise from the intimate linkage with empirical evidence.” (Eisenhardt, 1989). Furthermore, it allows being independent of previous studies based on literature or assists in a case where not enough study on the research topic.

In this master thesis, I will compare both cases by using content analysis. I gather data from different primary sources.

Interview - – the essential difference between observation and interview is that the second one is a mediated and highly interactive data acquisition process. Mediation and interactivity make the data collected paradoxical and intrinsically contradictory.

The researcher is actively entering the situation and whether he/she wants to influence the “amount and nature of the information provided by the respondent.” (Moore SE, 2018) Due to the respondent's specific intentions - for various reasons, we do not say everything we think, and because of the language dexterity, structure, and nature of language. (ifilosofia, n.d.)

“This is a term that covers a wide range of instances. It typically refers to a context in which the interviewer has a series of questions that are in the general form of an interview schedule but can vary the sequence of questions.” (Bryman & Bell, 2011)

I had a semi-structured with open and closed questions.

(ifilosofia, n.d.)

Expert assessments - in order to support the offered hypothesis and evaluate it, the experts' opinion is needed. In that work, fashion practitioners', journalists, redactors, designers, retailers, and buyers were asked to give their opinion on consumers' perception of sustainability in the fashion industry in Maslow's hierarchy of needs.

“In the business research interview, the aim is for the interviewer to elicit from the interviewee or *respondent*, as he or she is frequently called in survey research, all manner of information: interviewee's behavior or that of others, attitudes, norms, beliefs, and values. There are many different types or styles of research interviews, but the kind that is primarily employed in survey research is the structured interview, which is the focus of this chapter. Other kinds of interview will be briefly mentioned in this chapter but will be discussed in greater detail in later chapters.” (Bryman & Bell, 2011)

In this master thesis, I interviewed four experts. The interviews from 15/20 minutes each.

Questionnaire - many research questions in the social sciences are challenging to find answers by asking people face to face. Especially where we need to ask the same set of

questions to a large number of people, it will be more advantageous to enter them simultaneously. The questionnaire, in its basic form, is presented as a structured interview in written form. It is, therefore, designed for mass data retrieval. (ifilosofia, n.d.)

For universities, the standardized questionnaire is one of the most widely used methods of collecting data on quantitative research and especially in modern communication technologies. Thanks to them, the timing of data collection, organizational and financial expenses are low. Its advantage is also the anonymity of the respondents.

The use of a standardized questionnaire is in terms of the quality of services provided, for example, in the research of the mass amount of data. When solving specific scientific problems, it is first necessary to justify the extent to which the questionnaire is a suitable research method in a given situation. Proper use of the survey, as well as other methods of empirical research, requires proper theoretical preparation. The exact formulation of the specific objective and tasks of the questionnaire concerning the chosen problem is an underlying condition for the purposeful design of the inquiry. They also contribute to the clear focus of individual items on nodal moments.

In a comparative analysis, the researcher must pay attention to identifying appropriate indicators to monitor and compare to verify their hypotheses/answers to the research questions.

In this thesis, I have two questionnaires. I send the first questionnaire through social media. I used Facebook to distribute the questionnaire among Russian and Finnish customers. I received 42 answers. People whose answer is between 20/30 years old, half of them are Russian, and half of them are Finnish.

The second questionnaire was sent through social media as well. It was sent on Reddit as well as Facebook, and responses were split evenly between age groups. I received 275 answers.

Interview – the essential difference between observation and interview is that the second one is a mediated and highly interactive data acquisition process. Mediation and interactivity make the data collected paradoxical and intrinsically contradictory.

The researcher is actively entering the situation and whether he/she wants to influence the “amount and nature of the information provided by the respondent.” (Moore SE, 2018) Due

to the respondent's specific intentions - for various reasons, we do not say everything we think, and because of the language dexterity, structure, and nature of language. (ifilosofia, n.d.)

Semi-structured interview. “This is a term that covers a wide range of instances. It typically refers to a context in which the interviewer has a series of questions that are in the general form of an interview schedule but can vary the sequence of questions.” (Bryman & Bell, 2011)

I had a semi-structured with open and closed questions.

Content analysis - “*Content analysis*. An approach to the analysis of documents and texts that seeks to quantify content in terms of predetermined categories and a systematic and replicable manner. It is a very flexible method that can be applied to a variety of media. In a sense, it is not a research method, in that it is an approach to the analysis of documents and texts rather than a means of generating data” (Bryman & Bell, 2011).

In this thesis, much literature was read by me on the topic, including books, articles, newspapers, magazines, web-documents, and statistics on the industry, as well as legislative documentations, and conferences’ protocols.

The process of content analysis was the following

1. To look through and collect all material available about fashion as a concept;
2. To read analyze the literature available on the topic of sustainability and sustainability in the fashion industry;
3. To visit the website of the organizations and businesses involved in the industry;
4. To find international examples, as well as the examples for Russia and Finland.
5. To read the literature regarding motivation theory and consumer behavior.
6. To find articles describing conscious consumer behavior.
7. To come up with the research questions and the research frame.

5.3. Sample and Data Collection

I have done three surveys with open questionnaires. The main goal is to understand customer's behavior in sustainable fashion and compared perception of sustainability amongst Russian customers as a concept in general to those of the Finns. I considered possible biases between respondents considering the language used and shifted to the Finnish market as there are more consumers of sustainable fashion there. Based on research from the Russian school of economics on the same topic, I have created a questionnaire about the perceptions of sustainability, its meaning to consumers, and its influence on their purchasing decisions.

I have also asked about the attitudes to brands' attempts of sustainable fashion and customer awareness of sustainability in the fashion industry. I have also asked about the prioritization of facets of sustainable fashion, and about which concepts are most important to the population at large. Another question was asked about the fate of already worn items and the recycling (or not) processes that have been used to dispose of them.

I considered possible biases between respondents considering the language used and shifted to the Finnish market as there are more consumers of sustainable fashion there.

1. Individual awareness
2. A primary knowledge of sustainable fashions (concepts)
3. Significant practices (recycling)
4. Cultural differences between Finnish and Russian customers

I have gathered data from 2 questionnaires. Both are attached in the appendix.

The first questionnaire aimed to understand what people consider under the term 'sustainability' and what exact customers pay attention when buying clothes. I wanted to know if they consider sustainability when to make a choice and what exactly sustainability means when it comes to fashion. For the first questionnaire, there was limited reach beyond university students. The results were mainly used for guidance in order to find out what to focus on in the second more extensive questionnaire.

The second questionnaire had the objective to understand Finnish consumers. It was done in Finnish, in order to attract more responses and to avoid the language bias. I also wanted to

question the attitude of customers and the level of trust to producers when coming to the sustainability-related topic, as there was quite a lot of skepticism passing around that.

The questionnaire was an open questionnaire sent out might bring other human-related biases, but within the frames of this study, that was considered too be the broadest and reliable source of information.

In the second questioner also shared by social media, Facebook and Reddit, and Google form, the total number of respondents was 275 people, with almost an equal division of gender, and about equal division of the group age of respondents. The other tools used in order to spread the questioner were Facebook and Reddit.

The third questioner had the same questions as the second one but was carried out in Russian in order to avoid language bias. It was placed in the VK and Instagram and collected 300 answers from the respondents. More data about the sample is available in Appendices.

In order to get the expert's interviews, I have visited the 'Slush' business event held in Helsinki through 19-20 November 2019 (Slush, 2019). They were practitioners of the fashion industry.

5.4. Case Studies

I selected two case studies. The first case study includes project Spasibo! In Saint-Petersburg.

To prepare the case, I visited the Be In Open fashion Forum in Moscow in 2017 and listened to the open panel on the topic of the current state of issues on sustainability and diversity on fashion in Russia, and the prognosis for the future on those topics. I taped it on a Dictaphone. I have also listened to speeches from fashion designers, journalists, buyers, about the current fashion trends and problems, and also taped. I visited a sustainable fashion exhibition in 2019 in Moscow, where I observed a variety of brands present now in the Russian market. I do not, however, have taped interviews from there, only pictures of items offered in the market and takeaways from discussions with the companies. From Slush, I have interviews from four fashion specialists and their opinion, correctly, on the topic of the dissertation. I have looked through legislative directions and reports on the state of fashion development and political initiatives for sustaining and development in the industry.

However, in more prosperous markets, sustainability can be one of the primary growth paths in stagnant markets. Therefore, sustainability is an essential factor for any company, although it should be analyzed on a market basis. Besides, there are some new options for people to be more sustainable. This includes shops grown through a trend used for “vintage” items such as Spasibo! (Spasibo!, n.d.)

I have already described the legal initiatives, so people can go on to describing production and business, as well as individual initiatives of citizens. One of the easiest ways is to sell give away on an ad or in social networks.

The second case is a Konnti chain around Finland run by the Finnish Red Cross. In order to describe the case, I have visited several selling points: in Lappeenranta, Tampere, and Helsinki.

Interviews

I interviewed four managers:

1. Darren Glenister, a CEO of Material Exchange;
2. Emilie Sellberg, Master of Everything pa Octopoda Sustainable Solutions AB;
3. Moona Haapala, Partner at Cutie;
4. Emma Halstrom, Founder at Feringo AB.

Data Analysis

In order to analyse the data I use content analysis.

Content analysis - “*Content analysis*. An approach to the analysis of documents and texts that seeks to quantify content in terms of predetermined categories and a systematic and replicable manner. It is a very flexible method that can be applied to a variety of media. In a sense, it is not a research method, in that it is an approach to the analysis of documents and texts rather than a means of generating data” (Bryman & Bell, 2011).

In this thesis, much literature was read by me on the topic, including books, articles, newspapers, magazines, web-documents, and statistics on the industry, as well as legislative documentations, and conferences’ protocols.

The process of content analysis was the following

1. To look through and collect all material available about fashion setting up the analysis of main concepts and categories;
2. To read analyze the literature available on the topic of sustainability and sustainability in the fashion industry;
3. To visit the website of the organizations and businesses involved in the industry;
4. To find international examples, as well as the examples for Russia and Finland.
5. To read the literature regarding motivation theory and consumer behavior.
6. To find articles describing conscious consumer behavior.
7. To come up with the research questions and the research frame.

6. FINDINGS: COMPARATIVE CASE STUDY AND SURVEY RESEARCH

6.1. Case Russia: Social entrepreneurship Fashion Industry, “Spasibo!”

The first case study includes the Be In Open Fashion Forum Moscow. (Spasibo!, n.d.)

A charity store is a sustainable social system that has been operating in the UK, America, Australia, and other countries for over 70 years. Since 2010, charity shops have appeared in Russia. The main common task of charity shops is to turn good things, but unnecessary for one person, into a useful resource for other people. The goals in the charity shops in different countries are similar, but the schemes are slightly different.

“Spasibo!” (‘Thank you!’) is an organization that works on the principles of social entrepreneurship. Through containers installed in the city, “Spasibo!” Collects clothes from the townspeople, then distributes them to charitable organizations and gives clothing to needy citizens. Unsuitable clothing is recycled.

Their mission is in three following statements:

I. Development and promotion of charity and the institution of charity shops in Russia

“We want our society to come to a new level of perception of charity: this is not only direct financial assistance in a critical situation but an integrated approach to everything around it, starting from the smallest daily actions. It seems that thanks to the ongoing work with public opinion through the media, we are getting it.” (Spasibo!, n.d.)

II. Charity Generation

“We are striving to develop the institution of a charity store on Russian soil so that another way to raise funds for relevant and useful things takes root in Russia. While we are just learning, but we want to do it talentedly and become big and strong.

Our type of activity is often called “social entrepreneurship,” and so far, it sorely lacks in our country.” (Spasibo!, n.d.)

III. Using unnecessary clothing resources

“We see in clothing that some people do not need; there is great potential for others: someone will become warmer, and someone will be able to have a big heart operation.” (Spasibo!, n.d.)

Some of the clothes are for sale, and revenue provides the organization with expenses and its development. The net profit of the organization finances its social projects and supports city charities.

Stores are open and waiting for guests every day, seven days a week, from 11 a.m. to 9 p.m. at the addresses:

1. m. "Sennaya," "Pushkinskaya" - st. Gorokhovaya, 50/79 (entrance from the Fontanka embankment)
2. metro station “Vosstaniya Square,” 23 Kovensky per.
3. metro station "Vasileostrovskaya," line 8, 55
4. metro station “Chkalovskaya,” Chkalovsky pr., 5
5. m. “Narvskaya,” 19 Narva Ave.
6. m. “Baltic,” “Frunzenskaya,” “Technological Institute,” - 18 Izmailovsky Ave.

6.2. Operations

During the first year of operation, the proceeds were transferred to two well-known charitable organizations RBOO “Nochlezhka,” which helps the homeless and the Children's Heart Fund for Helping Children with Heart Defects. Then the charity organization Uppsala Circus was added, which works with children from social risk groups. And then the list of organizations expanded even further — more details in the section on the results of work.

In May 2015, “Spasibo!” passed the certification procedure at the reputable British company Social Enterprise Market. The Social Enterprise Mark CIC certificate is a kind of distinctive mark that informs consumers (state organizations or private individuals) that a particular company works for the good of society and, at the same time, operates on the principles of self-financing. The company's experts confirmed that “Spasibo!” complies with the principles of the social enterprise. (Spasibo!, n.d.)

Since 2014, “Spasibo!” has established containers in St. Petersburg for collecting clothes, shoes, books, and everything else that you would like to hand over.

