



EXIT- posters

Graduates 2025

*Master's programmes
in Fashion and Textile
Management*

Reducing Size- and Fit-Related Returns in Fashion E-commerce: Exploring AI-driven Virtual Fitting Solutions



- A study on the benefits and challenges from the retailer's perspective

Background

High return rates in fashion e-commerce, often caused by uncertainty around size and fit, lead to significant environmental and financial costs as customers frequently order multiple sizes and return what doesn't fit – sometimes before even trying the garments. AI-driven Virtual Fitting Rooms (VFRs) address this issue by providing personalized size recommendations through 3D simulations and input of user data such as height, weight, and choosing body shape, enhancing product visualization and purchase confidence. Despite their promise in reducing returns and improving customer satisfaction, VFRs remain under-explored in both academic literature and real-world settings. Existing studies largely focus on consumer attitudes, while there is a lack of empirical research on the practical benefits and challenges from the retailer's perspective – limiting understanding of their true impact and hindering service providers from optimizing their solutions to better meet retailer needs.

Purpose of study

The purpose of this study is understanding the retailer's perspectives on AI-driven VFRs to better address how such technologies can optimize size selection and reduce return rates, thereby tackling the significant challenges related to size and fit in online shopping.

Research Questions (RQs)

RQ1: *What are the benefits and challenges of AI-driven virtual fitting solutions in fashion e-commerce according to retailers?*

RQ2: *To what extent do AI-driven virtual fitting solutions reduce return rates and increase conversion rates?*

Method

- **Semi-structured interviews** with fashion retailers using AI-driven VFR solutions to gain insights into their experiences.
- **Collection of quantitative data** on reduced return rates and increased conversion rates from interviewed companies, along with **secondary data** on AI-driven VFR providers for benchmarking purposes.



50% of all returns are due to difficulties in finding the right size online.

Results

By the use of thematic analysis the author was able to identify three themes for the benefits and four themes for the challenges:

Benefits:

- Positive sustainability impacts
- Cost savings
- Customer loyalty and brand differentiation



Challenges:

- Technological limitations and implementation barriers
- Financial considerations
- Consumer expectations and personalization challenges
- A broader perspective questioning whether AI-driven VFRs address the root cause of high return rates

Contribution

This study contributes insights for three main groups:

- 1.) **Fashion e-commerce companies**
- 2.) **Virtual fitting solution providers**
- 3.) **Consumers**



Fashion companies can use the findings to choose or implement virtual fitting tools more effectively, helping to reduce returns and boost customer satisfaction. Virtual fitting solution providers gain valuable feedback to improve their solution based on real needs from retailers. Consumers benefit from a smoother shopping experience when these tools are well designed and used properly. Each group interacts with virtual fitting solutions in different ways and benefits to different extent depending on the context.

Conclusion(s)

- There is a notable gap between AI-driven VFR provider-reported data and retailer-reported outcomes, suggesting that the claimed benefits of VFRs may not be universally applicable.
- While VFRs can improve size accuracy and user experience, their impact on reducing return rates is often moderate due to other influencing factors such as market condition, product offerings, and company changes.
- The persistent consumer behavior of ordering multiple sizes for convenience, driven by free return policies, remains a major obstacle to lowering return rates.
- Retailers frequently switch VFR providers due to short-term expectations and lack of measurable results, showing the need for long-term strategies and solution stability.
- Technological gaps such as poor fabric simulation and limited consumer interaction data, undermine the realism and effectiveness of VFRs, reducing consumer trust.
- The effectiveness of VFRs is highly dependent on the underlying technology and the specific service provider, as there can be significant differences in outcomes.

AI-driven VFR provider	Reduction in return rate	Increase in conversion rate
1	28.5%	18%
2	30%	20%
3	55%	15%
4	36%	20%
5	33%	16.7%
AVERAGE:	36.5%	17.94%

Table: Reduction in return rates and increase in conversion rates for five different AI-driven VFR providers.

References:

- Saarijärvi, H., Sutinen, U.-M. & Harris, L. C. (2017). 'Uncovering consumers' returning behaviour: a study of fashion e-commerce', The International Review of Retail, Distribution and Consumer Research, 27(5), pp. 284-299. doi: 10.1080/09595969.2017.1314865.
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Simon Angelbratt
Scan the QR-code for contact info!



Styled By The Algorithm

Fashion Microtrends on TikTok and its Impact on Consumption and Self-Image

Elsa Claesson

Elin Egelbäck Starud

Purpose

The purpose of this research was to explore how female fashion consumers interpret TikTok-driven microtrends and how it is expressed in their consumption. The study also explored how fashion microtrends impacts females self-image.

Method

This is a qualitative study, utilizing semi-structured interviews and a content analysis of microtrends on TikTok. The females interviewed was fashion interested, between the ages 23-30 and regular users of the application. The final number of interviewees were 9 women.

Findings & Implications

Findings suggest that microtrends on TikTok are embraced subconsciously and are factors for being perceived as trendy and fashionable. Females' fashion consumption as well as presentation of self and self image are revealed to be impacted by microtrends on TikTok. Even though we conclude microtrends on TikTok to be strongly affecting women's fashion choices, consumption and interpretation of self concept, there were indications from some individuals that a similar study needs to be applied to a younger audience. Our suggestion would therefore be for future research to determine the impact of TikTok microtrends on consumption and self-image on a younger demographic.



All images and logos were created using AI-tools.



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Contact The Authors



THE FUTURE OF SUSTAINABLE SUPPLY CHAIN MANAGEMENT:

BLOCKCHAIN AND SMART CONTRACTS IN THE FASHION INDUSTRY - A CASE STUDY OF A EUROPEAN DENIM BRAND

1 PURPOSE

The Core Issue: The Fashion Industry's Hidden Complexities

Beyond the glamour, the fashion industry conceals a devastating truth: an intricate, sprawling, and fundamentally opaque global supply chain from raw material to final garment. This pervasive lack of transparency isn't just a business challenge; it's the Achilles' heel of sustainability, directly sabotaging efforts to create a responsible future. This hidden complexity fuels:

- The Hesitant Sustainability Mission
- A Trust Deficit with Growing Consumer Demand
- Rapidly Evolving Regulations
- The Integration of Digital Transformation

The **Research Objectives** are to identify key barriers to supply chain transparency in fashion production, assess the potential of blockchain and smart contracts in improving traceability and accountability, investigate the feasibility of blockchain implementation within fashion supply chains, and provide strategic recommendations for blockchain adoption in sustainable fashion.

4 FINDINGS

Unveiling the Path to Transparency:

Current Challenges: Pervasive opacity, fragmented traceability, and significant trust deficits undermine sustainability claims in fashion supply chains.

Blockchain's Potential: It can establish enhanced transparency, facilitate proactive regulatory compliance (e.g., EU DPP, CSRD, CSDDD), and optimize operations.

Critical Hurdles: Realizing this potential requires overcoming digital knowledge barriers & readiness gaps, high implementation costs with unclear immediate ROI, and deep-seated trust barriers.

Strategic Insight: Blockchain is not a standalone solution; it demands strategic integration, collaborative governance, and a long-term, phased adoption roadmap.

5 MANAGERIAL IMPLICATIONS

Actionable Steps for Fashion Brands & Industry Leaders:

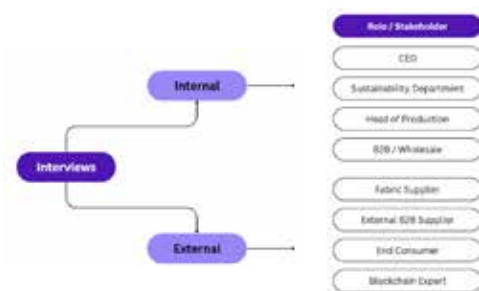
- Building a compelling business case with clear ROI
- Prioritize Foundational Digital Readiness Across the Supply Chain
- Phased Implementation and Scalability Roadmap
- Fostering Trust and Collaborative Stakeholder Engagement
- Integration with Existing Systems and Certification Schemes
- Leveraging Blockchain for Proactive Regulatory Readiness
- Advocate for Industry-Wide Standards and Supportive Regulatory Frameworks

If you find this thesis interesting and inspiring, please contact me:
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2 METHODOLOGY

Approach & Data Collection

Adopting a qualitative case study approach, the research draws empirical data from semi-structured interviews with key stakeholders of a mid-sized European denim brand, as well as external experts, complemented by analysis of internal company documentation and publicly available reports.



