

Special Issue

Sustainable Fashion and Consumer Behavior

Message from the Guest Editors

This Special Issue will focus on highlighting consumers' intentions to purchase sustainable fashion. The facilitators and barriers to sustainable consumerism will also be discussed. This Special Issue provides an opportunity for researchers, academics and policy makers in a broader field, which includes fashion, textiles, retail, logistics, supply chain, economics, finance, law, accounting, marketing and management, to contribute. The following research questions can be considered for the Special Issue (the list is not exhaustive):

- What factors contribute to a consumer's intention to purchase sustainable fashion?
- What are the barriers to sustainable consumerism in fashion?
- What are theoretical implications of sustainable consumerism in fashion?
- How can fashion brands, retailers and policy makers facilitate the purchase of sustainable fashion?

Guest Editors

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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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