Today, more than 100 containers are already operating in the city, and the list of their addresses is updated continuously.

“We are developing charity shops because we see in the distribution of this format a real alternative to non-existent state organizations that would work with clothes. Also, we believe that shortly charity shops will regularly generate a large number of funds for charity, providing real support to the organizations of their city.” (Spasibo!, n.d.)

Their goal in the “Spasibo!” project is to effectively use the resource of unnecessary clothes in a large metropolis. Effectively is to dress the needy, to make a fundraising tool, to preserve the valuable, to remake the unfit. This is a big job because there are many things: if in the case of one person it is a package of casual clothes for six months, then on a megalopolis scale there are hundreds of tons of clothes per month.

According to the “Spasibo!” work scheme, they distribute part of the things they donate to charitable organizations and those in need at our Center for Issuing Items, and some of the things are sold. The proceeds cover administrative expenses, and the “net” profit is transferred to charitable organizations. The shop supports charitable organizations of St. Petersburg, which allow people to receive the necessary support in order to become stronger and take responsibility for their lives. Also, souvenirs of charitable organizations are sold in stores and the money from the sales of which are transferred to the charity projects as well.

6.3. Stakeholders and Cooperation

Hereby are the most important stakeholders, these organizations to which the net helps:

1. Charitable Foundation “Warm House” - assistance to families in difficult life situations
2. Charity Fund “Advita” - help for cancer patients
3. BO Nochlezhka - helping the homeless
4. NGO “Orange” - support for children and young people with disabilities living in boarding schools
5. Charitable Foundation “Anton is nearby” - helping people with an autism spectrum disorder

6. Charity Fund “Long and Happily” - assistance to the elderly in a difficult life situation

7. The program "respite" - assistance to parents of children with disabilities

They also regularly transfer clothes, equipment, etc. received to such organizations as:

8. St. Petersburg Charitable Non-Governmental Organization of Assistance to Persons without a Specific Residence "Nochlezhka"

9. Interregional Charitable Non-Governmental Organization of Social Adaptation of Citizens “Life Line” (clothes, shoes, equipment)

10. Non-governmental organization “Doctors to Children” (clothes, shoes)

11. State institution "Center for Social Assistance to Family and Children of the Central District of St. Petersburg."

12. St. Petersburg State Budgetary Institution "Social Rehabilitation Center for Minors"

13. St. Petersburg State Budget Institution "Center for Social Rehabilitation of the Disabled and Disabled Children of the Admiralteysky District" (children's things and toys)

14. Gatchina Central Clinical Hospital (for the Central Clinical Hospital we served as a collection point for children’s clothing, diapers, baby food, and toys)

15. LOBOF “Bethel” (“Mercy”) (clothes and shoes)

16. Charity Fund “Find a Family”

6.4. Services And Stores

District complex centers of social services for the population of St. Petersburg

Social project - shoe factory "TIBOZH."

In order to avoid unnecessary plastic, they can offer the customer to bring or to take the already used plastic bags for free.

In order to do the marketing and to attract the customers, they have the special section ‘recommendations’ from designers and a vintage section.

They also accept and sell the used wedding dresses, and the money from the sale is transferred to the organization supporting women in a difficult situation.

As a part of the store’s work are all sharing and educating and DIY activities.

They have also inspired other projects:

Stroyshering - give and find building materials and tools.

Dachashering - items for the garden.

Furniture Schering - furniture.

KhozBytShering - dishes, textiles, home decoration.

Trolley-sharing - pick up and attach toys, including soft ones.

Toy joy - distribute toys to charitable organizations, to distant areas or needy children.

Baby sharing - baby products and clothing.

Craftsharing - items for creativity and needlework.

Poor Artist - also materials for creativity.

Props - the exchange of theater and film props.

Re-Dresses - a charity salon, wedding, and evening dresses.

BeautySharing - cosmetics.

Food sharing - products, dishes.

Pharmaceutical sharing - medicines.

Zooming in all for pets.

Holiday Sharing - attributes of the holiday.

DomCvetShering - home flowers and plants.

Technoshering - electronics, household appliances.

Audio / Video Schering - CD / DVD, audio and video cassettes, cartridges for game consoles.

Bunny_Mosaic - a workshop where they create new things from broken dishes.

Russia's first charity store attracts much public attention. During the existence of "Spasibo!" more than 400 publications and stories were published in print, Internet, TV, and radio

media. Below are links to some electronic versions of publications, which provide an opportunity to understand the scheme of the project entirely.

Within nine years of work, the store has donated more than 23 million rubles and 779 tonnes of clothes (Spasibo!, n.d.)

6.5. Case Finland: Current Trends Of The Fashion Industry, ‘Kontti’

The red cross is an international non-profitable organization formed in 1863 by Henri Dunant. (Finland, n.d.)

6.5.1. Non-Profit Organization

It is mainly active in the areas of humanitarian, social, health, and health education. Fulfilling the mission and satisfying the tasks of the Finnish Red Cross is a generally beneficial activity.

The Finnish Red Cross operates as a part of the international Red Cross organization, and has more than 500 branches in the country, with 40 000 volunteers, 80 000 members, 100 000 regular contributors, and 132 000 blood donors every year. (Finland, n.d.)

In this thesis, I am going to speak about their second-hand and charity chain named Kontti (“Container”).

Kontti is a Red Cross recycling warehouse. It is relaxed and approachable, a place where you can experience the joy of giving and finding. Container customers do good: by buying and donating, they help.

Kontti sells clothing received as a donation, furniture, and household items and acts as a significant part of the Red Cross fund-raising. The result of the container will be distributed to the Red Cross to help work. Two-thirds are directed to help work in Finland and one-third disaster fund with funds to help in crises both at home like an international.

The activities of the Finnish Red Cross are regulated in Finland by law and regulations, which define the tasks, policies, and rules of the organization

The container-recycled goods chain is part of the Finnish Red Cross. The Finnish Red Cross is one of the largest NGOs in Finland. The mission of the Red Cross is to help those most in need at home and abroad.

The Finnish Red Cross helps together with the other Red Cross and the Red Crescent all over the world. The Red Cross and the Red Crescent Movement are guided by seven basic principles. These principles are also a strong foundation for Kontti Recycling.

There are seven principles:

- humanity
- equity
- neutrality
- independence
- volunteering
- unity
- universality

The Finnish Red Cross is a Public Law Association recognized by the state of Finland, based on the Geneva Conventions of 1949 and the Finnish Red Cross act. The Finnish Red Cross has a duty to support the authorities in various emergency situations.

6.6. Global Network

The Finnish Red Cross is a part of the global network. The Finnish Red Cross is one of the 190 member associations of the International Federation of the Red Cross and the Red Crescent. The Union works as a cooperative body of the national associations of the Red Cross and the Red Crescent. The association conducts the organization's relief activities in peacetime accidents, for example, natural disasters. It also leads to the development cooperation of the organization and develops the activities of national associations.

The International Committee of the Red Cross leads the organization's relief activities in wars and conflicts. It acts as a neutral mediator in conflicts, searching for the missing family members and visiting prisoners of war and other people arrested in the conflict. The committee also supervises the Geneva Conventions compliance.

6.7. Secondhand Service and Business Model

“Kontti is a Secondhand Department Store operated by the Finnish Red Cross that sells donated items in good condition. At Kontti, you can shop affordably and also give away good items that you no longer need.” (Finland, n.d.)

Their selection changes daily as they receive new donations. At Kontti can find seasonal sports equipment and fashionable clothes brands affordably.

Their product selection includes:

- clothing, accessories, and shoes for women, men, teenagers, and children
- tableware, household items, and textiles
- books, gift items and paintings
- toys and children's products
- sports equipment
- furniture

“The proceeds of Kontti are used for the relief work of the Finnish Red Cross in Finland and abroad. Shop at Kontti or give us a donation – get involved in helping others.” (Finland, n.d.)

On average, container customers are pleased, says a customer survey conducted by the research firm Evidens. New customers, in particular, can be surprised positively.

“A total of 2,607 people responded to the survey in August-September 2017. two out of three respondents said they visited the store at least a few times a month, about four times a year.” (Finland, n.d.)

For the majority of customers, the main reason to come to the container is to find the goods they need cheaply. Many are also motivated by the desire to act ecologically, and the possibility of feedback from the customer can find personal items to buy. For about one in five, it is essential that by visiting the Kontti, they can support the Red Cross.

The strengths of the Kontti are the clean and bright look of the store and the fact that the products are of high quality, beautifully displayed, and there is plenty of supply. The friendly service was also thanked.

“A trip to the Kontti often attracts you to buy, even if shopping has not been planned in the first place. More than one in three said they had found something to buy in the Kontti, even though they had only come to watch.” (Finland, n.d.)

“In 2018, we sold about 3, 4 million products, and they have delivered more than 128 thousand pounds of clothing and employed more than 1,400 people.” (Finland, n.d.)

The Kontti chain has 12 recycling stores. In 2018, they renovated the warehouse and back premises of several stores as well as the sales side. In the warehouse, they wanted to increase the practicality of handling donated products, for example, and on the store side, that increased the comfort with new furniture. Frugality is part of the container's role as a fundraiser. For example, as shop furniture, we use mainly donated or recycled furniture. Also, in this way, we can promote the circular economy and trade operators' responsibility work.

During 2018, they also developed work and store safety. CCTV equipment in Kontti was invested and updated to meet current requirements. The standardized work and store safety practices and guidelines and increased the range of safety services. These activities aimed to improve the safety and comfort of staff and customers.

Konti has been involved in the Habitare event three times and has made new friends each time. The relaxed look and exciting products of the Department have been delightful, and at the same time, we have been able to tell more about the operation of the container. Vantaa container has taken the container chain to the Habitare fair for the third time, and in 2018 they also participated in the Spring Fair. (Finland, n.d.)

6.8. Customer perceptions of Sustainability in Maslow's Hierarchy of Needs

“Culture is the basic basis of human needs and behavior” (Kotler, et al., 2016), and each culture carries a different set of values, norms, habits, behaviors.

Culture is passed down from generation to generation through the family and other social institutions. The different features of consumer behavior are reflected in value orientation, individual or group focus, or different life habits and, last but not least, in communication. People who live in the same culture have similar consumption features. These include the popularity of certain foods and drinks, sport, and fashion items too. Cultural factors affecting purchasing behavior create certain consumer predispositions expressing the ideals of a given culture.

In this study, the author wanted to see what is the perception of sustainability that exists in consumers' minds and to see to which level of the pyramid does it belong.

The age, gender (though there was the 'other' option that was not chosen by anyone) groups, as well as the nationality, was divided equally, and what we have figured out is the following:

- Within the Finnish group of respondents, the absolute maximum of respondents was responding that sustainability belongs to the first layer of the needs.
- Within the Russian group of respondents, opinion was polarly divided: half was assuming the same as previously mentioned group, and another put that to the highest layer, together with self-esteem and charity.
- That would show that the Finnish customers would probably be more conscious about their purchases, also regarding fashion industry items.

So that has brought to mind, to try to understand what people consider the term ‘sustainability,’ and what on exactly they do pay attention when buying clothes, if they consider sustainability when to make a choice and what exactly sustainability means when it comes to fashion.

For the first questionnaire, there was limited reach beyond university students; however, the results were mainly used for guidance in order to find out what to focus on in the second more extensive questionnaire

The second questionnaire that is represented in Finnish in Appendices, in order to attract more responses and to avoid the language bias.

However, while it is understood that when an open questionnaire is sent out it might bring other human-related biases, but within the frames of this study, that was considered too be the broadest and reliable source of information.

The author also wanted to question the attitude of customers and the level of trust to producers when coming to the sustainability-related topic, as there was quite a lot of skepticism passing around that.

In the second questionnaire also shared by social media and Google form, the total number of respondents was 275 people, with almost an equal division of gender, and about equal division of the group age of respondents.

The third questionnaire was shared by social media and google form, the total number of respondents was 303, with an undetermined division of gender and age.

In the results of the questionnaire, we can say that the most significant decision influencing factor was the price, and style, quality, materials, and durability, and only 1% of respondents mentioned characteristics connected to sustainability.

When to consider what they have assumed talking of sustainability and clothing production:

-61% of respondents were considering it but were not finding it as essential.

-21% said that it is essential and that they always check for that.

-17% of respondents do not find the matter meaningful to consider.

-1% answered others.

We were also wondering about the attitude and attention of consumers to the green campaigns of fashion brands.

The results have shown that respondents were split roughly in two, divided equally between those who cared about ecological campaigns and those who did not. Amongst those who did not care, the majority just felt it was not credible enough to merit a change in customer behavior.

of fashion brands.

6.9. Analysis of the questionnaires

The results have shown that respondents were split roughly in two, divided equally between those who cared about ecological campaigns and those who did not. Amongst those who did not care, the majority just felt it was not credible enough to merit a change in customer behavior.

The age, gender (though there was the 'other' option that was not chosen by anyone) groups, as well as the nationality, was divided equally, and what we have figured out is the following:

- Within the Finnish group of respondents, the absolute maximum of respondents was responding that sustainability belongs to the first layer of the needs.
- Within the Russian group of respondents, opinion was polarly divided: half was assuming the same as previously mentioned group, and another put that to the highest layer, together with self-esteem and charity.
- That would show that the Finnish customers would probably be more conscious about their purchases, also regarding fashion industry items.

Regarding the attention to materials, most respondents consider the ecological aspects of materials not to be a consideration, but only a fifth of respondents felt it was a primary concern.

