

TOURISM POLICIES AND FASHION, ART AND FOOD INDUSTRIES

Transition in the fashion industry

Lecture 25

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Learning Objectives

- ✓ Fashion industry in transition
- ✓ A systems analysis of global fashion
- ✓ Dynamics in the fashion transition
- ✓ Fashion as a force for good
- ✓ Fostering the transition towards good fashion
- ✓ CE and the role of advocacy

Introduction

- The fashion industry is the third biggest manufacturing industry (after automotive and electronics), generates over 1.5 trillion euros annually and employs an estimated 60 million people worldwide and represents a significant economic force and a substantial driver of global GDP.
- A big increase in online sales is expected in the future with respect to total sales; this trend particularly affects the fashion luxury segment, which is expected to represent about 13% of the total fashion market in 2020.
- Consumer behaviour and preferences continue to evolve rapidly with a greater attention to sustainability.

Fashion industry in transition

Approach:

1. The **MPL** for a better understanding of the interactions between different levels of analysis;
2. The **'X-curve' of transition dynamics** allowing for more specific and targeted interventions;
3. The **back-casting transition pathways** to envision narrative pathways towards an alternative future;
4. The **actor analysis** for the understanding of relevant actors and how they could advocate the transition.

The current global fashion system



Figure 1: The landscape, regime and niches of the current fashion system

A systems analysis of global fashion

The dominant **regime** can be broken down into three elements:

- **Culture:** the way we dress and where we shop both signify and shape personal and group identity.
- **Structure:** mature production technologies and infrastructures mainly based on a linear production and consumption process.
- **Practices:** production depends heavily on the intense use of non-renewable resources.

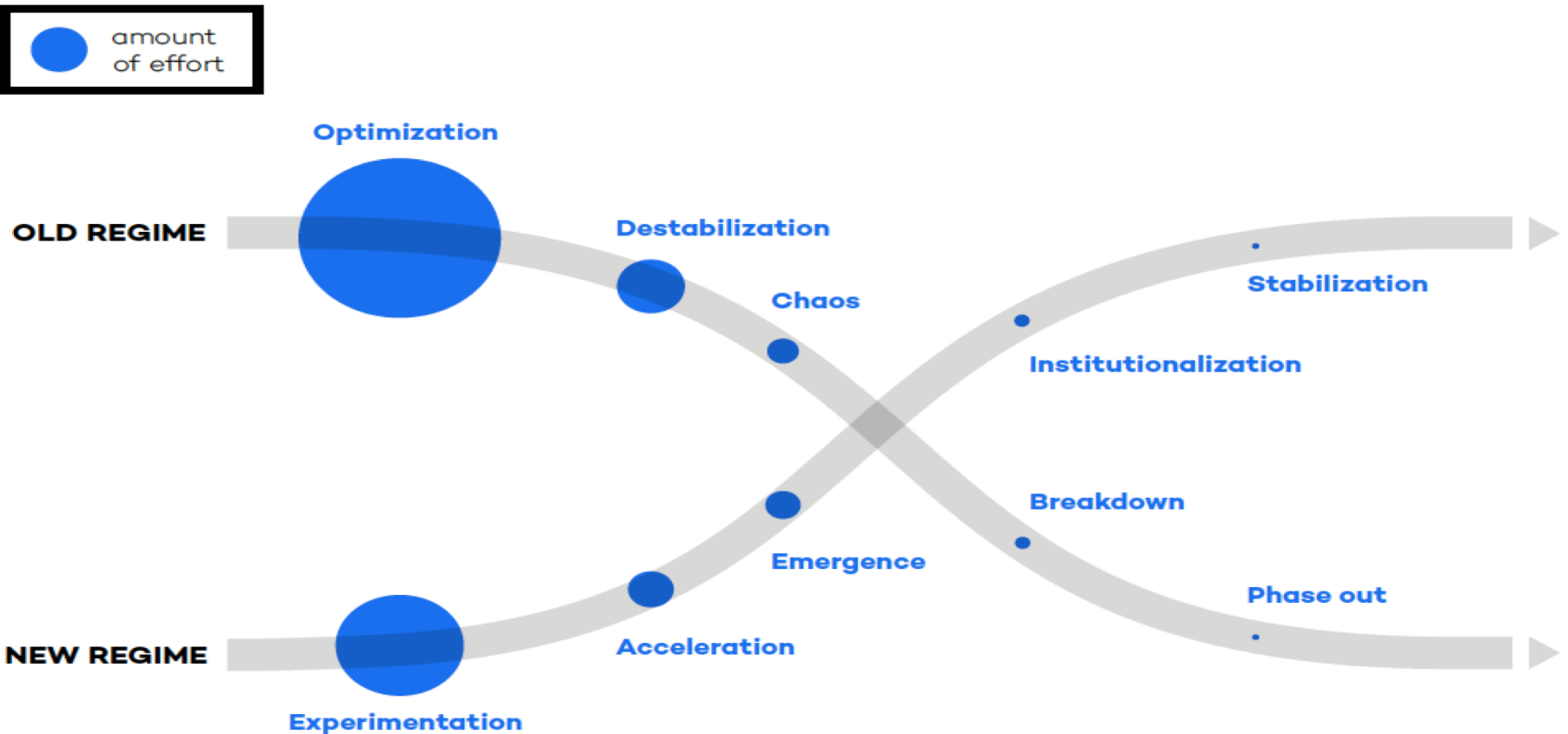
The **landscape** is characterized mainly by trends (e.g. population growth, global wealth, etc.) government regulations to minimize the emissions of greenhouse gasses.