3 CONCEPTUAL FRAMEWORK

The data is interpreted through a comprehensive multi-theoretical framework triangulating Stakeholder Theory, the Technology Acceptance Model (TAM), and the Triple Bottom Line (TBL).

(Freeman, 1984; Davis, 1989; Elkington, 1997)



KEY INSIGHTS

In an industry demanding more accountability, how can we truly verify sustainability from source to stitch? Could Blockchain be the ultimate answer?



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by
Lilian Lanzer



AN EXPLORATION OF THE TENSIONS BETWEEN QUALITY IN FAST FASHION AND CIRCULARITY

PURPOSE

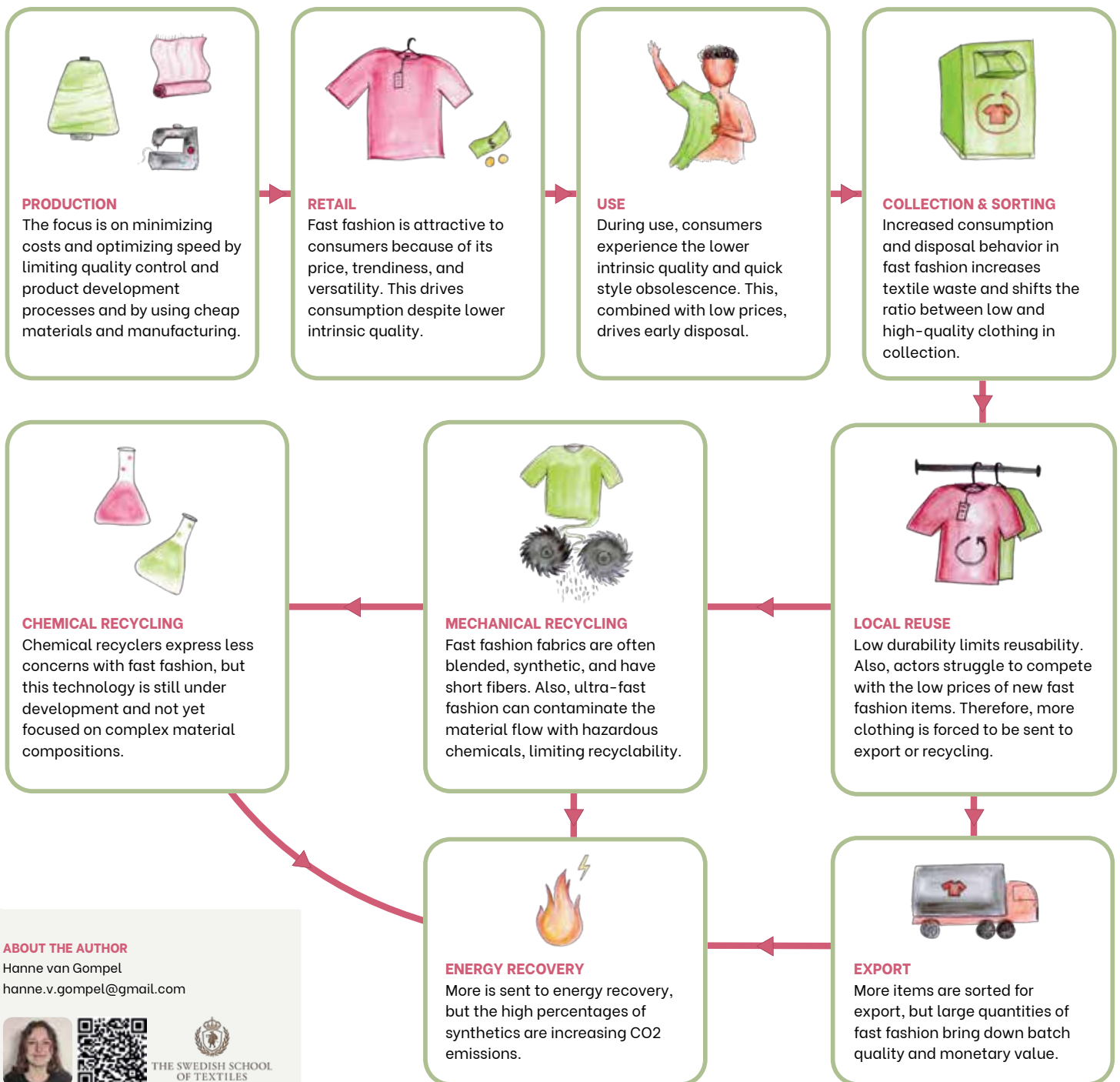
To explore how fast fashion affects textile quality and the effect this has on the feasibility of reuse and textile-to-textile recycling

METHODOLOGY

- Explorative, qualitative approach
- 6 semi-structured interviews with textile sorters & resellers, and mechanical and chemical recyclers
- A participant observation at a textile sorting facility

MANAGERIAL IMPLICATIONS

- Circular waste streams are shifting as a result of more fast fashion. Less is reusable and more is sent to recycling and energy recovery
- Several strategies are used by reuse and recycling actors to address material flow uncertainties and changing markets. These include process innovations to preserve quality, stronger collaboration across supply chains, and business model adaptations
- Circular actors are pleading for policy involvement to maintain product quality and protect future feasibility



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The story of the 21st Century Neo Dandies

DANDYISM REVIVAL

**'They challenge traditional masculinity blending historical elegance with modern gender fluidity and individuality.
They, are neo dandies'**

RESEARCH FOCUS AND THEORETICAL FRAMEWORK

- Exploring how men use fashion to challenge gender norms and fill a gap in research on male subcultures offering insights into alternative masculinities for researchers, brands, and marketers in fashion and gender studies.

Appropriation: aesthetic labor, carefully sourcing, repairing, reworking garments to build personal identity through style:

- **Locke, Olivecrona, Rogers, Bourdieu, Butler, Crenshaw**
- **Style as symbolic authorship:** neo dandies reclaim and rework historical fashion through aesthetic labor, emotional investment, and cultural fluency. Appropriation becomes identity-making through curated vintage, nostalgia, and gendered resistance.

Masculinity: Classic tailoring meets traditionally feminine details, reshaping masculinity into an ethical, self-expressive model:

- **Connell, Butler, Bridges & Pascoe, Crenshaw**
- **Masculinity is not fixed:** neo dandies perform alternative manhood through tailored elegance, flamboyant detail, and care. Fashion becomes a stage for negotiating power, queering norms, and embodying new masculinities shaped by intersectionality.



Willy CHAVARRIA and MALUMA, Getty Images. [Image online] Available at: <https://www.vogue.com/slideshow/met-gala-2025-red-carpet>



Mattis GRANSTRÖM (@vanskligtvinage)
Credit photo: Mattis GRANSTRÖM

ASAP ROCKY, Getty Images. [Image online] Available at: <https://www.vogue.com/slideshow/met-gala-2025-red-carpet>

METHODOLOGY

- Qualitative study, 9 Semi structured in depth interviews for method of data collection.

KEY FINDINGS

- **Clothing as Narrative:** Vintage garments become cultural statements, rejecting fast fashion's disposability.
- **Hybrid Masculinity:** Strength and sensitivity merge, challenging rigid gender norms.
- **Sustainability in Style:** Repair and mindful consumption offer ethical alternatives to mass production.
- **Social Media Power:** Online communities shape trends and empower alternative masculinities.