Regarding the attention to materials, most respondents consider the ecological aspects of materials not to be a consideration, but only a fifth of respondents felt it was a primary concern.

Talking about recycling or getting rid of the used clothes, respondents mainly donate used items to charity, but large amounts of respondents also throw items away or give them to stores to be recycled as well.

Also, only 4% of respondents have admitted that they always get something that they do not need while shopping, and then the biggest part of respondents does it from time to time, and the second one does that rarely.

Speaking of perception of the thrift shops and secondhand stores, sustainability was a decisive factor for only 4% of respondents, while 5% of respondents' attitude to such places was negative.

The rest of the respondents taken that positively: 43% due to brands' uniqueness, 21% do recycling, and 15 because of the price range.

Speaking of criteria of sustainability, the absolute maximum of attention was given to not harming the environment, and material production.

All mentioned above gives the right to say that with the situation and perception of sustainability in the Hierarchy of Needs and also with fashion items' customers' and consumers' behavior, the market still has room for promoting sustainable fashion and conscious consumption.

The fashion industry ranks second in environmental pollution, and therefore we increasingly hear conversations about conscious consumption. How conscious is consumption in Russia is a survey conducted on social networks. Let us consider in more detail the results of the survey, which was attended by 303 people living in the Russian Federation.

Question 1: What are you doing with worn out / old things?

What do they do with old/ worn out items

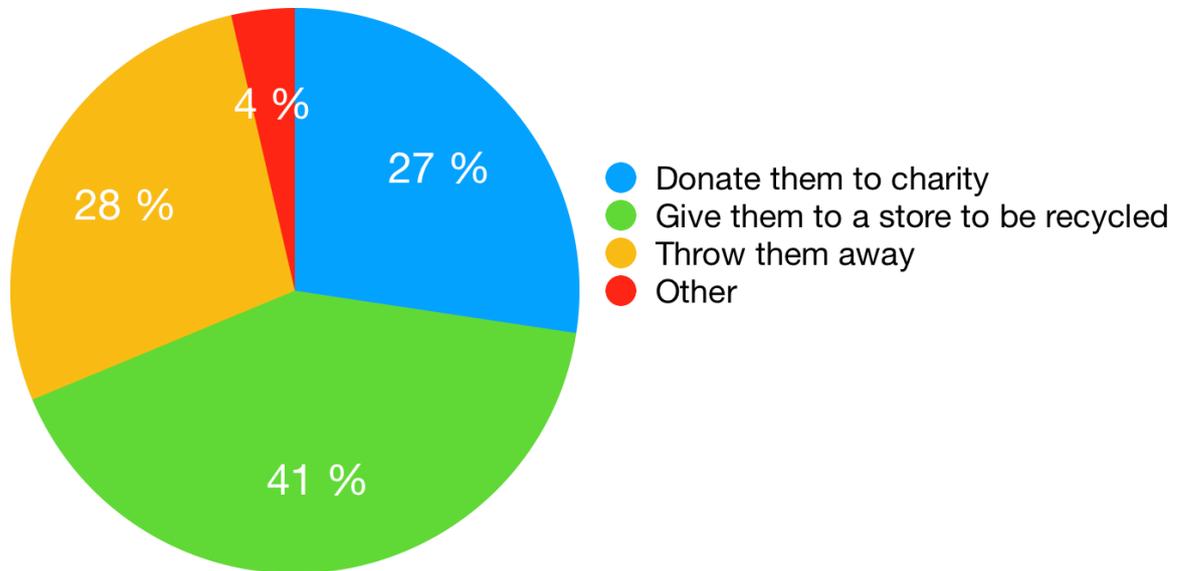


Figure 8 What do Russian consumers do with worn out items

Survey results: Most of the respondents, namely 39.6%, replied that they give old things for recycling to the store (for example, in H & M or Uniqlo). At the same time, a relatively significant part of the respondents (29%) throw old things into the trash. Furthermore, another 24.4% of the people surveyed said that they donate things for second-hand or charity.

Question 2: What do you think of various environmental initiatives from clothing brands (collections of recycled materials, collecting things for recycling, refusing to use fur and leather)?

What they think of corporate ecological campaigns

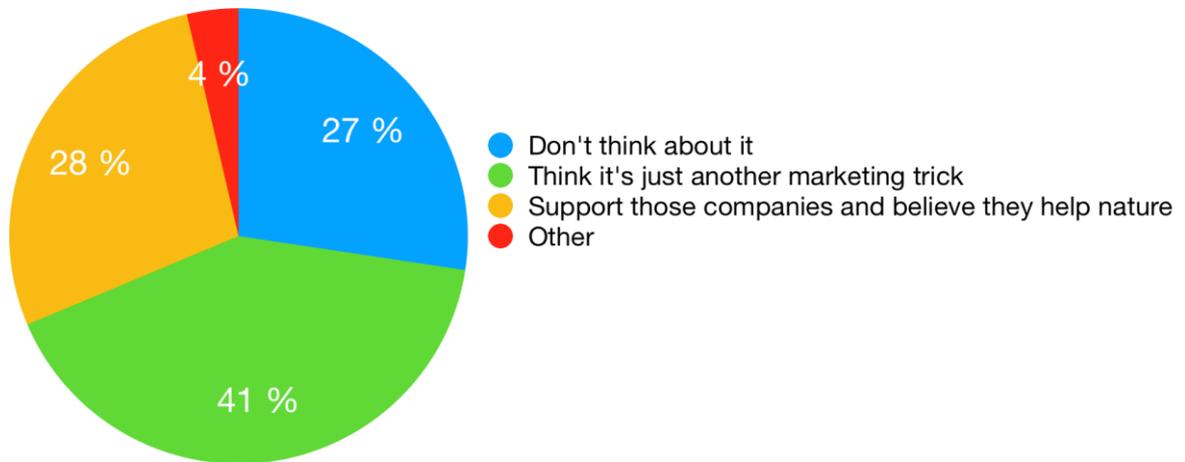


Figure 9 What do Russian consumers think of corporate ecological campaigns

Results: A significant part of the people surveyed (41.3%) are not sure about the interest of clothing brands in environmental initiatives and believe that this is a standard marketing move. Furthermore, that, in this way, brands are trying to stand out and expand their circle of customers. Besides, just over a quarter of the respondents (27.4%) themselves do not think about the importance of environmental initiatives. For about the same number of respondents (27.7% of respondents), the issue of recycling materials is significant, and they support such brands and believe that in this way, brands help the environment.

Question 3: Many brands produce special collections from recycled / organic material. Do you consider this aspect when buying things?

Do they think about ecological materials while making purchases

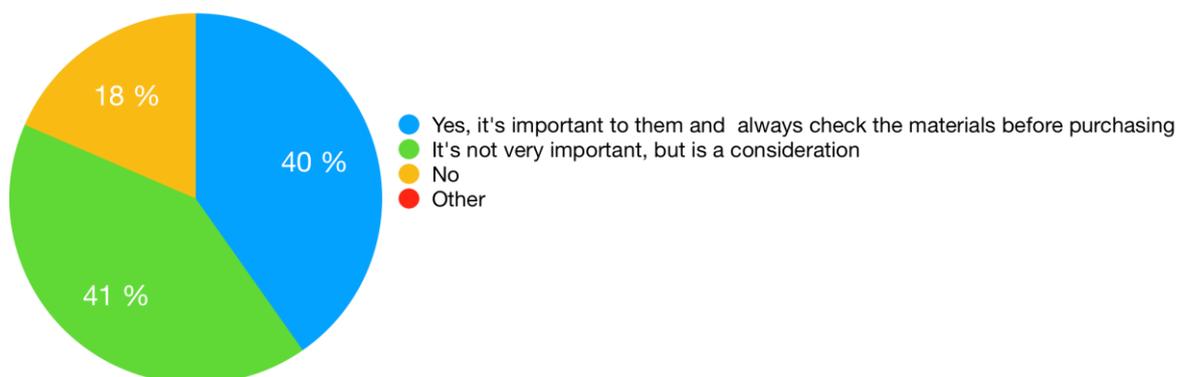


Figure 10 Do Russian consumers think about ecological materials when purchasing

Results: When buying things, the majority of respondents (41.3%) replied that the composition of the material, namely whether it is a processed product, is not the main criterion, but they take this factor into account. Interestingly, almost the same number of respondents (40.3%) reported that this is important for them, and they always look at the composition of the fabric. At the same time, a significant part of people (18.5%) does not pay attention to this factor at all.

Question 4: How often do you buy unwanted items at a sale?

How often they buy useless stuff at sales

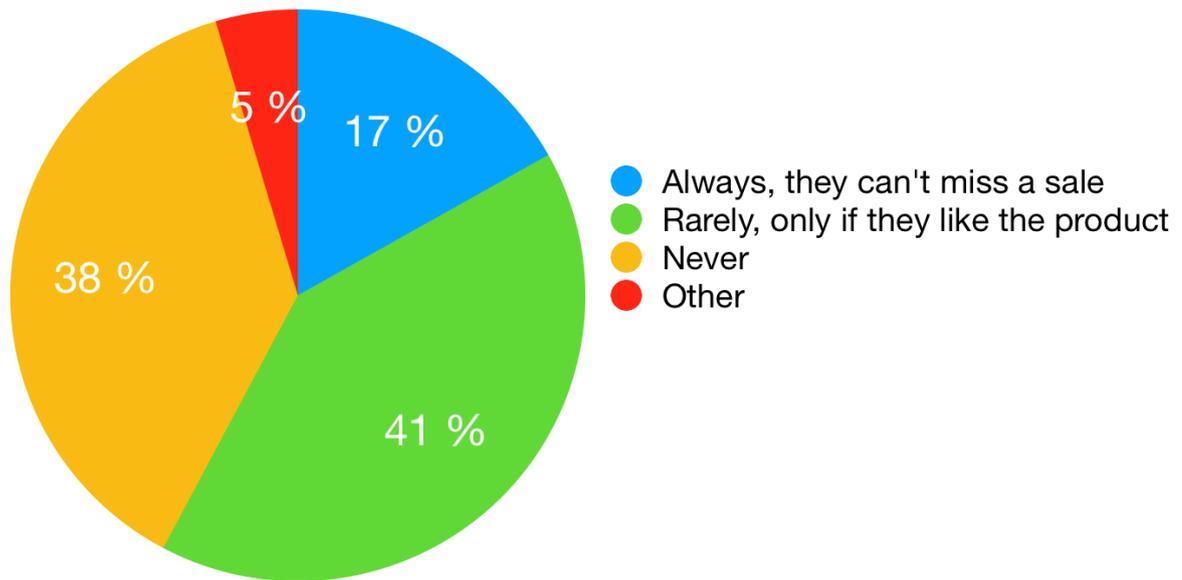


Figure 11 How often Russian consumers buy useless stuff at sales

Results: To this question, only 16.8% of respondents confirmed that they could not miss discounts and consistently buy unnecessary goods, increasing the percentage of unintended consumption. A significant proportion of people (37.6%) never buy unnecessary goods, that is, they always buy only necessities. Moreover, the bulk of respondents (40.9%) rarely use discounts while buying only what they liked.

Question 5: How do you feel about second-hand and vintage stores?

What They Think of Antique/Used Stores

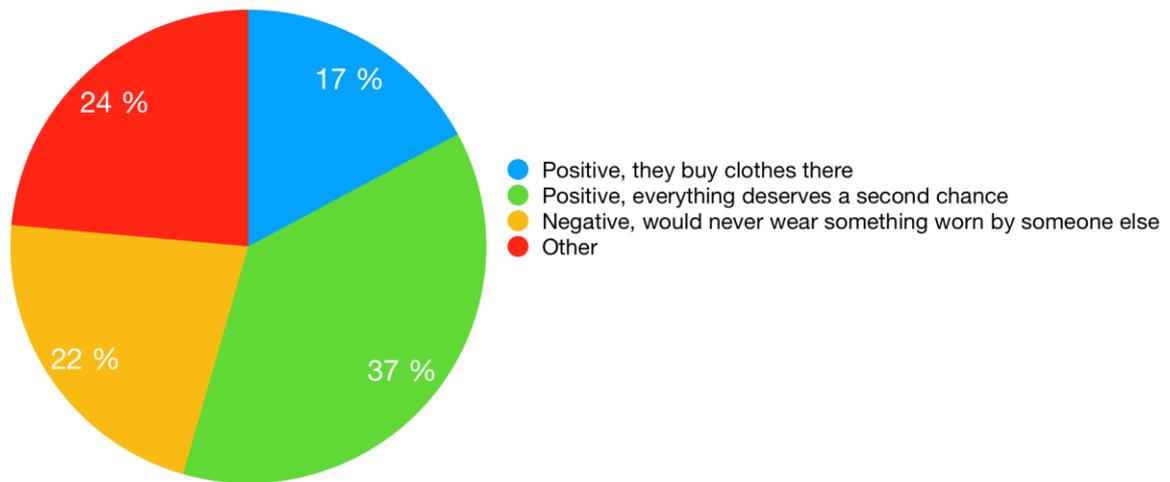


Figure 12 How Russian consumers feel about secondhand / Vintage stores

This question was added to the questionnaire out of my observations about the work and customers in second-hand stores in Russia and Finland. The segment of customers who buys clothes from second-hand stores is small, and usually are people with low income, which is not a case in Finland, where it is normalized.