The **niche** is represented by current initiatives that experiment with new and/or alternative ways of doing, thinking and organizing the fashion industry.

PAUSE

Dynamics in the fashion transition

Snapshot transition dynamics



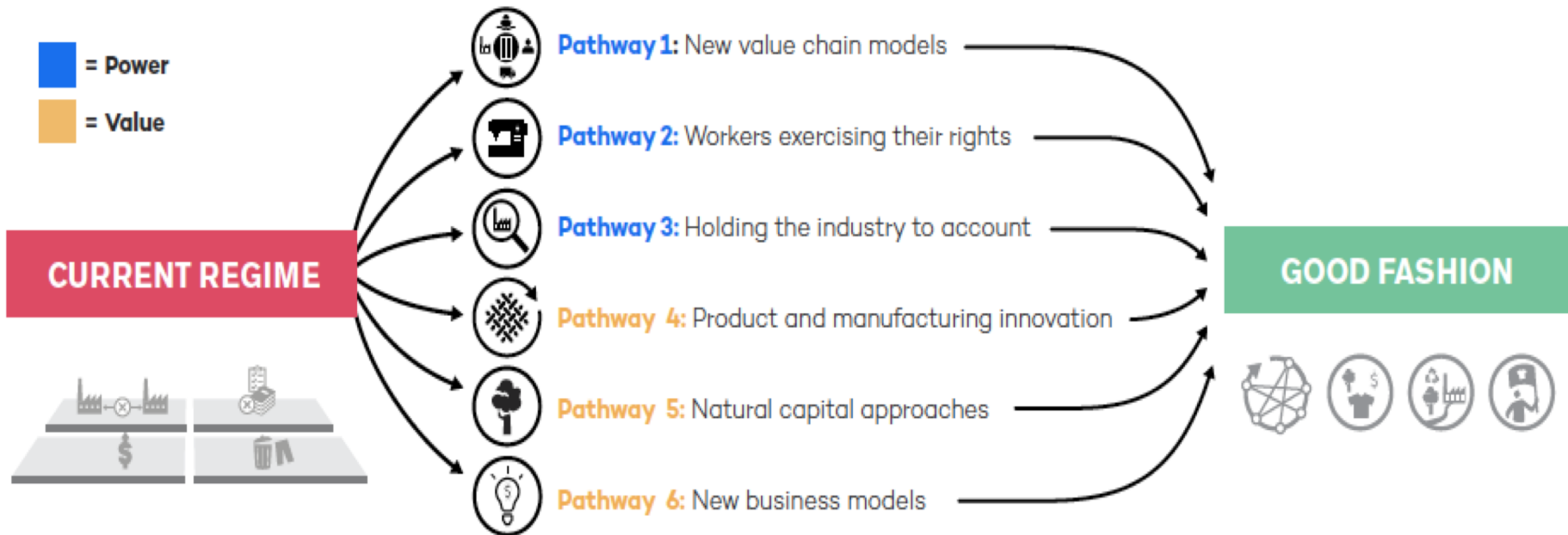
Fashion as a force for good

Fashion can be a force for good when it meets these conditions:

1. Enhances customer wellbeing
2. Provides safe and just working conditions
3. Captures the full value of materials
4. Regenerates ecosystems
5. Strengthens economies and communities

Fostering the transition towards good fashion

Transition pathways towards good fashion



- In all these, policy makers are extremely relevant for finding a way to connect new fashion niches, decision makers, financial institutions and other stakeholders.

How to get there: the role of advocacy

Advocacy is an activity by an individual or group that aims to influence decisions within political, economic, and social institutions.

- **Civil society actors** facilitate advocacy to demand that governments implement and uphold legislation that respects their rights and benefits their communities.
- **Leading companies** in the fashion industry advocate changes in the pricing and taxation of labor and natural resources.
- The **finance sector** demands the use of natural capital approaches.

Contacts and office hours

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