

GLOBAL TRENDS IN SUSTAINABLE FASHION: A SHORT REVIEW OF CIRCULAR ECONOMY PRACTICES ACROSS THE INDUSTRY

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Abstract: The fashion industry is a major economic sector, but also one of the largest global polluters. Circular economy provides a sustainable alternative to the traditional linear model by optimizing resource use and thus reducing waste. Implementing circularity in fashion involves the use of durable materials, the promotion of second-hand clothing, fiber recycling, and the development of repairable products, thereby contributing both to environmental protection and to the creation of new economic opportunities. Major obstacles include supply chain structures, the dependency on fast fashion and consumer behaviour. In this context, public policies, regulations and consumer education become essential tools for accelerating transition. Circular economy not only reduces the ecological impact of the industry but also offers economic advantages through cost reduction, business model innovation, and strengthened competitiveness. Through collaboration among companies, consumers and authorities, the fashion industry can become an example of sustainable development, demonstrating that profitability and socio-ecological responsibility can coexist.

Key words: circular economy; fast fashion; supply chain; materials; upcycling

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