Results: The bulk (45.9%) of the bulk of buyers have not yet used second-hand stores and vintage stores, among which a survey was conducted, preferring ordinary stores. Moreover, these people are positive about the idea of selling things through second-hand and think that this gives things a second life. Interestingly, 27.1% are negative about second-hand and vintage stores and never buy what someone wore before them. Furthermore, only 21.1% of respondents buy clothes there and are positive about this.

Thus, the survey shows that the environmental component of the consumption of the surveyed buyers in Russia is still not high enough. This conclusion reinforces the assertion about the relevance of the dissertation and its conclusions about the need to build not only a directly environmentally friendly, “green” production but also the need to influence the minds of most potential buyers in order to educate them in green thinking. This process is complex, requires serious efforts not only financially, but also a temporary continuum, but is vital for the further sustainable development of both societies and the planet as a whole.

6.10. Comparison of Current Trends of Fashion Industry in Russia And Finland

In Finland, the change to the more sustainable models and consumption goes as the natural flow of business development. A lot of brands, local and imported, are working on the transparency of the production and process chain, reducing their water and energy consumption, trying to develop new materials, and other ways of packaging.

The niche of the sustainable market in Finland is currently tuned more to the side of social sustainability, trying to help people in developing world countries, like in the example with Kontti.

The environmental part of the transition of the business model is going slowly and as a part of the bigger brands, rather than all dedicated to that.

Though there are examples of the small local brands that are dedicated to helping the environment, like the ‘Re-Love’ project, or ‘Cutie,’ but that is a minority.

The Russian development of the fashion industry is trying to develop another way, and that is through the internationalization mostly. That is due to the fact that Russian fashion is still trying to get rid of the reputation of the society past in this field, when quality, quantity, availability, usability, and the look of fashion items produced in the USSR was low. (Be In Open, 2017)

On the other hand, it was also trying to compete with the world-known reputations of the foreign brands, and therefore local customers are not willing to pay the same money for the item produced in Russia comparing to the same one produced in Italy. (Be In Open, 2017)

Therefore Russia tries nowadays to stabilize the production and to get to the market competing by the idea and the spirit. Therefore, they try to invest more in the design, to bring individual Russian features, and that is including the decadence spirit of 90-s and current, for example, with the ‘trashion’ that was mentioned above.

The sustainability has its niche in Russia, but that is relatively small and capital centralized – the biggest part of customers would not be interested in it still.

6.11. Cultural and Market Differences Influencing Sustainable Business Models

When I first picked the topic of Sustainable fashion and placed the first study of it in 2018, this concept was nothing more than the news from the west. On the open discussion on the

fashion forum, several specialists had agreed that the Russian market was not ready to implement this concept, because there was no demand, and that the crisis of 90-s still reflects in the way Russian consumers behave. They estimated that the Russian fashion industry and the market would be ready to implement the concept of sustainable fashion not earlier than in 10-20 years. (Be In Open, 2017)

However, already in the May of the next year, the same place that had held the 'BE IN OPEN' Forum, held the Sustainable fashion market and forum, where several small and medium-sized producers represented their brands and projects, and the number of them grows. (Be In Open, 2017)

In Finland, there are more considerations of sustainability due to higher consumer demand. There are also lots of methods to have more sustainable fashion practices: fashion libraries, upcycling, fashion, zero waste, slow fashion, and others. These forms of sustainable fashion are to be supported, and a focus on sustainability can make them far more successful in the export market. (Torgovy Put, 2019)

The conscious attitude and harmful behavior have more weight and importance in Finnish society. They have started to question the problems of ecology and the life of future generations, starting from the 70-s of the XX century. What were the times when they have started to implement their sorting and recycling systems. (Torgovy Put, 2019)

They also have sustainability as a part of educational programs at schools, and within 50 years, that has become the manner of life.

Meanwhile, the Russian Federation's citizens, even suffering from the problems with ecology, are not ready to change, still being affected by the crisis of 90-es, and the USSR period of deficit that affects their consumer behavior. (Be In Open, 2017)

Alexei Navalny has repeatedly argued that in Russia, money is spent discerningly and efficiently, especially when it comes to government structures. This problem concerns fashion no less than all other areas - for a start, it would be nice to direct part of the vast domestic resources to its development. Take Great Britain, France, or the United States as an example. These are countries where the practice of state support is well developed and where there are obviously no such problems with fashion as in Russia. (Iva, 2020)

In Finland, the Finnish Fashion Week is being supported by the government.

Education in the field one of the biggest problems. The maximum that is worth going to the universities of our country: the profession of a designer or seamstress, whose training was perfected half a century ago, as well as the skill of drawing - this is taught in our country. If you are thinking about design education, we advise you to choose one of two ways: either enroll in a foreign course of advanced BHS and then go to graduate school in the UK, or go straight to Omsk, where the best Russian fashion school is being formed (this is proved by future stars of the Russian fashion Anton Galecki and Dasha Pryanikova). If we take the areas of fashion journalism or business, then so far, everyone is learning from their own mistakes. To become a certified specialist in this field, you cannot do without studying abroad in any way - the level of training at specialized faculties in Russia is not comparable with their cost. The hope was for independent fashion schools such as the recently opened ZIL Fashion Factory, but there are problems here too - primarily with the audience, among which there is frankly little interest in young people. (Iva, 2020)

Meanwhile, in Finland there are many opportunities to get the education in the sphere of design and clothing construction starting from the lessons at schools, individual courses, there are also vocational schools and high education universities offering to teach this profession.

Describing the situation with market and business, the luxury and mass-market are well developed, but small shops with hugely successful purchases can be counted on the fingers of one hand. There are free vintage shops where you can dress for 100 euros from head to toe and, at the same time, relaxed. In Moscow and St. Petersburg - two rather weak fashion weeks, when in all the world fashion capitals (New York, Milan, London, and Paris), they somehow cost one, although there are ten times more designers and shops attractive to everyone there. The magazines that you want to read and save are in the afternoon with fire (Anzor Kankulov and Alena Stanislavovna, all hope for you). Russian designers, who are not ashamed to put next to foreign ones, can easily be counted on the fingers of one hand.

Moreover, they cost more than Alexander Wang, Carven, or 3.1 Phillip Lim, which they want to stand next to. It is clear that a few designers reach the *Première Vision* exhibition, it is difficult to find production, seamstresses and designers are now expensive, and there is no investment at all. Small businesses barely survive in Russia. (Iva, 2020)

The same situation is in Finland -the smaller brands can hardly survive, the lux segment might be less of attention from the customers, but international mass-market brands make the most of the market due to their affordability.

Also, domestic fashion is a necessary component of the development of industry and design, which are associated with the creation of fashionable clothes. In this regard, it is essential to note the presence of competition that exists between countries in creating fashionable clothes that can win the consumers of different countries, creating opportunities for the active development of the national industry, and thereby the transfer of cultural values to other communities. These aspects are of great sociological importance at present, since under socialism in our country, there was a specific approach to fashion formation.

The fact is that Russia, having a closed type of society until the last decade, was not included in the global process of creating fashion in clothes and acted primarily as a developer of ideas of Western fashion. The deficit and lack of competition, characteristic of the economy of the Soviet Union, contradicted the very nature of the appearance and development of fashion in clothes as a unique social phenomenon. Therefore, the system of the fashion industry in the country was replaced by the system of the clothing industry, and the design was secondary. This situation has begun to change over the last decade.

At the stage of the formation of domestic fashion, active support from the Ministry of Economy and Trade of the Russian Federation, as well as regional authorities, is necessary. This is because our private entrepreneur does not yet have the material and financial resources that are required at the initial stage of developing models, conducting marketing research, testing the production system of a new product. Besides, the private manufacturer has no experience in combining into a single system all of the currently very fragmented participants in the complex process of forming the fashion industry and creating fashionable clothes that could compete with a western manufacturer. (Kokoreva, 2001)

6.12. Needs and Customer Behavior Impact of Russian and Finnish Customers

There is a Finnish saying: “Only ugly people need to decorate themselves’, and they follow that in their manner of clothing: it is simple, usually minimalistic, and comfortable. Recently, in addition to that criteria, the conscious production was added.

Finns are loyal to their brands, like Marimekko, and especially prefer to buy the locally produced sportswear, as Finns are very dedicated to the sport and the quality of Finnish production's items.

The problem of necessity of having new clothing is now in the spotlight on the highest levels: in 2019, the first lady of the country came to the Independence ball, which is believed to be one of the most popular events in the country wearing the same dress that she has already worn before. She did that to normalize this for women because that attitude would save money and the environment. (Yle, 2019)

The TNS + radar Research Institute had the study about Finnish womens fashion that has found out that:

- 70% of women are interested in fashion
- 19% of women within the age of 25 to 34 prefer not to attract attention,
- and 18% of women preferred accuracy to fashion,
- 7% of women prefer the classical style, which is always in fashion,
- while only 8% of women wanted to dress up in order to get attention.

Within one of the most favorite brands were loved ones as Minna Parikka and Marimekko, as well as the mass-market ones like Zara and H&M. (inflinland.net, 2014)

One of the main influences of the Finnish manner of living and style that is applicable to everyone -is equality. According to Finnish laws, men and women have the same rights. Women who are married also have the same rights as men. Considering that Finnish women were the first in the world to get the right to vote, that fact explains attitude to clothing too. (infofinland, 2019)

This is an explanation of why Finns are consuming more consciously, do not feel bad about buying clothing in second hands, and care more about recycling.

Features of the "Russian" style repertoire are expressed in concepts and practices related to clothing. It is interesting that the practice of "looking in Russian" is seldom associated with an interview with a national costume. An exception may be wardrobe elements such as Pavilosopad shawls and shawls - according to one of the informants, "unique and exotic here in Finland." These objects act more as a souvenir than as an authentic item. (stat.fi, 2009)

In the case of clothes, the dichotomy “collectivism - individualism” is transformed into the dichotomy “dressing for oneself - dressing for others.” Russians dress “for others,” they “meet by clothes” and are ready to be judged by others according to their appearance; clothing is the subject of discussion, and it is often used to judge the personal characteristics of a person. The “Finnish” style repertoire suggests that the individual dresses primarily “for himself,” “as he (she) wants,” the discussion of clothes are not accepted since this is a personal matter for everyone. (Gurjeva, 2016)

While in a (possible) assessment situation, Russians should demonstrate their “public identity” in most everyday situations while at home, at work, in a store, or a theater. Many anecdotes are connected with the demonstration of the “public personality,” the essence of which is that Russian women even come out to take out the garbage “in full parade.” These anecdotes, of course, based on stereotypes, are confirmed in everyday reality. (Gurjeva, 2016)

Brand matters. Basically, in Russia, all brands are involved. One of the practices of Russian consumption, which is given considerable attention in the interview and which is related to positional things, is the use of genuine leather and furs. In Finland, there is a contradictory attitude towards natural fur. On the one hand, since things from fur are expensive things, they are more often used by Finns in festive situations, “on the way out,” and not for everyday wear. On the other hand, the dominant discourse of ethical consumption in Finland actively criticizes the use of natural fur, and the Finnish society as a whole is characterized by a high degree of awareness and awareness of environmental issues. (Gurjeva, 2016)

Also, the impact of crises in the XXth century had affected these two nations differently: if Finns started to share the baby clothes and wedding gowns during the war times and they are carrying out this tradition still. Russians who lived in a deficit through the last century, cannot deal with overconsumption though they have an open market for the last 30 years, and also, they are squeamish about wearing or buying the used clothes or any items generally.

6.13. Sustainability Perception Impact Between Russian And Finnish Customers

Talking of producing clothes out of sustainable materials, Russians understand it and call it preferably ‘ecological materials.’ The problem with such a perception is that the consumers might have a different understanding of what stands behind that term, but it is generally

divided into two big groups: 1) natural (meaning without synthetic additions, does not matter how it was actually produced) and 2) the understanding wider than the quality of the material, but here understanding might contain different components of sustainable production.

I will provide several examples of the brands that are being called sustainable, having different components of sustainability:

1. The first example is going to be the one that refers to the quality of material = - the store 'Russkij Lyon' that is translated like 'The Russian Linen.' The problem with that case that we cannot be sure where from the material came, where is the production-based, and who is a designer. Nevertheless, they sell it under the Russian brand name and claiming it to be a natural material, meaning made without additions (which might be accurate, but we cannot say the same about dyes used). (Linorusso, n.d.)
2. The second case is the retailing of products sustainably produced out of Russia, like in the case of Uniqlo.
3. The third example is an example of sustainable materials brought from another country-producer, but the fashion items are designed and sold in Russia. Here might be mentioned case of 'Lyoclothes' in Saint Petersburg that also produces its clothes out of linen. The designer makes sure to buy sustainably produced linen from Europe but sews in Russia. Though she does not compensate for the logistics emissions but does certify her products. (Lyoclothes, n.d.)
4. The last but not least example is the studio 'Faktura Tepla' in Moscow, where they sell woolen items. The brand has the full circle of production -they buy the wool in Russia, they spin, weave, knit the wool by hands out of organic materials, and they produce clothing using organic dyes or unpainted wool. (Faktura Tepla, n.d.)

That can hardly be met in Finland, and they choose the word 'sustainable' in the meaning of 'ethically produced' and use the according to branding – in many stores of fashion items you can find a green tag saying 'conscious' or 'organic' but not 'ecological' (like in H&M).

6.14. Experts Validation Of Consumer's Perception

The expert opinion on the placement of sustainability in the Maslow Hierarchy of needs did not differ.

In the text, the 'V' construction goes for the 'researcher' and 'Int' for the 'interviewee.'