INDUSTRY RELEVANCE

- **Consumer Shift:** Growing demand for authenticity, sustainability and meaningful fashion.
- **New Market Demand:** Unique demand with cultural and ethical values.
- **Rethinking Masculinity:** Representing Masculinity through subcultural preferences. Including more inclusivity and flexible style norms.



Janelle MONÁE; Colman DOMINGO, Getty Images. [Image online] Available at: <https://www.vogue.com/slideshow/met-gala-2025-red-carpet>

Laura VELASCO ZAPATA



From the left to the right: Oscar HEDLÖF (@slouchcore_); Richard JOHANSSON (@lifdrabantensven); Morgan LINDGREN (@jazzmorgan); Julius LINDAHL (@juliuslindahl); Irma VAN DEN POEL (@yami.irma); Albin LIEDHOLM (@a.liedholm); Klara PETERS BASTIN (@klaras.antikvariska); Philip ÖRUM WESTRE (@philgondor)

Credit photo: Alexander MARCHESAN

Leclou BAZIRE



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IS SECONDHAND TRULY SUSTAINABLE?

Exploring the impact of **online** secondhand fashion on consumption behavior.

Background: The fashion industry faces increasing pressure to reduce its environmental impact, particularly in relation to overproduction and textile waste. In response, secondhand fashion - especially through digital resale platforms is growing rapidly and often celebrated as a sustainable alternative to fast fashion. However, while secondhand fashion extends the life of garments, the rise of online resale platforms may also encourage new forms of unsustainable consumption.

Purpose: This study explores whether online secondhand fashion truly promotes sustainable consumption or simply shifts overconsumption into a new form.

Method: Qualitative study with five semi-structured interviews of consumers aged 20–30 in Sweden and Finland.

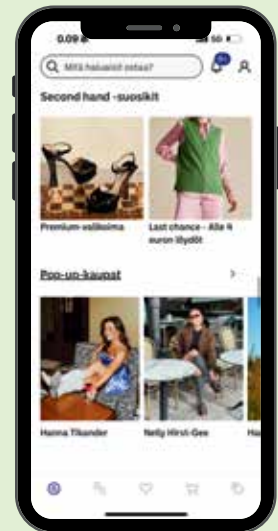


Image: www.sellpy.se

Results:

Consumers' intentions:

Make purchases only when needed and according to plan.

Consumers' motivations:

Environmental motivations exist but price and convenience dominate purchasing behavior.

Consumers' justifications:

Sustainability assumptions, cheap price and reselling help to justify secondhand purchases.

Consumers' behavior:

The habit of frequently buying and reselling clothes seems similar to fast fashion practices.

Rebound effect

The accessibility, low price, and guilt-free perception of secondhand fashion encourage increased and impulsive consumption.

What this means for the fashion industry?

Challenges sustainability assumptions

Helps to avoid greenwashing

Highlights the importance of consumer education

Supports true circularity



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Images: fi.pinterest.com

NAVIGATING COMPLIANCE WITH DIGITAL PRODUCT PASSPORT - CHALLENGES IN HOME TEXTILES

RESEARCH PURPOSE

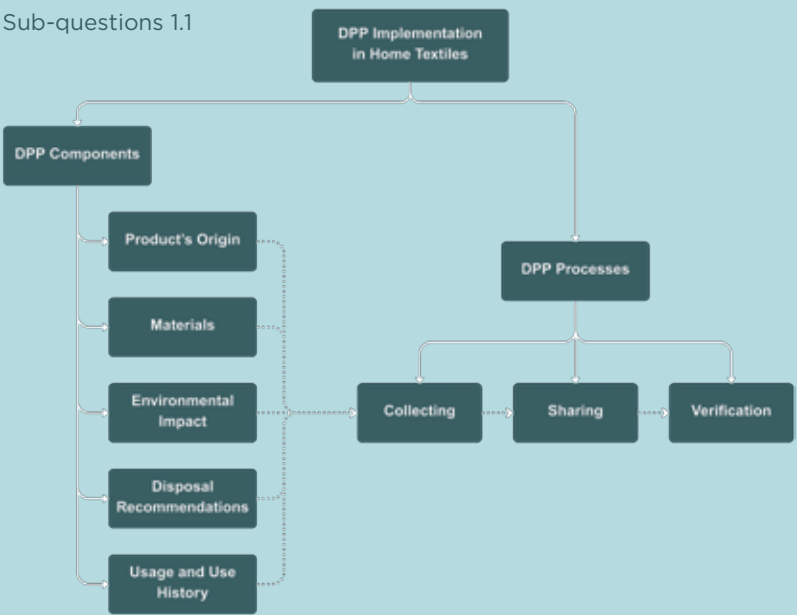
This study intends to examine how home textile companies navigate the transition towards sustainability and circularity in their upstream supply chain, particularly concerning compliance with the DPP. Future requirements and the potential challenges related to the adoption are investigated to provide insights into DPP's processes of data collection, sharing, verification, and additional factors.

METHODOLOGY

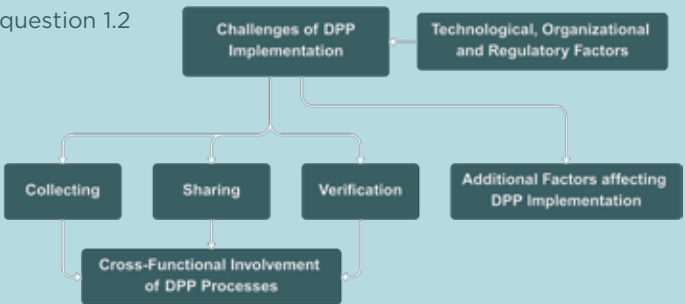
- Qualitative and explorative approach
- Mixed theoretical approach that integrates deductive and inductive reasoning
- Data sources: primary and secondary data
- The primary data was collected from semi-structured interviews with 3 home textile companies in Scandinavia
- Secondary data is used to enhance the richness of the findings

CONCEPTUAL FRAMEWORK

Sub-questions 1.1



Sub-question 1.2



DPP



Home Textiles



RESULTS

Research question: How are home textile companies preparing for DPP implementation?

- Companies see the DPP as a regulatory obligation and a strategic opportunity
- Some struggle with accessing funding and navigating complex support mechanisms
- While some companies take proactive steps, many SMEs remain unaware or only meet minimum requirements

Sub-questions 1.1: What are the essential components and processes involved in DPP implementation for home textile companies?

- **Components:** product origin, material composition, environmental impact, disposal, usage and use history
- **Processes:** data collection, data sharing, data verification

Sub-question 1.2: What are challenges influencing home textile companies' compliance with DPP requirements?

