

Fast fashion Vs. Luxury fashion

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Abstract— there is a different between fast fashion and luxury fashion brands on the way of process, produce and manage their business, and they have many effects on their businesses, the public, their working force, the environment and each other. I think luxury fashion brands are doing fine, and they can reach a larger number of customers by finding a way to reduce their prices. On the other hand although that fast fashion brands are helping many people to feel fashionable in some way by getting lower prices, the way they affecting the environment is not acceptable, and they need to care about their supply chain and their impact on the society and the environment.

Index Terms—Ffast Fashion vs. Luxury Fashion, Luxury fashion, Fast Fashion, Fashion, Tru Cost Decumantry, Idea, Fashion Affect.



1 INTRODUCTION

after watching The True Cost documentary, I thought a lot about whether or not fast fashion industry is good or bad for the society, and I decided to research about this topic and find out more about what is the different between fast fashion and luxury fashion brands What are their effects on their businesses, the public, their working force, the environment and each other?

The Definition of “Fast fashion is a term coined by retailers to encapsulate how trends move rapidly from the catwalk to the store” Andrew Brooks- clothing poverty page 8. The luxury fashion definition in dectinory.com a material object, service, etc., conducive to sumptuous living, usually a delicacy, elegance, or refinement of living rather than a necessity. “The Market would be colorless without luxury brands. Luxury fashion brands are unique, intriguing and special. This is not a basic statement for someone who has an innate affinity for fashion branding. It is rather a statement of the fact that luxury fashion provides a means to a lifestyle that is triggered by deep psychological and emotional needs, which expressed through ingenious products.” And he added, “Our society thrives on fashion as a form of identity and expression and source of progression.” By Okonkwo, page 2.

2 Effects on their businesses

Fashion is a source of progression not only for the people but for the business itself. Fast fashion brands are providing a fashionable garment at lower prices and sometimes they do a designer collaboration. They usually find ways to fill their customers' needs in a very short time, which invokes their customer attention and keeps them alert and eager to know about each and every new item in the store. Moreover, it helps them to keep high traffic in their brand store. On the other hand, luxury fashion brands are giving more features to their customers like identified status, exceptional quality, after purchase services, creativity, and more. “Luxury brands provide a complete package of significant benefits to consumers, the social environment, and the global economy.” By Okonkwo, page 2.

3 Workforce

Every fashion brand works with a supply chain department, either they have their own or they establish a contract with an out supply chain company to do their work. After watching the true cost documentary, we get a clear vision of how fast fashion brands work with deferent Supply Chain companies to finish their projects in a very short time. The most important aspect for them is to get the service done at a low price and within the specific time frame to be distributed in their showrooms in a short time. Fast fashion brands don't care about who is doing the work, where, or how it finished, they care only about the outcome. It is the opposite of how the Luxury Brands work. They care about not only the outcome but on how and where the job is done. Not that the outcome is not important, but every step of the work is guarantying perfection for the outcome. Their employees are well-trained people with high experience in the field. They are trying to implement sustainability in their workspace, which made them care not only for the society but also the environment and for certain their employee.

4 Effects on public

Luxury brands follow sustainability in their workspace. They involve their customers with transparency on every step of their work. They are trying to make them feel that these brands are not only products to use but more like a living identity they carry in every move. “Brands are a complete package that provide a source of identity for products and this identity become a springboard for associations and perceptions eventually developed in the mind of the customer.” By Okonkwo, page 4. Some people look at luxury brands as unaffordable items because they are very expensive, but some of them are trying to have a piece of the brand feeling when they can, by buying small items or looking for a discount. But what about fast fashion? They are distributing their products in crazy cheap prices which make them affordable for most people. “They may sell decent clothing at affordable prices — but not fashion.” TBF, 2012

That affordability is affecting people in a good and bad way. People with low income would have a chance to buy

designer products at a low price and be happy with it, but others with the higher income they become greedy. They buy those items and throw it away after two or one-time use and never think of the consequences of doing that. "Providing access to affordable clothing is a noble goal. But, alas, this goal was perverted a long time ago by the rise of irresponsible consumer behavior that has transformed the act of shopping into a leisure activity. According to Textile Recycling for Aid and International Development (TRAID), consumers in the UK purchase a whopping 2.15 million tons of new clothing a year. They also throw away over 900,000 garments each year" TBF, 2012

"Americans also buy a lot more clothing than they once did, on average 64 items and more than seven pairs of shoes per year—double what they bought annually in the 1990s. What this really means is that the culture of saving up and investing in fewer pieces and wearing them for longer has all but waned." CLINE, ELIZABETH 2016

5 Effects on the environment

The consequences of using fast fashion products is not only coming from the consumers use only but also from the producers of the garment. The role fast fashion companies while forcing supply chain companies to finish their work in short time, not caring about the quality of producing it with inexperienced hands, and leads to damage the environment willingly or not. Every step in the processes of making the fabrics, dyeing, and generating the product is affecting the environment which will affect us eventually. Our environment is our life. We eat, drink, and live in it; that's why fast fashion companies are responsible for finding a way to implement sustainability and try to follow the luxury fashion brands steps on it. They work on ways to preserve the environment by using less material and minimizing the process.

6 Effect Each other

Luxury brands are working upon innovating new designs and presenting them in the fashion shows for preordering propose. "Designer fashion; that is, something made by a creator who puts care and thought into what he or she is creating. It means carefully crafted designs made with attention to detail and aesthetic sensibility". TBF, 2012 what happening is that fast fashion companies get those designs before it hit the floor and copy them with lower quality and much lower price. The effect of fast fashion is negative while the effect of luxury fashion brands is positive on them. If we look at the history of luxury fashion, we find it restricted with rules and regulations which are about to change in the current time by different luxury brands to prevent the harm coming in their market. "In a radical rethink of the fashion calendar, Burberry will combine its men's and women's shows together in two annual runway events, with 'seasonless' collections available to buy immediately after the shows" Amed Imran, and Kate Abnett 2016

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