For example, they interviewed Emma Halstom :

V: 'So do you believe that like if to look at Maslow's pyramid, I mean, you know, these values, do you think that sustainability is on top. It is not safe. It is like together with self-esteem and charity'.

Interviewee: 'You know, I think that for most people, it is on top until now. It should be on the bottom'.

Emilie Sellberg's answer:

V: 'So if I ask you in the Maslow pyramid, where do you assume sustainability in the session is? Is it like on the level of safety or a level of charity?'

Int: 'I would say green is on the top. But it shouldn't be.'

All four experts whom I have asked about placing the sustainability in the pyramid of needs responded that it is currently on the top, but in their opinion, should be on the bottom.

They also named different reasons that might have caused that.

Emma Halstom believed that most sustainability campaigns in fashion are aimed towards women and that women, in general, think more about the environment.

She also thought that the difference in the perception might have been caused due to the difference in the level of education that the person received, and the higher it is, the more problems of the environment are of the person's concerns.

Emilie Sellberg thought that one of the biggest obstacles was the cost of the change for businesses towards more sustainable business models:

V: 'What do you think is a problem for businesses and customers? Why do you say yet have not switched to just sustainable choices in fashion? Does it feel that the second hand is not a good idea for them? It is not status enough. What would you say is a problem as well?'

Int: 'I think it is because it is so expensive to change your business model. To change the way you work with you are like a large company, and then maybe you just a side effect where it does not work this way.'

Darren Geliester says that the big brands are being pushed now by their consumers to become more transparent, more sustainable, which proves our hypothesis about the bottom-up approach and power of consumer perception of sustainability.

The biggest problem in the industry, in his opinion, though it is how you define sustainability. Some firms are getting troubles by using the term freely and have no substance to back it up. As well is one of the things that there is not enough supply of sustainable materials produced now in order to support the fashion business running. Many problems are also coming as the fashion industry needs lots of materials in general. Therefore, there is a need to change consumer behavior, though it is a whole different topic.

Moona Haapala says that ‘sustainable’ means different things to different people, and it depends on, like, for example, somebody goes vegan and thinks that this is enough, though they use the artificial plastic leather, which is not better. There are some issues that customers usually do not know, like certifications. Another problem is that when people believe if it is written that something is done in Finland, but it actually might not be, and customers do not think to check it and do not have ways either. One more problem is that using the second-hand materials is precepted to be more sustainable when it might not be, and their brand has counted in one specific case whether to use sustainably produced, but new lent or to take the one from the second-hand, and the worn one was not just less sustainable, but also poisonous. Another significant problem is much misinformation.

The reasoning and roots of problems with sustainability perception of customers were named differently, as experts work in different spheres of the same market, but the main one was the education of the customer that should be improved by businesses.

7. DISCUSSION

This mater thesis contributes to the literature by doing a comparative analysis between Russian and Finland in the Fashion industry.

After analysis of the two cases, the results of three surveys, and the four interviews from the experts, in this section, I will have a discussion of the main findings provided.

The main findings suggest three main results:

- 1) the importance of cultural differences influencing sustainable business models;

- 2) the impact of different needs of customers and the influence of customer behavior,
- 3) the impact of different types of sustainable business projects.

7.1. Importance of Cultural Differences to Sustainable Business Models

As was discussed in Chapter 2, the fashion industry is now in the spotlight of the stakeholders of all levels and being asked many questions about transparency and sustainability. That is a small but existing and growing demand, as more and more people are concerned with environmental problems.

The influence of culture on purchasing behavior is often so self-evident that we do not realize its influence. Culture is what surrounds us and is the result of human hands and minds.

Culture is a collection of socially acquired beliefs, attitudes, values, and ways of acting that are shared within a given society. Culture not only influences purchasing and consumption behavior but is also a reflection of it. Knowledge of consumption habits is one of the most important marketing information because the habit describes how it is usually done. The most important for marketing are consumption habits in relation to the acquisition and use of products and their consumption rates. These habits are strong and difficult to interchange. Similarly, it is possible to talk about habits in the field of clothing, and that was one of the reasons why, for example, Finns found it fine to buy clothes from second-hand, and Russians generally do not, as the results of the survey has shown.

The value system expresses belief in something worth personal and social effort. The value system expresses the relative mutual importance of individual values. Examples of cultural values include freedom, comfortable living, education, family safety, exciting life, ambitiousness, decency, peace. Terminal values in consumption behavior represent the objectives that consumers aim to achieve. In the purchasing behavior, it is important to link the terminal, tool value, and properties of the product that satisfies these values.

Cultural values tend to influence broader purchasing practices and may well complement the understanding that consumers choose a particular brand. Cultural values are dynamic, and their ribbons change as a result of changes in society. The marketing strategy must consider whether a particular product complies with a certain cultural value. Like if Finns find forest saint while being 90% Christians, and Russian, while the rate of believers is the same, do not, here might lay the roots of their much less sustainable behavior. (stat.fi, 2009)

Language. Language is a means of communication within a certain culture and participates in its formation. Therefore, when communicating, it is necessary to respect what is said in a certain culture, how it is spoken and written. Different understanding of the word ‘sustainability’ might be caused by its translation and usage in the language, which was partially proved by the results of the survey.

7.2. Impact of Different Needs of Customers and The Influence of Customer Behavior

Recently, there has been an increasing interest in capturing the influence of national cultures in the field of marketing, especially the influence of culture on consumer behavior and communication. Interest is related to globalization, which has now become an inevitable process with all the positive and negative consequences. On the one hand, the world is becoming more homogeneous, and the differences between national markets are blurring, but on the other hand, there are significant differences in the value systems of the population of each country. The topic is also current from the point of view of the creation of communication strategies, as it is a question of whether to standardize them or, conversely, to localize them.

Of course, standardization is supported by an effort to maximize financial savings, while localization is an effort to maximize the effectiveness of advertising. As a result of the survey has shown, the two main reasons for what people who buy fashion items pay attention is the price and own style, and only then the rest, including sustainability.

As far as transition of the fashion industry towards sustainability and sustainable business models is a long and costing process, there is a need to understand what people value in the product the most, and to start paying attention to that, as now expensive but ethically and sustainably produced items can compete neither by price nor by variety.

7.3. Impact of Different Types of Sustainable Business Projects

In this thesis, I have mostly discussed the importance of customer’s behavior, motivations, and needs. That is because our hypothesis was taking roots, first from the managerial ‘bottom-up’ approach, second from the Maslow’s Hierarchy of Needs.

That is a customer who is now the most powerful stakeholder who demands changes from the brands. But that does not mean though that the companies themselves cannot be the moving force and the source of motivation.

As an illustration that I can provide an example of the ‘Spasibo!’ network that was the first charity shop in Russia when it was starting in 2012. (Spasibo!, n.d.) Now in 2020, they are in contact with more than 20 projects that were opened due to the inspiration from the net. Those would include different second-hand, utilization, charity, and sharing economy projects in different spheres. Spasibo follows the social business model archetype, encouraging sufficiency, having many lectures about putting into practice the sharing economy, promoting local artists, as well as educating their customers. They put in a lot of work to build this community as after building their first pilot project they now have 20 others in different spheres in order to advance the cause of reused fashion. They first started out of environmental concerns having done a study that 90% of clothes are thrown and they decided to do something about that.

That is also the tendency in Finland. There are two examples of that: first is that H&M has made other big brands to start investing in their research and development for the new materials, and that is now a loci communes for brands. In addition, the case of Kontti follows the social business model archetypes as a social good, as it is actually a subsidiary of the Red Cross. It is a steward of impoverished nations as the red cross often is. It is not from a perspective of ecological sustainability but rather one of social capital, aiding in the relief aid and clothing of the less well off.

Another one is the ‘Re-Love’ project that was opened as part of the ‘Frida’ vintage store and became that popular, that now it has many departments, and always full of customers. (Relove, n.d.)

Summary: the fashion industry is now at the beginning of the transition process, and that might take several decades until that will be shifted and circled. Fashion, as the industry that mainly depends on the look of the product than anything else, struggles with finding new motivating tools for making customers consume sustainably produced products.

That is also because the current fashion industry's biggest revenue stream is now based on the fact that customers behave unconsciously and not thinking about the environmental impact they are making with that behavior.

There are examples of successful implementation of sustainable business models and customer education by brands in developed countries. Other countries are trying to follow up, but that does not always happen.

In order to implement sustainable development in the fashion industry in the selected country, companies need to pay attention to the cultural differences and realities within what their production exists, and how their customers live, how do they behave, what do they need, in order to form a sustainable yet applicable and competing brand.

This knowledge is also important in the process of creating and communicating the values based on sustainability.

Planetary cultural and civilizational changes associated with the transition from industrial to post-industrial society and from modern to postmodern culture, which modern humanity is experiencing, cover all areas of society. Life-oriented guidelines and criteria of rationality, moral standards, and behavioral standards of the relationship between the individual and the government, the individual and the collective are transformed. The acceleration of the pace of social development is accompanied by a periodic “reappraisal of values,” the transformation of cultural patterns. In this regard, the importance of fashion, as one of the most important modern mechanisms for changing cultural patterns and standards of mass behavior, cannot but increase.

In the framework of the economic approach, fashion is analyzed as a factor in the development of production, a regulator of consumer behavior, and an effective way to expand the sale of goods, the possibilities of the effective fulfillment by the fashion of its economic function in modern societies are considered.

As fashion items are 5% of all purchases around the world, the transition of the fashion industry is one of the most effective steps taken in order to prevent environmental problems.

8. CONCLUSION

Sustainable fashion advocates around the world condemn major fashion industry players for not following sustainable development principles. Claims are also made for the use of “green camouflage” - the unreasonable and unfair use of the concept of stable fashion for marketing purposes.

At the same time, an indisputable fact is that no less large fashion industry companies are trying to implement projects in this direction. For example, Finlayson, a textile company, based on earlier studies showing that vast territories are suffering from an ever-increasing stream of household waste, announced a company to collect old home textiles for further processing. (Be In Open, 2016). This initiative aroused interest among the Finnish public, but, at the same time, entailed the need to develop and implement ways to control its effectiveness the company began to motivate the promotion of the latest products with this initiative because the campaign participant receives a discount for old textiles handed over for processing products.

The difficulties of introducing a sustainable fashion are, in fact, the problems of small local brands that support its philosophy, as some production solutions are hard to scale. Used second-hand materials require much more effort, including financial costs, to serve as a basis for increasing their demand. Besides, there is a problem in organizing a stable supply of such materials, even for a country such as Finland, where the procedure for collecting and processing used materials is highly developed and familiar to the population, not to mention other countries where organizing such a collection can turn into a significant problem.

The foundations of sustainable fashion are also challenging to fulfill, including due to the peculiarities of narrowly targeted consumer demand. For example, a designer will need to follow the principle of waste-free production, but his buyer may prefer fabrics that cannot be identified as recycled. Problems may arise in the consumer's approach to the materials used. For example, polyester is an artificial material, when it is recycled is considered more environmentally friendly than fabric from bio-sources, since, for the production of polyester, there was no need to carry out some agricultural procedures for cultivating the land, growing the source of fabric production, water costs. Nevertheless, for a wide range of potential buyers, polyester is an artificial material and has a high chance of not being selected compared to, for example, cotton or linen.

Also, problems arise since the cost of producing sustainable fashion products is often higher than that of mass-market products. The cost price of stable fashion products is quite high due to the quantitative limitations of the products manufactured, as well as, most often, non-serial, unit production.

Another critical problem is that such outfits, as a rule, are not very diverse - small brands do not have a single chance to present the same palette and variations that large companies give.

Another question is whether the buyer agrees to adhere to the rules of a sustainable fashion. This fact is a huge problem because even though large companies receive funds in marketing campaigns created in this direction, it is quite difficult for small brands to make a profit. Manufacturers make various efforts - they blog on the Internet, talk about sustainable fashion, try to raise consumer awareness, and take part in recycling events such as the Clean Day, which previously gained popularity outside Finland. However, the effectiveness of the efforts is quite low.

The introduction of the principles of sustainable fashion, including, requires additional knowledge and effort on the part of the designer. Following the principles of sustainable development implies that the manufacturer must clearly understand that the materials used, methods of production, and processing must undergo appropriate certification and comply with existing standards. Even in Finland, where, although the buyer is predisposed to think about the space surrounding him, the choice of a reasonable fashion in no way means that any sample of a stable fashion will automatically interest the consumer. In any case, the consumer needs to be interested in a combination of exciting design and competitive value. Besides, Finland, with its 5.5 million people, is a small market sector.

So, the question is still whether sustainable fashion is only a temporary trend, or is it a long-term trend. Since the resources of the planet are limited, people are most likely talking about a long-term turnaround that will determine changes in the fashion industry for many years to come. The discussion about this trend in Russia is just beginning, but there is reason to think that in this area our country is still ahead and the aspects that were reflected in this study will also serve as one of the bricks in the foundation of the foundation that is currently being laid. ” sustainable "thinking in a" sustainable "world.

8.1. Practical Implications

The theoretical significance of the research results is the possibility of it becoming a base for further research in this field.

The practical significance of this work is the possibility of using the results of the study by employees of companies involved in the practical implementation of environmental marketing, as well as for the new brands, big and small, and designers that are creating new collections.

Nevertheless, there is a set of international guidelines and best practice bases that can help companies in identifying the main directions of their development in this direction. For example, the Global Compact practical guide defines a cycle of six elements that will enable organizations to go all the way to creating a sustainable supply chain from scratch.