- **Organizational:** internal organizational characteristics and the complexity of supply chains influence the capacity to engage with requirements
- **Technological:** uncertainty about whether DPP will be centralized or decentralized; companies still rely on manual data systems; emerging technologies are costly, complex, and confidentiality remains a concern
- **Regulatory:** absence of final specifications, delegated acts, and companies call for clearer guidance and EU support



Bridging The Attitude-Behaviour Gap

Investigating the conflict between Sustainability Attitudes and Fashion consumption behaviours among Generation Z and Baby Boomers in Central-Northern Europe

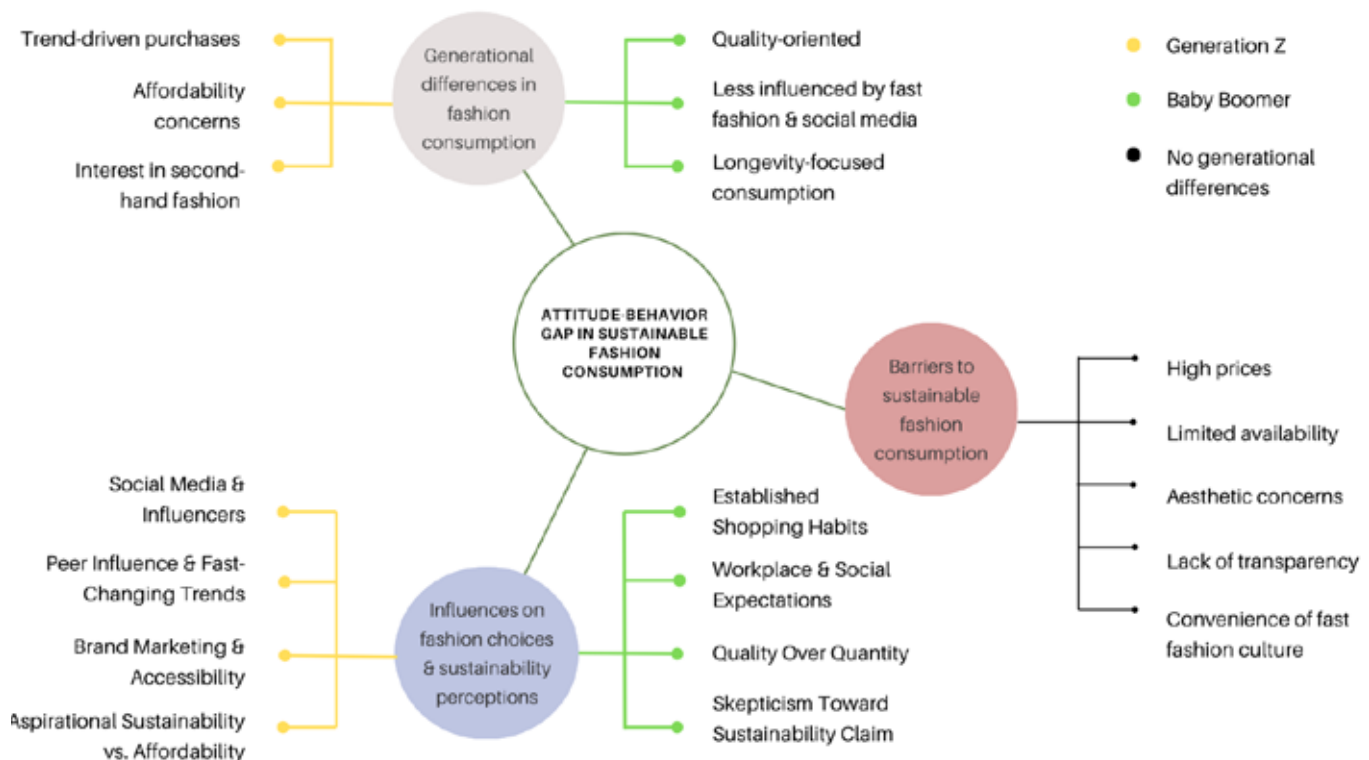
Purpose

- Explore how **sustainability attitudes differ** between Generation Z and Baby Boomers
- Investigate the reasons why **consumers with sustainable values continue** to choose **unsustainable fashion**, with a focus on how self-expression needs and social image concerns influence their decisions
- Provide actionable insights to help **bridge the attitude-behaviour gap**

Methodology

- Qualitative research design
- 20 semi-structured interviews
- Participants: Gen Z (1997–2012) and Baby Boomers (1946–1964)
- Countries: Germany and Sweden
- Theoretical framework:
 - Consumer Culture Theory
 - Bourdieu's Theory of Practice
 - Theory of Planned Behavior

Key Findings



Key takeaways for the industry

- Offering **affordable**, sustainable alternatives without sacrificing style
- **Targeted communication strategies** based on the motivations of the generations
- Promote **repair culture**, **second-hand platforms** and **transparent branding**
- Recognize the **pragmatic habits** of baby boomers as **underutilized sustainability drivers**
- **Empower** Generation Z to put ethical intentions into action through **incentives** and **accessibility**



Alexandra Edberg & Kristin Köhnlein

Master's programme in Fashion Marketing & Management

Graduation: 2025



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Lost in Translation: Making Sense of Sustainability in Swedish Fashion Companies

01

INTRODUCTION

The fashion industry is under growing pressure to transition toward sustainability. New EU regulations like the CSRD, ESPR, and the EU Strategy for Sustainable and Circular Textiles now require companies to shift from voluntary initiatives to enforceable sustainability practices.

While these regulations aim to improve transparency, circularity, and social responsibility, their implementation poses organizational challenges, on both managerial and employee level.

02

PURPOSE

This study investigates how sustainability regulations influence internal organizational change by addressing:

RQ1: How do managers in Sweden's women's fashion industry navigate and implement evolving sustainability regulations?

RQ2: How are these regulatory changes perceived and experienced by employees within the organization?

03

METHODOLOGY

Approach: Qualitative case study

Data Collection: 6 semi-structured interviews with managers, sustainability officers, and employees

Analysis: Thematic coding combining inductive and deductive approaches

Theoretical Framework: Kotter's 8-Step Model, Lewin's Change Model, and the Sequential Sustainability Transformation Model (STM)

04

RESULTS & ANALYSIS

Five key themes emerged:

Uncertainty and Interpretation – Regulations are ambiguous; lack of tools and templates leads to inconsistent implementation.

Leadership and Communication – Top-down decisions and unclear responsibilities reduce employee engagement and ownership.

Employee Engagement and Burden – Sustainability tasks feel administrative rather than purposeful without sufficient support.

Supply Chain Coordination – Difficulty in tracing and verifying supplier compliance impairs progress.

Structural Change and Long-Term Vision – Sustainability is becoming strategic, but full institutionalization is still developing.

05

DISCUSSION & CONCLUSION

Managers are initiating change, but ambiguity and resource limitations slow down effective implementation. Employees engage in sustainability routines, but often lack clarity and purpose, risking symbolic compliance. While some progress is evident, internal infrastructures, cross-level communication, and strategic clarity are underdeveloped. The shift toward sustainability is ongoing—but not yet fully embedded.

06

CONTRIBUTIONS

To Industry: Highlights the need for internal clarity, leadership support, and employee empowerment to move beyond symbolic compliance.

To Research: Fills a gap by combining managerial and employee perspectives under evolving regulation; encourages longitudinal and comparative studies.

To Policymakers: Stresses the importance of clearer timelines, templates, and support tools to facilitate practical implementation.

Scan Me!



Exploring Implementation Science frameworks for Textile and Apparel industry



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Addressing the knowledge-action gap in green supply chain management

BACKGROUND

The textile and apparel industries current linear management contributes heavily to environmental degradation through water, energy, and chemical use, as well as waste and emissions. Green supply chain management offers a promising approach to reduce this impact and increasing profits, yet implementation is slow and fragmented due to financial, regulatory, and organizational barriers. While GSCM practices are gaining traction, there is a need for more structured and systematic approaches to support adoption across the supply chain. Implementation science is an area of study used in the healthcare sector aimed at increasing the efficiency and effectiveness of evidence-based practices into action. It offers tailored, setting specific frameworks, presenting a valuable, but unexplored solution for advancing GSCM practices uptake in the textile and apparel industry.



RESEARCH AIM

Research into barriers and facilitators of green supply chain management has been well covered, but what guides these practices into action has not been. The purpose of this study is to determine what IS frameworks that were proven effective in facilitating research-to-action transitions in healthcare are relevant to the textile and apparel industry. Including, how they can be adapted to improve the implementation of green supply chain management practices within the TA sector.

METHODOLOGY

The study uses an exploratory, qualitative approach with semi-structured interviews. Reflections and perceptions from a variety of supply chain managers and sustainability professionals were collected to understand what is important for implementation, and what IS frameworks were seen relevant to improve the uptake and overcome barriers to green supply chain management.

