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Promoting Sustainable Fashion through Consumer Engagement and Cultural Heritage: A Case Study of Circular Economy Initiatives in the Iranian Textile Industry

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Abstract

This study explores three key initiatives aimed at promoting sustainable consumption in the textile industry by leveraging consumer engagement, fabric waste reduction, and cultural heritage integration. The first initiative examines Komda, a platform for second-hand clothing resale, where consumers buy and sell pre-owned clothing directly among themselves, encouraging circular fashion and reducing waste. Although Komda is a separate initiative not conducted by the authors, it serves as an example of a successful platform in the circular fashion movement. The second initiative involved a textile manufacturing company distributing fabric waste free of charge to individuals with sewing skills, enabling them to create new products like hair ties and lingerie at home. Additionally, the company provided a sales space for these handmade products in its stores, empowering local entrepreneurs and further promoting circularity. The third initiative consisted of hosting events for the company's customer club, where customers were taught basic clothing repair techniques, allowing them to extend the life of their garments. A survey conducted as part of the study revealed that consumers were more likely to engage with products featuring designs connected to the country's cultural and artistic heritage. Notably, 70% of respondents reported that incorporating traditional designs and learning garment repairs at home led them to buy fewer clothes. These findings demonstrate the potential of combining cultural identity with sustainable practices to reduce fast-fashion consumption while fostering long-term consumer attachment. The results suggest that such initiatives can effectively promote sustainability within the fashion industry, highlighting the importance of consumer education and engagement in creating lasting change.

Keywords: circular fashion, fabric waste, clothing repair, consumer engagement, sustainable design, textile entrepreneurship