

## A LITERATURE REVIEW ON SUSTAINABLE FASHION MARKETING SÜRDÜRÜLEBİLİR MODA PAZARLAMASI ÜZERİNE BİR LİTERATÜR TARAMASI<sup>1</sup>

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### ÖZ

Günümüzde işletmelerin toplum, kültür ve ekonomi üzerinde farklı etkileri mevcuttur. Bu etkilerin sonuçları karmaşık ve tespiti zor olmakla birlikte etik/ahlaki yönü dikkate değer boyuttadır. İşletmeler çevre üzerindeki güç ve tahribatin bir sonucu olarak karşılaştıkları tepki ve baskılardan kurtulmak adına toplumsallaşma uygulamaları ile etik geliştirmiştir. Bu gelişmelerin bir sonucu olarak ortaya çıkan sürdürülebilir moda pazarlaması; ekolojik, etik, çevresel yada yeşil pazarlama anlayışı gibi saçak konular altında ele alınıp tartışılmaktadır. Tekstil ve moda sektörü hammaddenin, üretim süreci ve atık gibi sorunlar başta olmak üzere tepkilere maruz kalan sektörler arasında ön sıralardadır. Bu makale çalışması tekstil ve moda pazarlamasının kapitalizm, sanayi devrimi ve modernizm süreçleri ışığında tarihsel gelişimini bütünsel bakış açısıyla derinlemesine sunmayı hedeflemiştir. Sürdürülebilir moda pazarlamasının evrimsel süreci içerisinde nasıl doğduğunu, bağlantılı olduğu diğer akımları ve günümüzdeki önemi ve genel kavramsal şeması oluşturulmaya çalışılmıştır. Bu bağlamda yerli ve yabancı literatür taraması yapılmıştır.

**Anahtar Kelimeler:** Moda, Pazarlama, Sürdürülebilirlik.

**Jel Kodları:** E20, E21, E29.

### ABSTRACT

Today, businesses have different effects on society, culture, and economy. Although the consequences of these effects are complex and difficult to detect, the ethical/moral aspect is remarkable. Businesses have developed ethics with socialization practices in order to eliminate the reactions and pressures they face as a result of the power and destruction on the environment. Sustainable fashion marketing that emerged as a result of these developments; It is discussed and discussed under fringe topics such as ecological, ethical, environmental or green marketing understanding. The "textile and fashion" sector is at the forefront of the sectors that are exposed to reactions, especially problems such as raw materials, production processes, and waste. This article aims to present the historical development of textile and fashion marketing in the light of capitalism, industrial revolution, and modernism processes with a holistic perspective. It has been tried to establish how sustainable fashion marketing was born in the evolutionary process of marketing, other currents it is related to, its importance today, and its general conceptual scheme. In this context, the domestic and foreign literature have been reviewed.

**Keywords:** Fashion, Marketing, Sustainability.

**Jel Codes:** E20, E21, E29.

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## 1. INTRODUCTION

The result of the irresponsible production and consumption of more than what it needs by economic systems for the last fifty years has reached dimensions that threaten many ecological systems and human beings. In different parts of the world, air, water, soil and many systems in which they interact have begun to collapse. Individuals or organizations that are aware of this collapse have taken action for the ideal of a sustainable economy (Brown, 1998:2-8). Jacques Delors, a French economist who devoted his life to education, stated that the issue of sustainability will be at the forefront of the intellectual and political problems of the next century (Delors, 1996). Businesses are at the forefront of institutions and organizations that harm nature. Although the effects of each industrial area are different, the biggest responsibility in the destruction of the ecological system is the enterprises. With the beginning of a cultural global transformation that will occur under the control of businesses rather than governments and non-governmental organizations in the third century, many businesses have had to accept challenging processes (Elkington, 2013:3). Researchers emphasize the importance of spreading changeable and transformable technologies that care for the environment, instead of technologies that harm the environment in the world.

Today's textile and fashion industry, built on change and consumption, does not coincide with the concept of sustainability. In this industry, which is built on conscious obsolescence and meets rapidly changing trends, it is very difficult to examine the complex supply chain from a sustainable perspective (Farrer and Fraser, 2011:5). This approach, which ignores the psychological, social and economic needs of the customer by fueling consumption, forces the employees to heavy conditions, and does not care about the environment, has brought many problems with it. Fast fashion brands, which maintain their validity in developing countries, but have been criticized in developed countries, still maintain their founding philosophy, although they have recently implemented a few green marketing strategies. Sustainable fashion design, which is the subject of the article, defends the unsustainable nature of the fashion cycle mentioned above. Sustainable fashion marketing is an understanding that encompasses slow fashion and ethical fashion approaches, where the rights of every ring from the designer to the producer, from the consumer to the environment are respected, fair trade prevails, anticipating a long product life cycle, preventing the waste of the environment and natural resources, encouraging quality shopping against unnecessary shopping.

Although this approach started with environmental movements and conscious consumers/designers in Europe, its conceptual dimensions and application processes are not academically focused. In this context, it has been chosen as an area that needs to be researched and developed.