RESULTS

- Structured frameworks were seen as important for companies to align their goals and better organize themselves for successful implementation and sustainment of GSCM practices
- Participants preferred the Knowledge-to-action (KTA) framework for its clarity, flexibility, and emphasis on knowledge creation.
- The Action Cycle of KTA was favoured for its iterative and organized flow
- Supply chain managers identified cost and time as key barriers to using such detailed guided approaches, but sustainability leads identified how it can help to better integrate education and develop alignment in companies.

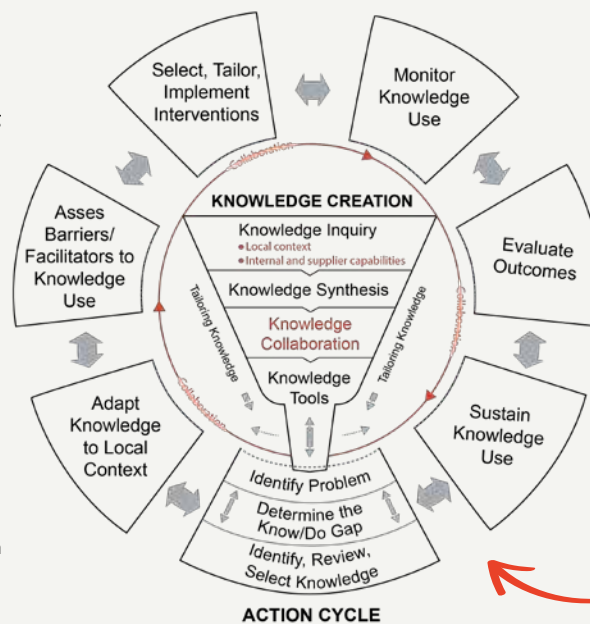
ANALYSIS

Adaptations to the KTA for better fit in the TA context:

- Addition of knowledge collaboration during Knowledge Creation to increase education and alignment before implementation
- Consideration of collaboration through the Action Cycle and across the supply chain, expanding resources and understanding.
- Consideration for internal capabilities and supplier capabilities should be a key part during knowledge inquiry.
- The local context of suppliers should be considered during Knowledge Creation as well as in the Action Cycle.

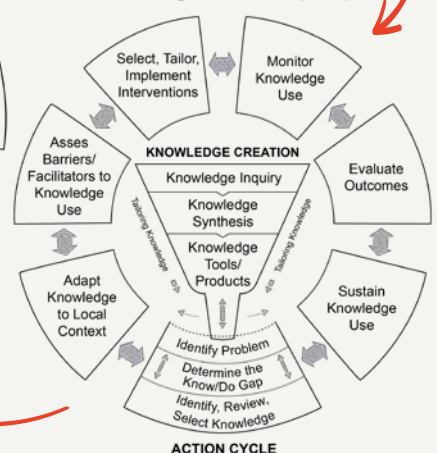
The effective utilization of the new KTA model can directly address a number of challenges in GSCM adoption. Most prominently, it can help overcome Economic and Financial Barriers as well as Supply Chain Complexity/Collaboration Barriers by providing structured and localized guidance.

KTA adapted for the Textile and Apparel industry



Source: Author's illustration modified from Graham et al. (2006)

Knowledge-to-action (KTA)



Source: Author's illustration adapted from Graham et al. (2006)

IMPLICATIONS

For policy makers, this study can guide the development of frameworks that offer structured phases for companies within their TA programs, emphasizing clear planning tools and stakeholder collaboration. For companies, it is important for them to prioritize localizing and maintaining flexibility in their GSCM approaches to suit specific business contexts, while also streamlining existing practices. Lastly, for researchers this study emphasizes the need for collaboration with industry stakeholders.

MATHEA HARRIS

MINA NUR GONUL

AUTHORS



DOMINANT THEMES IN SUSTAINABILITY COMMUNICATION: AN ANALYSIS OF FASHION INDUSTRIES SUSTAINABILITY REPORTS



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WHAT ARE THE DOMINANT THEMES IN THE SUSTAINABILITY COMMUNICATION IN SUSTAINABILITY REPORTS WITHIN FASHION INDUSTRIES?

AUTHORS

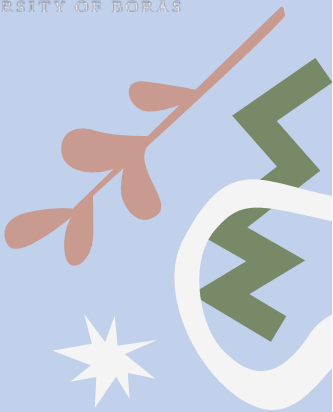
Erika Heldtander

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INTRODUCTION

This study examines how fashion brands use sustainability reports to balance accountability with brand image. While environmental efforts are often highlighted, social and economic issues are underreported or vaguely addressed. The research explores how these narratives are framed, questioning the credibility and consistency of such disclosures in a highly scrutinized industry.



METHODOLOGY

This study uses qualitative, inductive content analysis to explore how fashion brands communicate sustainability from 2020-2024. This flexible, data-driven approach allows key themes and patterns to emerge without relying on pre-set theories, offering fresh insights into evolving communication strategies.

Methodology used
Inductive content analysis

OBJECTIVE

The aim of this thesis is to explore how sustainability communication is articulated in the official reports of global fashion companies. Specifically, it examines the dominant themes presented in the reports, the balance between environmental, social, and economic sustainability, and the communicative strategies used to frame corporate sustainability narratives.



THEORETICAL FRAMEWORK



TRIPLE BOTTOM LINE

The TBL framework evaluates sustainability through three interconnected dimensions:

Economic: Focuses on financial health, profitability, and long-term viability.
Environmental: Addresses ecological impacts like emissions, resource use, and waste reduction.
Social: Considers labor practices, human rights, and community well-being.

TBL promotes a balanced approach, highlighting that true sustainability requires integrating all three dimensions.
Elkington (1994)

LEGITIMACY THEORY

Sees organizations as operating within a social contract, needing to align actions with societal norms to maintain legitimacy. This perception is dynamic, shaped by stakeholders and corporate disclosures. Often, these disclosures are more about managing perceptions than real change, masking accountability gaps and hindering genuine sustainability progress.
Deegan (2019)



RESULT & ANALYSIS

While environmental efforts are more measurable, social and economic sustainability remain underdeveloped. This imbalance lifts a strategic use of sustainability reports for legitimacy rather than holistic accountability, challenging the TBL framework's call for equal emphasis on all three dimensions.

Key themes identified in the reports:

**CIRCULAR ECONOMY
& RESOURCE
EFFICIENCY**

**CLIMATE ACTIONS &
DECARBONIZATION**

**SUPPLY CHAIN
TRANSPARENCY &
ETHICAL PRACTICES**

**SOCIAL SUSTAINABILITY
& COMMUNITY
ENGAGEMENT**

CONCLUSION

It is clear that the companies use these reports not only to document their sustainability initiatives but also as a storytelling tool. I noticed frequent use of forward-looking language, suggesting that the companies may be postponing addressing the issues at hand while simultaneously projecting an image of taking action.

KEY REFERENCES

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SCAN ME!



A FASHION EVOLUTION: ULTRA-FAST FASHION & DIGITAL RETAIL

PURPOSE

This study aimed to understand what factors motivated the female middle-class consumers in Kampala, Uganda when purchasing ultra-fast fashion.

With a growing middle class and limited academic research in this part of the world. This study wanted to fill this gap and inspire further research on this growing population in Sub-Saharan Africa.

"I believe that sometimes cheap is expensive in the long run, because once you get something cheaply, you'll find that it is probably going to get spoiled faster" – Adrine



METHODOLOGY

Qualitative research methods were used to get a deeper understanding of the motivating factors behind a purchase.

Seven semi structured interviews were conducted with middle class women aged 24-41, in Kampala, Uganda.

FINDINGS

The main motivations for purchase

- Quality
- Price
- Fit

WTP was higher if the perceived quality was offered.

Brands and **Made in labels** was not a motivating factor.