The proposed elements as a guide to action for creating a sustainable supply chain in relation to the average Russian enterprise. (UN Global Compact, 2015)

The management of the company needs to understand not only the motivating factors for moving to the path of building a sustainable supply chain but also to analyze the external context of the activity, including the approaches of competing companies, the expectations of stakeholders, and the possibility of interaction with them. A comparative approach to competing companies will provide a better understanding of the business benefits of a sustainable supply chain, issues that are relevant to the industry or region, and examples of successful implementation of sustainable development principles in the supply chain.

Many industries have collaborative initiatives with suppliers, such as common codes of conduct, assessment standards, and training. Analyzing other companies will open similar opportunities for cooperation and greatly simplify the process of developing a sustainable supply chain.

It will also be important for management to understand the expectations of stakeholders - stakeholders, including regulators, employees and trade unions, non-governmental organizations (NGOs), experts, and local communities, as well as the suppliers themselves. In addition, it will be necessary to study and consider the opinions of customers and investors whose interests will serve as the main driver of changes in the supply chain management and fashion industry in Russia and in Finland.

A clear vision and goal setting of management will be able to provide a further direction for the development of the industry and will allow a better assessment of the situation and the identification of areas requiring increased attention from management.

Once the vision and intentions of the company's management to create a sustainable supply chain are established (and preferably formalized), expectations must be communicated, and specific standards set for suppliers and employees. At a minimum, the requirement for compliance with laws and measures to prevent adverse environmental and social impacts should be declared. A more advanced measure would be the adoption of a set of requirements for supply chain behavior that establishes uniform rules for procurement professionals, suppliers, and other interested parties.

In developing such a set of rules, it will be necessary to consider the requirements of some international standards, the provisions of which should be recorded in it, as well as clarify and consolidate issues relating to the supply chain. Employees of the procurement service need to familiarize themselves with these requirements, as well as to convey the main provisions to the suppliers and explain how the company intends to build relationships with them.

The next step is to determine the range of suppliers with whom the company plans long-term cooperation in this area, since it is usually tough to cover the entire supply chain, given its size and the necessary resources. The best solution, in this case, is targeting key suppliers, which often include those from whom the company makes direct purchases or which account for a significant proportion of costs, as well as those whose products are critical for core activities. Besides, companies in the supply chain may have specific high-risk problem areas that require immediate attention. It is necessary to determine the range of suppliers in order to decide which of the suppliers and to what extent the company will interact.

8.2. Limitations

I did not have interviews with Finns however as due to a lack of ability to speak their language, I was not able to get a large enough amount of responses, so instead a Finnish questionnaire was made to get a large pool of answers in order to gain a proper cross-section of the population instead of an English questionnaire or interview which would likely have a significant bias based on the selection bias inherent in finding people who were both fluent in English and willing to talk about sustainability to a stranger.

Another limitation is that in the case of Russian customers, there was less personal data such as gender and age, that did not allow to collect and make more divided conclusions.

As the method used by me was a questioner in order to reach more people in both languages, I can conclude that quite a bit part of them were Internet users that excludes the older generation as big enough representative group to make conclusions on.

Also, my observations in Russia were located in mostly central regions, as they were in my reach, which is Moscow and Saint Petersburg, that leaves out the rest of the country and behavior of fashion items' consumer of the more significant part of the population untouched.

The same can be applied talking about Finland, where I was only able to observe brands and customer behavior in Lappeenranta and Helsinki, as my thesis was not financially supported to have more opportunity to travel around the country.

One more limitation comes in the perception questionnaire as respondents might have understood the sustainability differently due to the language barrier, world view, education, etc., but this is acceptable in the case of this study as this is exactly what wanted to be gotten as a result -different understanding of the term.

Another limitation is that we cannot verify the truthfulness of the responses because even in anonymous response, people tend to try to seem better, but that is a human factor we have to deal with.

8.3. Future Research

There are plenty of possibilities for future research on this topic as the theme of sustainability is now in the spotlight. Now when the fashion industry was publicly accused of pollution and not ethical behavior both towards the environment, employees, and consumers, stakeholders of all levels demand brands to become more transparent and sustainable.

The shareholders demand from companies more detailed reports, including sustainability reports, as that is now one of the most defining factors for investigations to future – brands that are going to be successful in the future are those that are going to be sustainable, as their customers ask for more transparency already now.

There is plenty of research that can be done in the field of sustainability for the fashion industry, starting by segmentation of customers by gender, age, specific geographical locations, income, and education, as well as by the segments of the market divided by categories, price, and items.

The opportunity is also to study the transformation and adoption of the specific sustainable business model and how it is being implemented by different brands.

As for recommendations for future research, I can offer to take interviews from the local consumers and experts.

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APPENDICES

APPENDIX 1: Questions and results for sustainability survey

Table 2 Questions and results for sustainability survey

Question	Answer Options	FIN	%FIN	%RU	Rus
Age	1-12	0	0.0%	0.0%	0
	13-17	0	0.0%	0.0%	0
	18-20	1	4.3%	5.3%	1
	21-25	9	39.1%	36.8%	7
	26-35	6	26.1%	26.3%	5
	36-45	2	8.7%	15.8%	3
	46-55	2	8.7%	15.8%	3
	56+	2	4.3%	0.0%	0
Gender	Male	14	60.9%	47.4	9
	Female	9	39.1%	52.6%	10
Where do you personally feel sustainability fits on Maslow's hierarchy of needs?	Self-Actualization	3	13.0%	26.3%	5
	Esteem	3	13.0%	10.5%	2
	Belongingness and Love	2	8.7%	10.5%	2
	Safety	12	52.2%	10.5%	5
	Physiological Needs	3	13.0%	21.1%	4
	I don't know	1	4.3%	0.0%	0
Does sustainability pay a role in your purchasing decisions?	Yes, definitely!	4	17.4%	26.3%	5
	Sometimes	14	60.9%	47.4%	9
	I try, but I can rarely put it to practice	4	17.4%	26.3%	3
	Never	1	4.3%	10.5%	2
In which decisions is sustainability a major consideration for	When purchasing clothes	9	39.1%	21.1%	4
	When purchasing Groceries	13	56.5%	26.3%	5
	When deciding where to live	5	21.7%	47.4%	9
	When travelling	5	21.7%	47.4%	9
	When voting	11	47.8%	15.8%	3

you? (multiple choice)	Sustainability is not a major consideration	1	4.3%	0.0%	0
	I try to consider it but rarely act based on it	6	26.1%	31.6%	6
What do you do to be more sustainable	Buy used clothing	8	34.8%	10.5%	2
	Repair clothing instead of throwing it away	11	39.1%	31.6%	7
	Cycle instead of driving	9	65.2%	36.8%	6
	Recycle	15	65.2%	36.8%	7
	Buy local food	17	73.9%	21.1%	4
	Keep your home at a lower temperature (or higher if you are actively cooling it)	12	52.2%	15.8%	3
	Invest in carbon offsetting	0	0.0%	5.3%	1
	Eat vegetarian food at least once a week	7	30.4%	10.5%	2
	Bring your own bags to the supermarket	15	65.2%	42.1%	8

23 Finnish people responded, and 19 Russians, for a total of 42 responses

APPENDIX 2: Questions and results for Finnish survey

Table 3 Questions and results for Finnish survey

Question	Answer Options
Kuinka vanha olet? (What is your age)	0-14
	15-18
	18-25
	26-35
	36-45
	46-55
	55+
Mikä on sinun sukupuolesi	Mies (Male)

(What is your Gender)	Nainen (Female)
Mitä teet vanhojen/ kuluneiden asioiden kanssa	Lahjoitan ne hyväntekeväisyyten tai myyn kirpputorilla Donate them to charity or sell them at a flea market
(What do you do with old/worn out items)	Annan ne vaatekaupalle kierrätykseen (Give them to clothes retailers for recycling)
	Heitän ne roskiin (Throw them in the trash)
	Other
Mitä ajattelet eri firmojen ekologisista kampanjoista (kierrätetyistä materiaaleista, kierrätyskeräyksistä, lupauksista olla käyttämättä turkista tai nahkaa)	En ajattele sitä (Don't think about it)
(What do you think of companies ecological campaigns (Recycled materials, recycling drives, promises to not use fur or leather))	Ajattelen että se on vain toinen markkinointi kikka (think it's just another marketing trick)
	Minä kannustan niitä firmoja ja uskon että ne auttavat luontoa (I encourage those companies and believe they save nature)
	Other
Moni firma tuottaa erillisiä ekologistia kokoelmia kierrätetyistä tai luomu materiaaleja. Ajatteletko näitä kun teet ostopäätöksen?	Kyllä, se on tärkeä minulle ja aina katson kankaan koostumuksen (Yes, it's important to me and I always look at the composition of the fabric)
(Many companies have separate ecological collections made out of recycled or organic materials. Do you think of these when making purchasing decisions?)	Tämä ei ole tärkein asia minulle mutta ajattelen (It's not the most important thing but I do think about it)
	En ikinä katso kankaan koostumusta (I don't ever look at the fabric materials)
	Other
Kuinka usein ostat turhia asioita alennuksista	Koko ajan, en voi jättää väliin alennusta (All the time, I can't miss a sale)

(How often do you buy useless items on sale)	Harvoin, vaan jos tykkään tuotteesta (Rarely, only if I like the products)
	En ikinä, ostan vain asioita jota tarvitsen (Never, I only buy what I need)
	Other
Mitkä ovat tärkeimmät kriteeriat kun valitsette vaatteita (valitse yksi tai enemmän vaihtoehto) (What are the most important criteria when you choose clothes (Choose one or more options))	Muodin trendit (Fashion trends)
	Vaikuttajien mielipiteet (Influencer opinions)
	Oma tyyli (Own style)
	Hinta (Price)
	Laatu (Quality)
	Materiaali (Material)
	Kestävyys (Durability)
	Vastuullisesti tuotettu (Responsibly produced)
Other	
Mitä sinä uskot että "ympäristöystävällisesti tuotettu" vaatetus tarkoittaa (valitse yksi tai enemmän vaihtoehto) (What do you believe "Sustainably Produced) clothing means (Choose 1 or more option)	Omalaatuinen tyyli (Unique Style)
	Laatu (Quality)
	Kestävyys (Durability)
	Vastuullinen palkkaus (Responsible pay)

	Ei ole tuotettu hikipajassa (Not produced in a sweatshop)
	Paikallisesti valmistettu (Local Production)
	Luonnolliset materiaalit (Natural Materials)
	Luontoystävällisesti tuotettu (Eco friendly production)
	Tehty uusiokäytetyistä materiaaleista (Made from recycled materials)
	Ei tuota harmia eläimille (Doesn't cause harm to animals)
	Vegaani (Vegan)
	Other
Mitä mieltä olet antiikkiliikkeiden ja käytettyjen tavaroiden liikkeistä? (What do you think of antique and used item stores?)	Positiivinen, ostan vaatteita koska ne ovat ympäristöystävällisempiä (Positive, I buy clothes there because they are more sustainable)
	Positiivinen, ostan vaatteita sieltä koska ne ovat halpoja (Positive, I buy clothes there because they are cheap)
	Positiivinen, joka asia ansaitsee toisen elämän mutta en osta sieltä mitään (Positive, I think every item deserves a second chance, but I do not buy anything from them)
	Negatiivinen, en ikinä ostaisi jotain jota joku piti yllään ennen minua (Negative, I would never buy something someone else had on before me)
	Other

APPENDIX 3: Interview 1.

Violetta [00:00:00] People, nonbelievers, in climate change and like.

Interviewee [00:00:05] Not like you say like a tiny little bit like that; we are very targeting groups, especially, we are more targeting people that are sustainability conscious. Yeah, maybe because I think a much lower fruit to play them, and we have a product that is quite pricey. So you have to like to have the want to pay for it. Moreover, this is the inability of parties like [unintelligible] or why it is pricey because it is like, oh yeah.

Violetta [00:00:45] Of course, that is like the meaning, so you are paying for the quality, and when you say, sustainable, do you mean the materials or the process, or the value chain.

Interviewee [00:00:54] I mean, all parts pretty much. We have excellent materials and maybe a 100 percent wool. That is Ecotex certified. So no chemicals are harmful to you and so on. Moreover, everyone in the chain has right [unintelligible] Yeah, everyone in the industry is happy and rightly so.

Violetta [00:01:34] And the wool production is in

Interviewee [00:01:35] The wool production is in the Netherlands, and heat production is in Germany. And then the whole thing is put together in this Sweden in Visby where we live.

Violetta [00:01:54] I see.

Interviewee [00:01:54] So now we think of, like at first were thinking could we glue this together in some way or something like that. Still, we chose to sew it together instead because it's better for the environment.

Violetta [00:02:10] And do you recycle your own clothes? Do you gather its afterlife?

Interviewee [00:02:14] We don't do that yet. It's the product is like. To say it's registered we have to pay like electricity, tax for it to be recycled. We'll look into that. We're such an early stage. So we're looking at like, how can we make it circular and reuse it or like maybe second-hand market, and so on.

Violetta [00:02:47] Have you been thinking of upscaling or down styling the product up. Like, have you been thinking of using it once again? Like making threads out of that, or just design it like out several sweaters to create one.

Interviewee [00:03:05] Yeah. We want to do that. We don't know how yet.

Violetta [00:03:09] I recently have seen an adorable sweater by Swedish designer, and she made it out of twelve different shirts.

