

Threading Unity Throughout ITAA: A Collaboration of Fashion Academics Across Content

*Threading Unity: Apparel, Marketing, Beauty and Interior Design within the Fashion Industry*

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Sustainability has been an academic research topic of late that impacts more than just the fashion industry for apparel. Besides the apparel industry, marketing, beauty, and interior design are aware of the promise of sustainability for both the environment and consumers. Sustainability reduces its environmental impacts of pollutants such as carbon footprints and unsold inventory, protecting workers who create garments, and animal welfare (Biela-Weyenberg, 2023) which can impact the supply chain. “The United Nations established the UN Alliance for Sustainable Fashion in 2019 to hold fashion brands to a higher standard to create environmentally friendly apparel” (2023, p.1). Through modern brand image marketing, luxury brands aim to raise the visibility of their practices targeting the reduction of their environmental impact while promoting social responsibility and cultivating ethical business practices. This is evident through Prada’s 2023 “Re-Nylon” campaign and product line; The ad campaign features celebrities Emma Watson and Benedict Cumberbatch while highlighting the Prada Group’s partnership with UNESCO for ocean preservation and the development of econyl, “a regenerated nylon yard that can be ceaselessly recycled to produce material of the same high quality” (*Prada Re-Nylon: 2024*). In addition, the “Sustainable Fashion Revolution” ad campaign, launched in 2024 by Stella McCartney used model, Cara Delevingne at the Veolia Recycling Factory in South London. The visual campaign was aimed at highlighting fashion waste while showcasing the brand’s hero item, the Falabella bag crafted from recycled materials (Xmag, 2024).

With the current trend in health and wellness in the beauty industry and beyond, beauty brands around the world are under increased pressure to list ingredients and provide supply chain information. Sustainability is one area worth addressing in the beauty industry as illustrated by the global focus on “clean beauty” – from both consumers and brands (Hudson, 2023). European countries are far ahead of the United States when it comes to clean beauty – as reflected in the number of harmful chemicals banned from European beauty products and other relevant regulations. According to the FDA - except for color additives, cosmetics may contain any ingredient, if it does not cause the product to be unsafe, adulterated, or misbranded in any way. The FDA has banned only 11 additives in our cosmetic products and there hasn't been any significant change to American cosmetic regulation since 1938 (FDA, 2022). Europe, for instance, has banned more than 1,300 chemical ingredients from use in cosmetics — parabens, triclosan, formaldehyde, talc, coal tar,

and more — and most clean beauty brands note they at least adhere to these standards (Millman, 2019).

There is a growing demand from consumers to increase sustainability in apparel, marketing, beauty, and interior design. The challenges within each of the industries mean utilizing several paths, one of which is primarily sourcing sustainable raw materials to create new items or refashioning of older goods and materials into revived offerings. The latter is the most sustainable as no new raw materials need to be used to create a demand. One must follow the fashion trend cycle to reintroduce the products. The cyclical nature of design is inherited in the fashion, marketing, and interior design industries (Brannon & Divita, 2015). The industries are closely related in creating emerging trends to introduce and influence the consumer. The relationship among these industries means they feed off each other in terms of color trends, pattern, and shape. For example, The Pantone Color Institute studies color trends throughout the year to decide on the next Pantone Color of the Year. They consider all aspects of society: fashion, decor, marketing, social media, and even the geopolitical environment. Demand for sustainability among Millennials and Gen Z means industries will have to adapt to change within their business model to reduce waste and strengthen efforts to recycle and build sustainable practices. Cross-pollination among industries will need teamwork consisting of dynamic, adaptive, and interdependent actions by two or more individuals moving toward common objectives (Salas et al. 2015) of sustainability.

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