Selection of goods are made via apps.
Shipping & Purchases through **Agents** or **Relatives** abroad.

"I prefer secondhand clothes because I feel the quality is really, really good, even though they have been used before, especially if I'm lucky to find the first class secondhand items".

-Beatrice



IMPLICATIONS

New market research - Insights into a new consumer segment and their purchasing behaviours.

Educational possibilities - there is a lack of knowledge of the negative impact the fashion industry & overconsumption has on the environment.

Incentive to do more research on these "new consumer".

"I buy clothes to look good. If you look good, you feel good. Buying clothes helps with depression".

-Fiona



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M.SC. DEGREE PROJECT IN TEXTILE MANAGEMENT SPRING 2025
"ULTRA-FAST FASHION & DIGITAL RETAIL HIT THE KAMPALA MIDDLE CLASS"
BY: MATHILDA HOLM KIGOZI



From wardrobe to webshop

-A qualitative study exploring challenges and resources in re-commerce apparel logistics

Authors: Emmy Persson & Ellen Johannson



Background

- The fashion industry face growing pressure to adopt circular business models
- Re-commerce, the online resale of secondhand clothing, has emerged as a key solution, offering both sustainability and business potential
- Success in re-commerce relies on efficient logistics, yet many retailers face challenges, highlighting the need to explore them along with the important resources for efficient operations

Purpose

This study explores the logistics challenges and key resources for secondhand fashion retailers in B2C re-commerce. As sustainability and regulations reshape the industry, it offers insights into achieving operational efficiency and adapting to circular market demands. The study also fills a theoretical gap by examining resource-based strategies in circular supply chain management.

Method

- Qualitative research approach
- Semi-structured interviews with 10 stakeholders, including fashion brands, charities and independent resellers operating in the Nordic region.
- The data is analyzed thematically and interpreted through the lens of the Resource Based View (RBV), with a specific focus on the VRIO framework to evaluate resource value and competitive potential.

Results

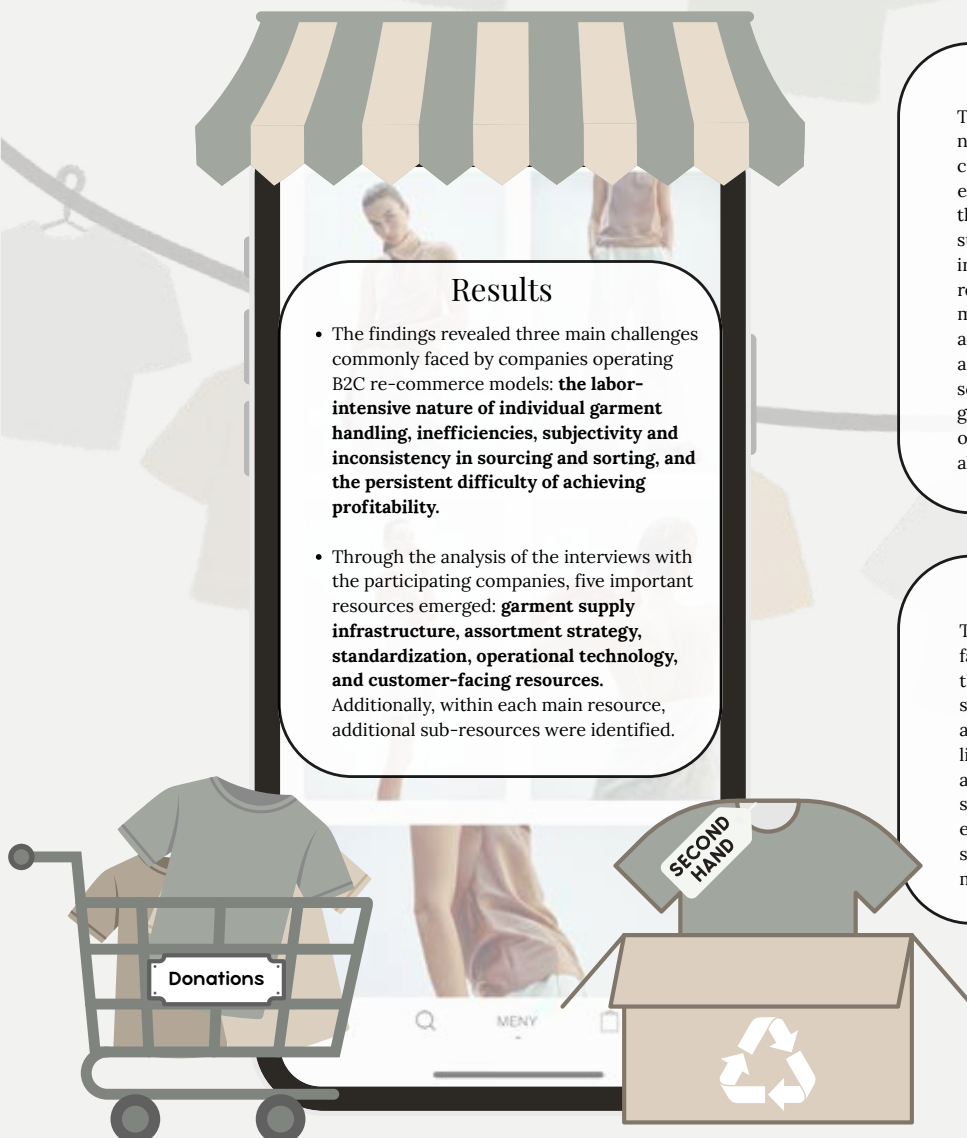
- The findings revealed three main challenges commonly faced by companies operating B2C re-commerce models: **the labor-intensive nature of individual garment handling, inefficiencies, subjectivity and inconsistency in sourcing and sorting, and the persistent difficulty of achieving profitability.**
- Through the analysis of the interviews with the participating companies, five important resources emerged: **garment supply infrastructure, assortment strategy, standardization, operational technology, and customer-facing resources.** Additionally, within each main resource, additional sub-resources were identified.

Conclusion

This study explored the logistics challenges and resource needs of secondhand fashion retailers operating in B2C re-commerce. As circular business models gain traction due to environmental concerns and regulatory developments like the ERP directive, re-commerce is emerging as both a sustainable and commercially viable approach. The findings indicate that the strategic use and availability of key resources help reduce logistical complexity, particularly in managing unique and labor-intensive processes. By addressing these interconnections, the study contributes to a better understanding of what it takes to build efficient and scalable re-commerce operations. Ultimately, supporting the growth of re-commerce requires not only technological and operational improvements but also a broader strategic alignment with circular economy goals.

Managerial implications

This study offers practical insights for companies in the fashion, resale, and charity sectors to scale re-commerce through efficient logistics, strong tech infrastructure, and strategic resource networks. Standardization, automation and strict intake requirements reduce labor-intensive tasks like sorting and listing, while partnerships with charities and logistics providers enable cost-effective scaling for smaller actors. Staying ahead of regulations like EPR enhances competitiveness and positions companies to seize a growing business opportunity in the circular market.



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INTERESTED IN
LEARNING MORE?



BEYOND THE LENS: SEEING IS FEELING



(DRESSX, n.d.)

Introduction

- ✓ This study explores how Augmented Reality (AR) try-ons impact emotional arousal, engagement, and purchase intention in luxury fashion.
- ✓ Few studies capture real-time emotional responses in luxury AR. Most rely on self-reported tests (Javornik, 2016; Pozharliev et al., 2022).
- ✓ Framed through the Theory of Interactive Media Effects (TIME) with a focus on modality interactivity.

Methodology

Research Design

Convergent parallel design—combining qualitative and quantitative data.

Participants

45 (23 males, 21 females and one non-binary), within the age group 19-36.

Data Collection

- Physiological data from GSR - Skin Conductance Level (SCL).
- Observations.
- Short structured interviews.

Data Analysis

Thematic coding and statistical analysis - Paired T-test, Linear Mixed-Effects Model (LMM).