Interviewee [00:03:16] Yeah, that's really.

Violetta [00:03:17] Someone real also closes Finnish. But like the very Nordic design. Are you supported by governments somehow?

Interviewee [00:03:25] Yeah, we are we have government-funded industry companies investing in us. We also have a government fund, the loans and government fund the incubator that we're working closely with

Violetta [00:03:48] So you won some sort of like a contest to get it?

Interviewee [00:03:54] Not contest, but we have to go through like a process.

Violetta [00:04:01] How many people do you have in your team working.

Interviewee [00:04:05] Full time just us

Violetta [00:04:07] I see.

Interviewee [00:04:08] Then we have like consultants, like an industrial designer that is a consultant. Yeah, whenever we need help, we take people somewhere, and we're in really early stages.

Interviewee#2 [00:04:23] We only have one product so far, and it was launched in February.

Violetta [00:04:27] So it's really new, and you have a website where I can reach you somehow. Because I am like soon to graduate, I will need a dress. Thank you, like my thesis is almost like ready. So if you are interested in the results that I'm getting here, like going into a Finnish market, maybe, it's like really easy now. Some engaged in there. I don't know yet about Sweden of, but they should be, I guess.

Interviewee [00:04:56] Yeah.

Violetta [00:04:56] Would you say that there like there is some gender gap you know, women are more interested than men in sustainability clothes or not.

Interviewee [00:05:06] I think so. I think so. And it could be that we are mostly targeting women. So like that, we have been female-focused until now. And as that might be part of it. But I also think that women are more likely to think about the climate. I guess that's more like mine, I guess.

Interviewee#2 [00:05:35] Yeah. Yeah, but I believe maybe educational level and income level. It matters the job when it comes to being.

Violetta [00:05:45] so do you believe that like if to look at Maslow's pyramid, I mean, you know, these values, do you think that sustainability is on top. It's not safe. It's like together with self-esteem and charity.

Interviewee [00:05:57] You know, I think that for most people, it's on top until now. It should be on the bottom because it's like.

Violetta [00:06:04] I think that too, but it is the core of my work that I know I did the research where people place sustainability. Like first of all, the problem was that when people hear sustainability in closes, there are two understandings, they're thinking, it's eco.

Interviewee [00:06:18] Yeah.

Violetta [00:06:18] And like eco like a natural that has nothing to do with sustainability. That confuses, and then we can't see ten years in advance risks like it's hard to talk for the human brain. And also, people do not react to scary pictures anymore now smart.

Interviewee [00:06:36] looks at the cigarette packages.

Violetta [00:06:39] Yeah, they are collecting these pictures.

Interviewee [00:06:40] Yeah, I know.

Violetta [00:06:43] But like, when did you start to get interested in sustainable clothing yourself? you were getting from the secondhand stores before or sewing it yourself

Interviewee [00:06:55] I'm hoping that it's soon, unfortunately, a lot. Yes, I buy a lot of the second hand. But I don't think it was in the first place to make things sustainable. I think maybe you find the company again. The other thing, along with getting useful for a lot, finding one piece is like that.

Violetta [00:07:22] Yeah, it was the same story with me, and I started to get interested and said, just as I got the topic for the dissertation pretty much.

Interviewee [00:07:29] Yeah. And I think the makes been a lot of similar processes we're building this company to start off with okay. I need a product. And then, when coming up with that product, I added like the emotions, and it has to be sustainable. Somewhere there, I got more like. Yeah, I got my eyes open because.

Violetta [00:08:04] There is going to be significant sustainability of fashion, this big not exhibition, but sort of conference. In if I'm not mistaken, Denmark in may, Are you thinking of participating in there?

Interviewee [00:08:16] We haven't planned that far. Sorry, that might be interesting.

Violetta [00:08:23] Yeah. Like, I'm also thinking of that, but that will be a bit hard for me because I'm a business person. I can't sew. I really like fashion, but like the only things that I would be able to do is to see how to do it better and make it less costly and more sustainable.

Interviewee [00:08:43] Yeah.

Violetta [00:08:43] But to put my head into the design and to draw something I wouldn't be in able but to.

Interviewee [00:08:50] No, but I mean, I mean, it was all the practices. I mean we're not fashion designers Kimi's a graphic designer, and I'm a marketing person Business development and marketing. So really that's our job in the companies. And we have, we take like fashion designers who work with us for the dresses, the founder is a fashion designer but, and we are doing our parts, so we're co-founders. So we don't have to like to find. I mean, we will continue in the future we'll need someone like you that has sustainability, like really.

Violetta [00:09:33] Expertise, I guess.

Interviewee [00:09:33] Yeah

Violetta [00:09:34], but yeah, I'd be happy to help because I really think that it's so hard for me to hear that our university is one of the greenest ones in Finland. We have a whole green campus, and people don't care.

Interviewee [00:09:50] No

Violetta [00:09:50] Every day and it is important enough for me to do it even on a volunteer basis. So I have been talking about it. Proving the ideas. It's like I really like the dress.

Interviewee [00:10:03] Yeah, I recently because this site is for the youth environment. Or you can write it on.

APPENDIX 4: Results of sustainability survey (Charts)

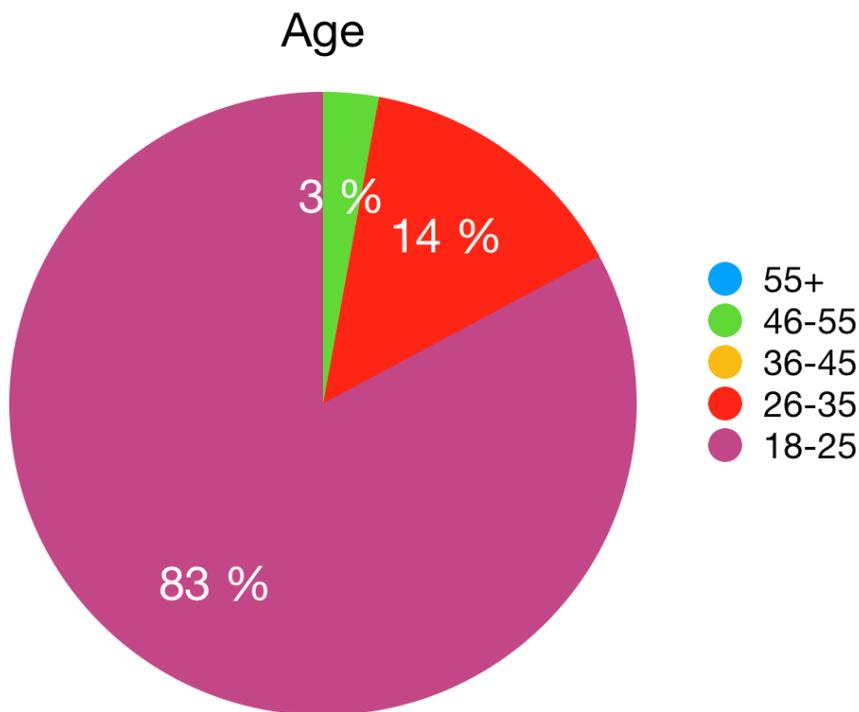


Figure 13 Age of respondents in first questionnaire

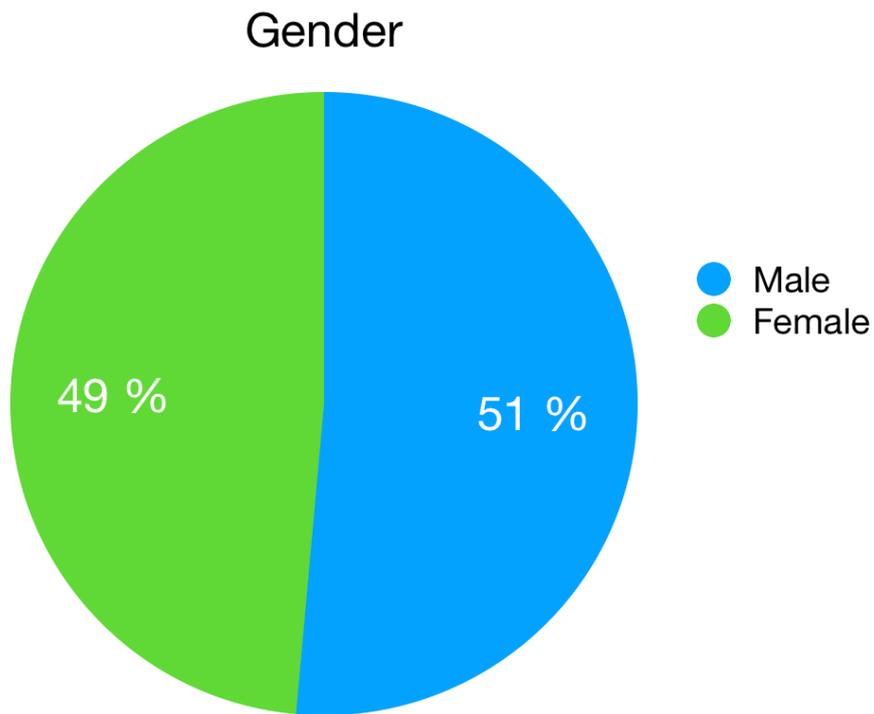


Figure 14 Gender of respondents to first questionnaire

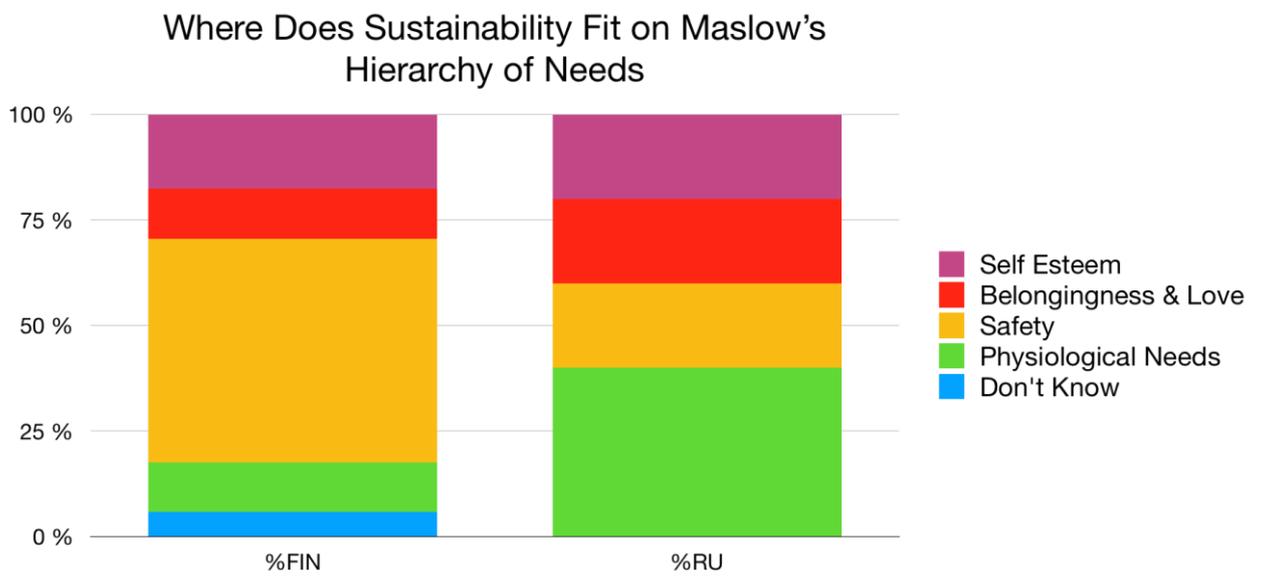


Figure 15 Where sustainability fit on Maslow's hierarchy of needs by country

APPENDIX 5: Results of Finnish survey (Charts)

