

## Special Issue

# Fashion Marketing amid the Wicked Problem of Sustainability

### Message from the Guest Editor

The aim of this Special Issue is to explore fashion marketing strategies to advance the sustainability agenda. In expanding the knowledge and theory, this Special Issue can support fashion brands and retailers in addressing sustainability more authentically. This may include:

- Consumer activism in co-creating sustainable fashion marketing messages through manipulating fashion marketing;
- Marketing fashion that aligns within the circular economy;
- Exploring how sustainable fashion addresses social capital;
- How to support consumers in 'breaking up' with fast fashion;
- Consumer reactions and understandings of greenwashing;
- Fashion marketing that educates on fashion sustainability;
- Sustainable fashion influencers on social media;
- Marketing to provide operational transparency;
- Marketing the value of social enterprise;
- Co-creating fashion marketing to encourage and engage with sustainable fashion practice;
- Marketing that recognises fashion workers;
- Marketing tactics repositioned towards sustainable fashion and the circular economy.

### Guest Editor

Dr. Elaine Ritch

Fashion, Marketing, Events and Tourism, Glasgow School for Business and Society, Glasgow Caledonian University, Glasgow G4 0BA, UK

### Deadline for manuscript submissions

closed (10 July 2024)



## Sustainability

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*Sustainability*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)

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## About the Journal

### 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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### Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario  
Institute of Technology, Oshawa, ON L1G 0C5, Canada

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