Research Questions

- ✓ RQ1 → How does AR for luxury clothing try-on experience influence emotional arousal, consumer engagement, and purchase intention?
- ✓ RQ2 → How can luxury brands optimise AR try-on experiences as a marketing tool to enhance the overall consumer experience?

Results

Qualitative Findings

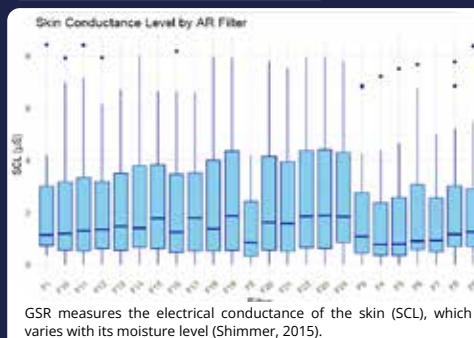
- Participants described excitement and curiosity. Negative affect tied to body distortions.
- Perceived as immersive and novel. Participants explored filters beyond social norms.
- AR was viewed as a helpful tool rather than a trigger for purchase; used for pre-selection and exploration.

Quantitative Findings

- Paired t-tests showed a significant increase in physiological arousal during AR try-ons.
- LMM revealed that filters F11-F24 significantly increased arousal
- Filters F11-F24 showed the highest arousal.

Comparative Study

- Positive valence and high arousal confirm deep emotional engagement.
- Engagement varies by filter realism and alignment with consumer identity.
- AR serves more as a bridge to consideration than a direct driver of purchase



Managerial Implications

- Realistic, interactive filters boost emotional engagement is key for effective AR in luxury retail.
- AR integration boosts consumer interaction and supports purchase decisions.
- AR offers strategic value, but smaller brands may struggle with its technical and financial demands.

Conclusion

- ✓ This research shows AR's potential not just as a retail tool but as a way to enhance emotional perception and strengthen brand engagement.
- ✓ As luxury brands embrace digital transformation, understanding AR's psychological and experiential impact is key to staying relevant and emotionally resonant.



Experiment Design

This research used a semi-controlled experiment where participants tried 24 AR filters from the DRESSX app, while wearing Shimmer3 GSR+ sensors to measure physiological arousal.

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Ownership Transfer & Lifecycle Management Using Digital Product Passports

A Study on Consumer Perception of Garments Re-use

MIZANUR RAHMAN | NAZMUL HASSAN

PURPOSE OF THIS STUDY

This study explores how consumers perceive ownership transfer and lifecycle management using Digital Product Passports (DPP) during garment use. In response to the fashion industry's challenges with overproduction, rapid consumption, and environmental degradation, the study investigates how DPP can engage consumers to support resale, rental, and reuse. As DPP are not yet widely implemented, understanding consumer attitudes, social influence, and digital accessibility is essential for designing inclusive, consumer-centered systems that enable circular practices and facilitate ownership transfer in the textile industry.



METHODOLOGY

Research Approach :

A qualitative, exploratory approach was used to gain in-depth insights into consumer perceptions of Digital Product Passports (DPP) in relation to ownership transfer and lifecycle management.

Data Collection :

Data was collected through semi-structured interviews with consumers in Sweden who had experience or awareness of circular fashion practices such as resale, rental, or reuse.

Data Analysis

The interviews were analyzed using thematic analysis, guided by the Theory of Planned Behavior (TPB) to identify key patterns in attitudes, social influence, and perceived behavioral control.

FINDINGS

- Positive attitudes toward DPP when they are easy to use and trustworthy.
- Digital skills and privacy concerns affect engagement.
- Emotional attachment and garment type impact reuse behavior.
- Interface design influences trust and usability.

MANAGERIAL IMPLICATIONS

To support ownership transfer and lifecycle management, brands should design user-friendly and transparent DPP that document product history. Using DPP in resale and rental platforms can build trust and boost consumer participation. Policymakers must ensure standardization, data privacy, and promote consumer education for broader adoption.

CONCLUSION

This study highlights the potential of Digital Product Passports (DPP) to support ownership transfer and garment reuse. Consumer engagement depends on ease of use, trust and social influence. Designing inclusive and user-centered DPP systems is key to enabling circular practices in the textile industry



PROBLEM & PURPOSE

Problem: In China's hyper-competitive auto market, brands struggle to connect with Gen-Z consumers who seek cultural relevance and reject traditional ads.

Purpose: To explore how automotive brands can use fashion collaborations to create resonant brand narratives for Chinese Gen-Z. This study analyzes Lynk & Co's use of fashion for cultural "mythmaking".



METHOD

This study uses a qualitative approach grounded in Cultural Branding Theory.

Data Collection: Semi-structured interviews with 6 key employees at Lynk & Co in Sweden and China.

Participants: Included heads of design, brand strategy, and clubhouse managers to ensure a holistic view.

Analysis: Interview transcripts were analyzed using thematic analysis to identify core patterns and insights.



FINDINGS

1. Co-Created Narratives: Fashion is used as a catalyst for co-creation. In China, users design merchandise and partner their businesses with the brand ("Lynk-Land Partners"), turning them into co-authors of the brand story.

2. Storytelling Through Design: Design philosophy is heavily influenced by fashion and urban culture, not traditional luxury, to convey authenticity. This appeals to the "youthful mindset" of a broad audience, resolving the "target audience paradox."

3. Building the Brand Myth: The internal mantra “Dare to be Lynk & Co” guides an original design approach. Concept cars are framed as “haute couture”—expressive statements that build the brand myth rather than sell a product.

4. Design-Driven Localized Community: Clubhouses act as local community hubs. In China, they tap into the “松弛感” (chillax) culture, while in Europe, they incorporate local art, translating the global myth into a locally resonant experience.



MANEGERIAL IMPLICATIONS

1. Prioritize Value Alignment: Choose partners based on shared values and authentic storytelling, not just audience size.

2. Empower Genuine Co-Creation: Grant creative freedom to partners. Gen-Z values genuine passion over a heavily controlled corporate message.

3. Leverage Collaboration for Differentiation: Use unexpected partnerships to define a unique market space and generate buzz.

4. Redefine KPIs: Measure success beyond sales. Track social sentiment, user-generated content, and brand resonance to understand long-term loyalty.



'A Brand Without a Community is no Brand'

-Exploring the Dynamics Between Brands and Brand Communities

Why did we do this?

In today's social media-driven world, consumers are not just buying from brands; they're reshaping them. We wanted to understand how communities form around brands. A brand community can be defined as a group of consumers connected by shared interest, identity or loyalty toward a brand.

The purpose was to explore how different brand communities affect a brand's identity and how these communities can both support and challenge the brand's intended values. There are two types of brand communities:

- Firm-initiated brand communities: created and hosted by the company
- Peer-initiated brand communities: formed independently of the company

Method



We focused on investigating different brand communities, which formed around two outdoor fashion brands.

Outcome

As an outcome of this thesis, we created new terms to describe and divide brand community types. This offers new subcategories to distinguish brand communities at a more specific level. Internal brand communities are aligned with the brand's values and messaging, while external brand communities emerge independently and may reinterpret or challenge the brand's identity.

Brand Communities

Firm-initiated

Aligning with brand's vision

Peer-initiated

Aligning with brand's vision

Not aligning with brand's vision

external brand communities

internal brand communities



Future solutions for brands

- Understand and engage with both firm-initiated and peer-initiated brand communities to navigate how brand identity is shaped.
- Embrace co-creation over control by involving consumers in dialogue.
- Monitor and respond to emerging narratives across platforms to protect brand integrity and adapt communication strategies.

Therese Nordin Hällgren
Xenia Schelper
M.Sc. in Textile Management



WE'RE ALL IN THIS TOGETHER.