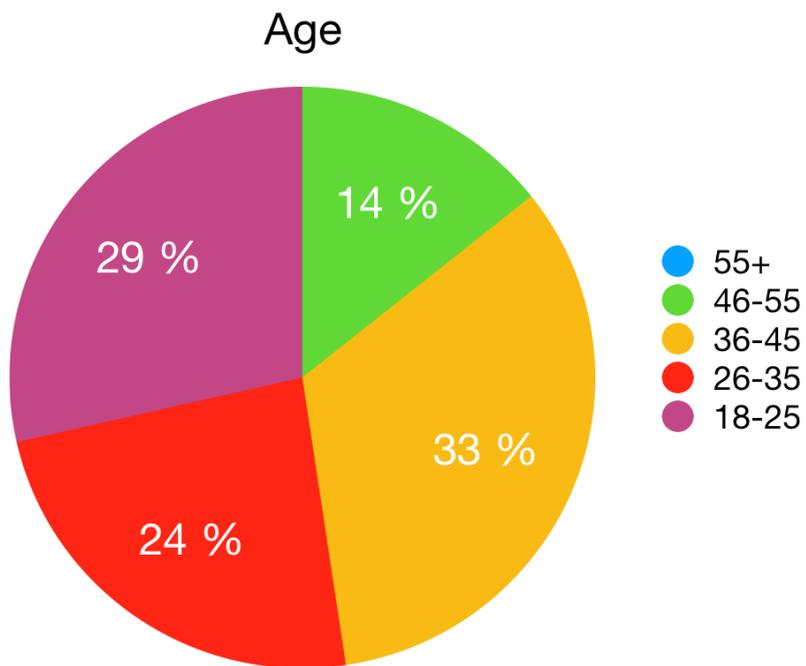


Figure 16 Age of participants in second study

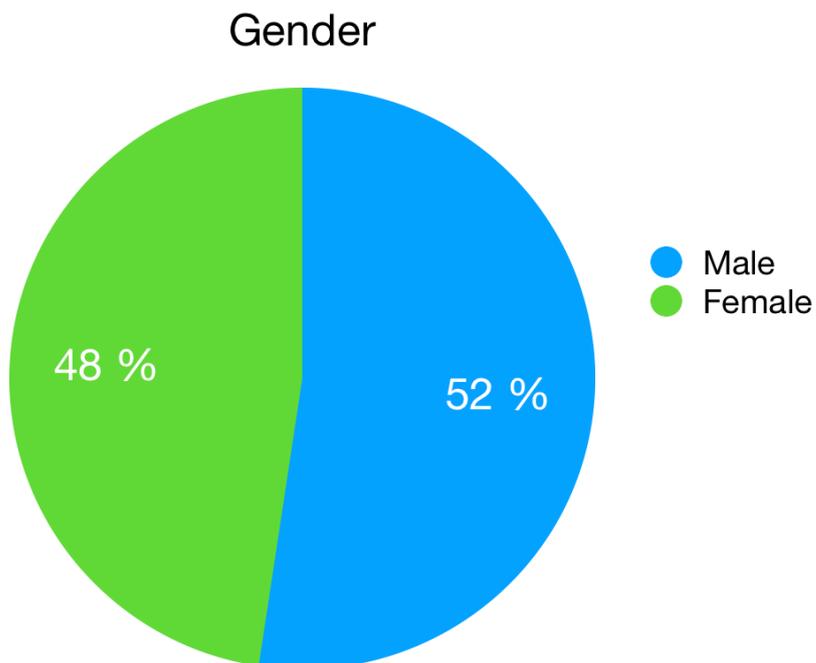


Figure 17 Gender of participants in second study

What do they do with old/ worn out items

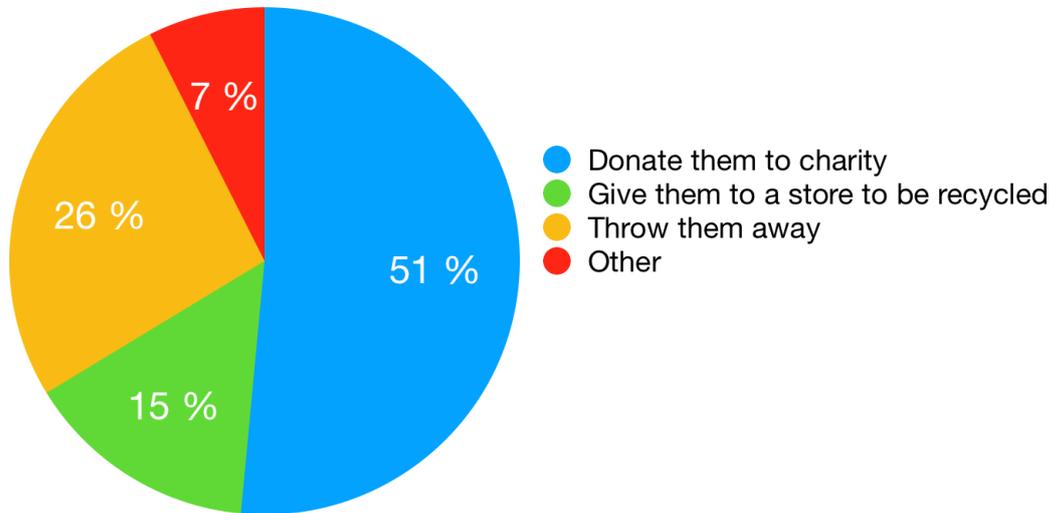


Figure 18 What respondents do with old/ worn out items

What they think of corporate ecological campaigns

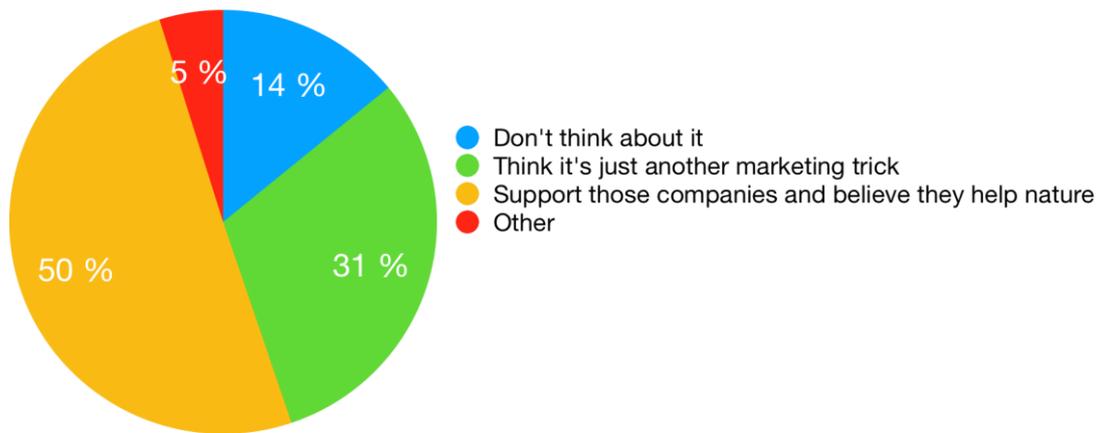


Figure 19 What respondents think of corporate ecological campaigns

Do they think about ecological materials while making purchases

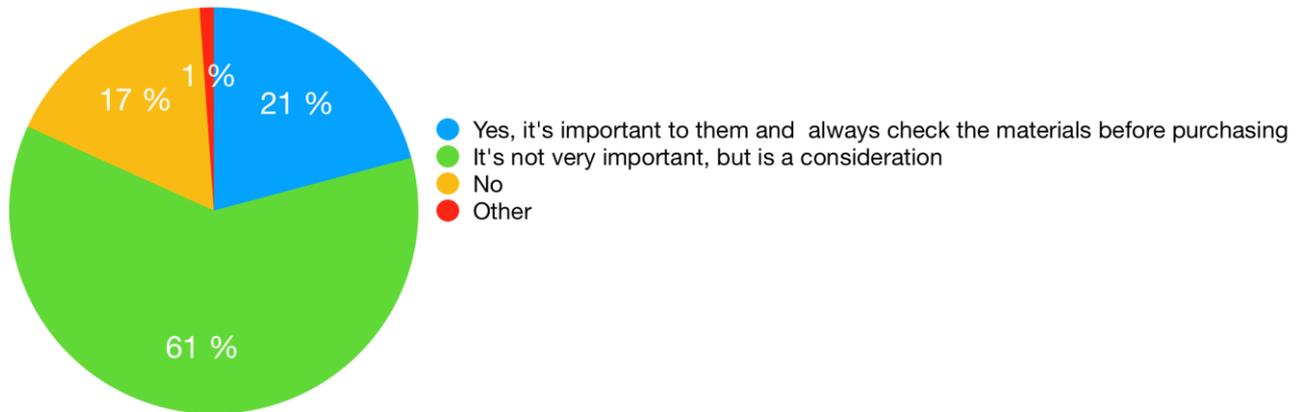


Figure 20 Whether respondents think about ecological materials while purchasing

How often they buy useless stuff at sales

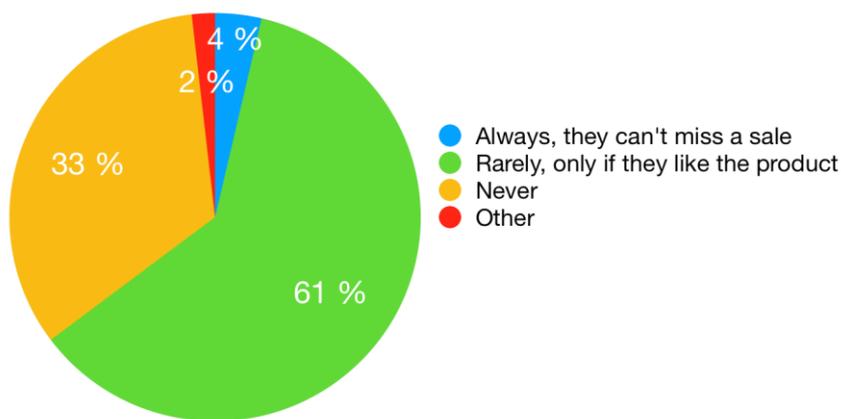


Figure 21 How often respondents buy useless stuff at sales

What are the most important criteria when choosing clothes

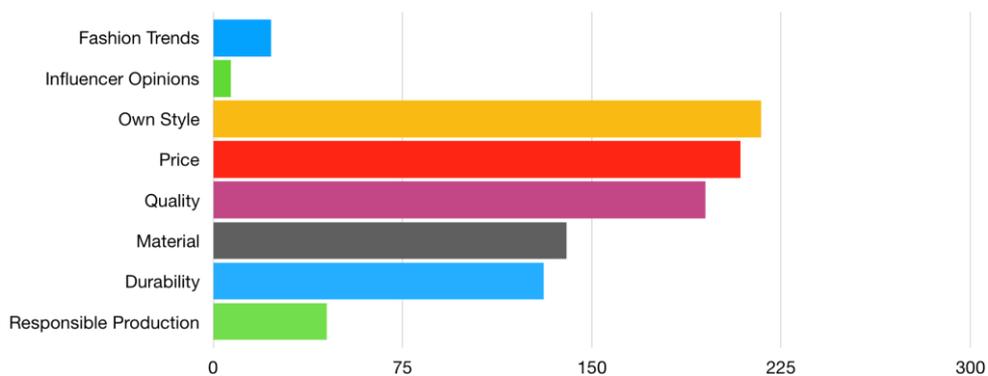


Figure 22 Which criteria are important for respondents when choosing clothes

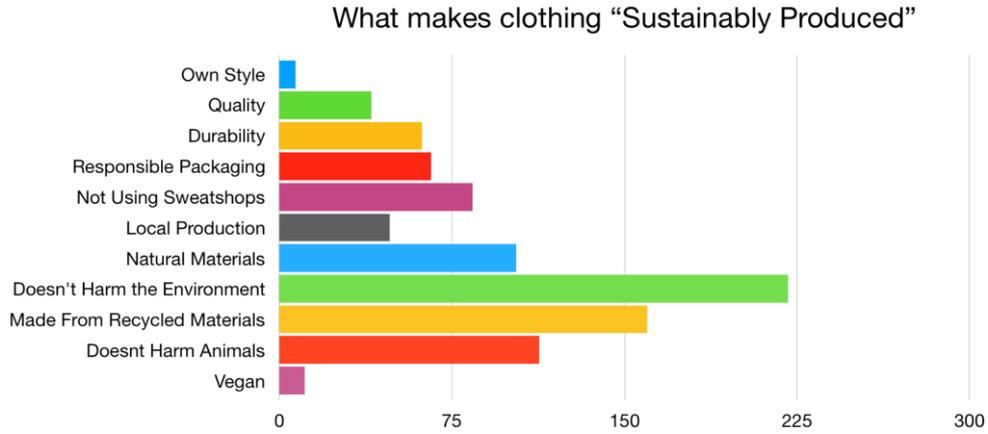


Figure 23 What respondents feel makes a piece of clothing sustainably produced

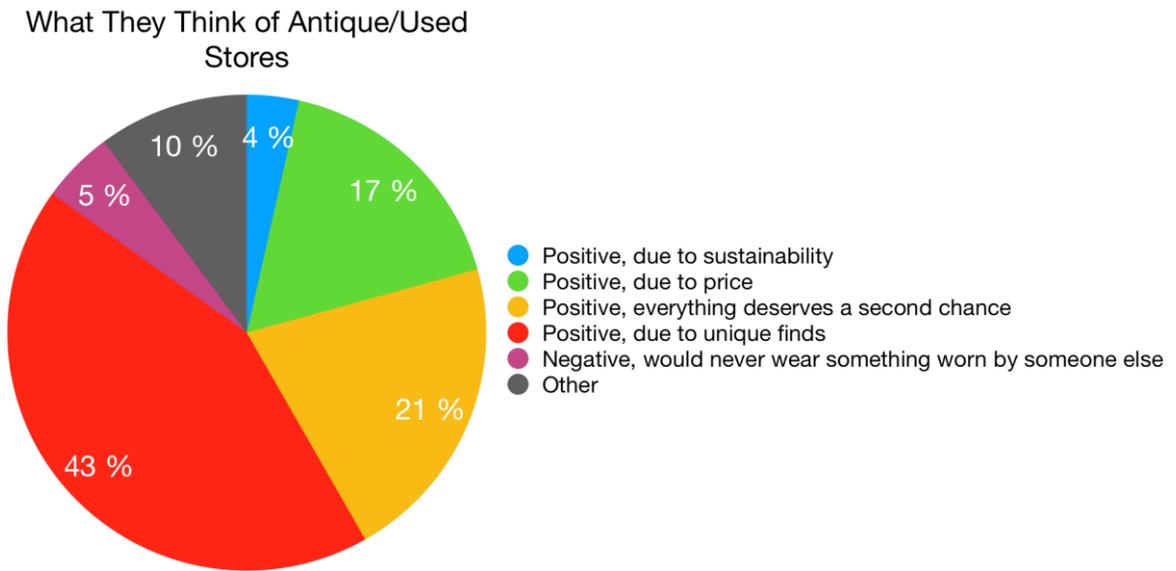


Figure 24 What respondents think of antique/used stores