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4th INTERNATIONAL CONFERENCE ON ENVIRONMENTAL SUSTAINABILITY & TECHNOLOGY (ICEST 2026)



Editors :

Dr. Kuldip Dwivedi
Dr. Swapnil Rai
Dr. Rwitabrata Mallick
Dr. Nidhi Shukla
Dr. Abhishek Kumar Bhardwaj



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Chief Editor

Dr. Kuldip Dwivedi

Editors

Dr. Swapnil Rai

Dr. Anshu Singh Choudhary

Dr. Rwitabrata Mallick

Dr. Nidhi Shukla

Dr. Abhishek Kumar Bhardwaj

Dr. Shweta Singh

Organised by

**Department of Environmental Science
Amity School of Life Science,
&Amity School of Fashion Design & Technology,
Amity University Madhya Pradesh, Gwalior 474005**

Tel No. +91- 751-3106029, Fax No. +91-751- 2496023

Mobile Number- +91-9831970014, +91-9826544473

E-mail: confevsauamp@gmail.com

Website: www.amity.edu/Gwalior

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Editors– Dr. Kuldip Dwivedi, Dr. Swapnil Rai, Dr. Rwitabrata Mallick, Dr. Nidhi Shukla, Dr. Abhishek Kumar Bhardwaj

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CP48

Behavioral Change Strategies for Promoting Sustainable Clothing: Overcoming Barriers

Jyotsana Shukla

Department of Humanities and Social Sciences, Integral University, Lucknow

Email: dpandey1@lko.amity.edu

Abstract

In recent times, fashion has captured the imagination of young and old alike. We are today living in a world where fast fashion is something we all like to follow. The traditional and minimalist thinking in the context of fashion, has given way to the thinking that “the more the better” and to some extent to “hoard as much as possible”. Thus, the paper discusses how, globally, the fashion industry contributes immensely to environmental pollution and degradation. It also elaborates on how it leads to social inequalities. There is an urgent need to pay attention to sustainable fashion and clothing culture. One also realises that there are many barriers which come in the way of adapting sustainable clothing practices. There is wide gap between the attitude towards sustainable clothing practices and actual sustainable clothing actions. The present paper elaborates on these barriers that obstruct the behavior intended toward sustainable fashion. The paper draws on textile technology, environmental psychology, consumer behavior, and sustainability research to explore the barriers and the choices that are available to us for sustainability in the fad mad world. The paper delves on barriers such as costs, pricing, accessibility, psychological resistance, green washing, etc. The paper emphasises strategies at the policy level, institutional level, community and individual levels, to bring long lasting behavioral change in all the stakeholders in the fashion world. This will lead to making sustainable and environment friendly clothing a part and parcel of fashion industry. The textile engineers, textile manufacturers, textile designers, the consumers and the society, all need to make sustainable fashion the preferred fashion by choice.

Keywords

Fashion, sustainability, strategies, barriers