FROM A COMMUNITY MANAGER'S PERSPECTIVE: COMMUNITY BUILDING IN RESPONSIBLE FASHION REFRAMING 'SUSTAINABLE FASHION'

HANA SCHWALBE & VICTOR ESKILSSON

Brand communities are unique groups of people connected by their shared admiration for a brand, forming structured social relationships that go beyond physical location (Muñiz and O'Guinn, 2001).

PURPOSE

This thesis explores how community managers at responsible fashion brands use community-building strategies to foster brand loyalty, trust and consumer engagement.

RESEARCH QUESTIONS

Main Research Question:

How do community managers of responsible fashion brands use community building as a marketing strategy?

Sub-questions:

- What specific community-building strategies do responsible fashion brand managers implement?
- How do community managers ensure authenticity in responsibility messaging within brand communities?
- What are the advantages and limitations of digital brand communities compared to offline, in-person communities?

CONCEPTUAL FRAMEWORK

THEORY

Brand Community Theory
Shared Consciousness
Rituals and Traditions
Moral Responsibility

Muñiz and O'Guinn, 2001

Service Dominant Logic
Co-Creation
Participatory Engagement
Mutual Value Creation

Lusch and Vargo, 2004

COMMUNITY BUILDING STRATEGIES

Educational Storytelling
Transparency & Authenticity
Emotional Engagement
Online & Offline Integration
Co-Creation & Participations

OUTCOMES

Trust
Perceived Authenticity
Brand Loyalty
Community Co-Creation

METHODOLOGY

- Qualitative research design
- Combination of purposive and convenience sampling
- 7 in-depth semi-structured interviews with community managers of responsible fashion brands from the Western World

KEY FINDINGS

- Educational storytelling and transparency build consumer trust.
- Emotional and participatory engagement enhances perceived authenticity.
- Integration of digital and physical experiences strengthens brand loyalty.
- Community managers foster meaningful co-creation beyond traditional marketing.

COMPANIES

- UNNA
- Lilja the Label
- MUD Jeans
- Wollow
- Merz b. Schwanen
- 2 Anonymous brands

MANAGERIAL IMPLICATIONS

- Hire dedicated community managers to lead engagement.
- Use storytelling to communicate sustainability clearly and emotionally.
- Prioritize transparency and authenticity to build consumer trust.
- Combine online and offline strategies to strengthen community ties.
- Involve consumers through co-creation and participatory activities.
- View community building as a long-term brand investment.

HANA



VICTOR



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ENHANCING CIRCULARITY

IN TEXTILE AND APPAREL MANUFACTURING

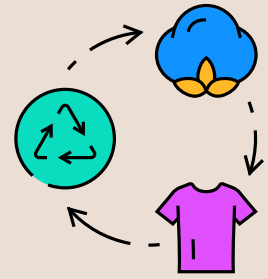
Current Practices



Challenges



Opportunities



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Purpose

This study explores how textile and apparel manufacturers adopt Circular Economy practices, the challenges they face, and the opportunities they perceive for advancing circularity

Theoretical framework

Supply Network Configuration Theory



Product



Process

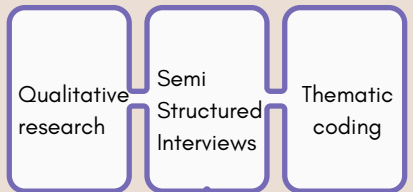


Network



Supply Chain

Methodology



12 companies were selected for interviews from Bangladesh and Sri Lanka

Authors Contact



Shatabdi Das



Hansika Dharmathilaka



Managerial implications



Findings and Result

				
Current Practices 	<ul style="list-style-type: none">Sustainable SourcingDesign for Circularity	<ul style="list-style-type: none">Waste Sorting & RecyclingReduced Waste via Process OptimizationTech Investment	<ul style="list-style-type: none">Local & Global PartnershipsSupplier EngagementSupplier EducationNetworking with Recyclers	<ul style="list-style-type: none">Vertical IntegrationMaterial TraceabilitySupplier Monitoring
Challenges 	<ul style="list-style-type: none">High Material CostsLimited Material SupplyRecycled Quality IssuesPerformance Limitations	<ul style="list-style-type: none">High Investment CostTechnological ChallengesLack of InfrastructureCompany Culture	<ul style="list-style-type: none">Low Consumer DemandBrand Apathy Toward CircularityLack of Global RegulationWeak Government Support	<ul style="list-style-type: none">High Logistics EmissionsTraceability IssuesInconsistent Supply Chain Adoption
Opportunities 	<ul style="list-style-type: none">New Market AccessPolicy AlignmentMaterial Cost SavingsRaw Material Preparedness	<ul style="list-style-type: none">Resource OptimizationEnergy EfficiencyProcess InnovationReusing waste materials	<ul style="list-style-type: none">Meet Brand TargetsTap into Green DemandEnvironmental Benefits	<ul style="list-style-type: none">Circularity Drives InnovationCollaboration Strengthens the value chain

Digital Product Passport Data Attributes for Circularity

Downstream circular actors' requested data attributes

Purpose: To explore requested DPP data attributes as input by downstream circular actors and what data these actors can disclose as output concerning their interactions with the product to further support the circularity of products.

How? Seven qualitative semi-structured interviews & one workshop

What is a Digital Product Passport (DPP)?

- Consumers and stakeholders can scan the DPP which is attached to the garment, such as a QR code, to access detailed product information.
- All textiles sold on the EU market must be accompanied by a DPP by 2027.

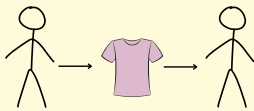
Why research about DPP for circularity?

- The research is a part of the research project "System demonstrator for a sustainable textile system", aiming to achieve extended garment life cycles.
- The DPP is highlighted as a key tool for managing information exchange and ensuring an efficient flow of data between actors in the circular economy.

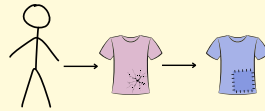
Contributions?

- A categorization of specific data attributes based on different actors
- Offering guidance for actors with similar R strategy or companies working with these actors
- Calling for further multi-stakeholder collaboration, to get the perspectives and needs of all value chain actors

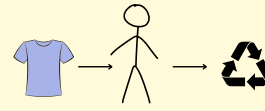
Reuse



Remake



Recycle



**FOR RESULTS
SCAN ME**



Connect with me, Olivia Svensson!



Connect with me, Hilda Karlén!



BEYOND THE GEAR: MOTIVATIONAL DRIVERS AND IDENTITY SHAPING IN OUTDOOR APPAREL BRAND COMMUNITIES

A QUALITATIVE STUDY EXPLORING CONSUMER MOTIVATIONS FOR PARTICIPATING IN THE OUTDOOR APPAREL BRAND COMMUNITIES AND HOW THIS ENGAGEMENT SHAPES THEIR IDENTITY



PURPOSE

The study examines why consumers engage in outdoor apparel brand communities and how this participation influences their identity. It aims to identify key motivations for involvement and explore how brand interactions shape self-perception, offering insights to improve marketing and community-building strategies.

METHODOLOGY

The study adopts a qualitative research methodology, using semi-structured interviews with individuals involved in skiing, snowboarding, and surfing communities. The data is analysed using thematic analysis to identify the key motivations and recurring patterns.

FINDINGS

Consumer engagement in outdoor apparel brand communities is deeply tied to identity formation, going beyond product use to include emotional, social, and symbolic motivations. The key motivations identified are **connection and belonging, brand loyalty and trust, and personal expression**. Brand communities serve as dynamic spaces for identity exploration, continuously shaped by shared values, immersive online and offline interactions, and expressive performances. The study found that consumer motivations within these communities profoundly influence individual identity formation by **fostering a sense of belonging, enabling self-expression through active participation, and providing crucial social validation**. Brands should shift from transactional loyalty to fostering participatory, value-driven environments that support consumer identity development. Future strategies must emphasise authenticity, adaptability, and co-creation to build lasting and meaningful consumer relationships.