

## Special Issue

# Sustainable Textile Marketing

### Message from the Guest Editors

We know that sustainability has become an important topic in every aspect of life. The textile and fashion industries also need to be sustainable; this sustainability might be imparted in their development, production, or even marketing. The textile industry has a huge market, as clothing is arguably the most important human need after food. Recently, this industry has been designated a polluting industry; this might be overcome by the proper development of textile goods and careful marketing strategies. There are specific roles that government, entrepreneurs, and even universities can play in properly educating people to make the textile industry cleaner and greener.

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### Guest Editors

Dr. Hafeezullah Memon

Dr. Xiaoke Jin

Prof. Dr. Wei Tian

Prof. Chengyan Zhu

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### Deadline for manuscript submissions

closed (30 June 2022)



## Sustainability

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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

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