## 2. SUSTAINABILITY

Although the concept of sustainability has many definitions within the scope of different approaches, eco-efficiency is the basis of the concept. The concept of sustainability, which covers all processes for the protection of the environment; it makes sense if it is evaluated in a wide range from production-consumption forms to management styles, from social factors to economic factors, including behavioral psychology (Zühal, 2011:253). Thomas Malthus's "Principle of Population" in 1798 and Meadow's "Limits to Growth" in 1972 made important contributions to the sustainability literature. Many scientists have been working on the dangers of uncontrolled expansion as a result of consumption for many years and warn humanity about this issue. In the 1990s, extensive research began on the applicability of sustainability to the whole system (Van Dam and Apeldoorn, 1996:47).

## 2.1. Economic

The development of humanity started with the discovery of energy and continued with the correct use of resources. Most of the world uses limited fossil fuels as an energy source. Modern consumption patterns prepare the environment for the rapid decrease of these resources and their depletion after a while. These developments signal the negative future that awaits an ever-increasing number of poor and hopeless people. In this context, it is vital to encourage the use of sustainable and clean energy resources to ensure the continuation of humanity and establish balanced relations with ecological life. As a result of all these problems, which are strongly interconnected in ecological, economic, and social terms, concepts such as green/sustainable economy, growth, production, and consumption have emerged under the umbrella of sustainable development.

The concept of a green economy is presented as one of the methods of legitimizing the social discourse and managerial practices of enterprises. It includes approaches such as social responsibility, green policy, business ethics, and sustainable environment within the framework of social marketing. Brand sees the green economy as the gateway to neoliberalism. Although this door is attractive, Brand explains why economic sustainability is incompatible with today's capitalist understanding and why it is not possible to implement it with the following items: (Brand, 2012:30).

- Political strategies involving nation states with the aim of promoting free trade as well as global competition and geopolitical interests by powerful international organizations
- The existence of economic institutions such as capitalist markets and profit-oriented technologies whose principles are not sustainable
- Dominant social trends such as growth at all costs and increasing exploitation of nature
- Power relations built on the elite's self-preservation

The concept of sustainability has often been used together with the concept of development since its birth and development. The economic dimension of the concept is defined by Rodriguez et al. as "to turn to renewable resources in the production process and to be responsible for the environmental effects of production activity" (Rodriguez et al., 2002:5). It is known that there are political interests that conflict with this concept behind sustainability discourses for many years. At this point, the sustainable basis of political approaches and state policies will help to eliminate this contradiction. With the reconstruction of national economies on the basis of sustainable environmental policies, environmental goals that have been on the agenda for years and could not be realized can be realized. At this point, state and nongovernmental supported taxes and incentives that serve this purpose gain importance.

## 2.2. Environmental

Environmental sustainability is basically based on the correct use of resources. Biodiversity, atmosphere, and ecosystem are counted among economic resources (Harris, 2000:6). While Thales placed nature at the center of philosophy with the explanation "The main substance of everything is water" in B.C. 600 years ago, Socrates argued that a human should be in the center. Years later, Francis Bacon talked about the lack of human knowledge that is not based on nature. Bacon's passion for nature has entered the process of controlling and exploiting nature irresponsibly with the industrial revolution and the modern age (Çüçen, 2011:2). As is well known, the scientific world and administrators have ignored the existence of environmental problems for many years. Today, it is quite late for the development of

permanent solutions. In recent years, the issue has been given importance by the government, businesses, and non-governmental organizations and discussed within the scope of sustainable development. In addition to practices such as measures on environmental problems, development of cleaner production processes and technologies, the main problems are listed as follows: (TÜBİTAK, 2003:36-38). Water pollution and control, solid and hazardous waste control, soil pollution and control, air pollution, climate change and control of greenhouse gas emissions, biodiversity.

Society encompasses the actions and interactions that make up human life. The existence of human today and tomorrow is possible with social interaction. Human activities occur in the environment and affect the environment. All the needs we use are obtained through the environment and are released to the environment after use. Besides needs, cultural and daily activities such as art, religious beliefs, science and technology also mature in the environment. In this context, the environment is an inevitable sustainable web that connects us with invisible threads (Giddings et al., 2002:191).

### 2.3. Social

The concept of social sustainability, which means ensuring the continuity of social values, social identity, social relations, and social institutions in the future, raises the following questions:

- Do people, regions and nations have equal rights to development and development?
- Is the number of organizations that aim to protect human health sufficient?
- Do health, well-being, nutritional lifestyles, and cultural elements support social sustainability?

In the light of these questions, it focuses on human development, which is achieved by ensuring equality in issues such as social sustainability, freedom, health, education, and gender, citizenship rights, political participation, and adequate access to social services (Harris, 2000:6). Today, it is very difficult for social sustainability to focus on a deep and comprehensive human development in the shadow of economic analyzes and political decisions such as per capita GDP or national wealth. Sustainability, which is an uncertain concept that cannot be measured, counted, and confined to definite limits; this argues that it is a guide of principles of investment, conservation, and resource use (Solow, 1991:5). In addition to its complexity, the social sustainability approach offers many developmental opportunities for the current and future benefit of government, businesses, and society. The social opportunities offered by many environmental-based applications cannot be understood because of the lack of market in the use of widespread environmental resources. The fact that environmental resources are not evenly distributed among businesses and that the real value of resources is not understood by customers is among the most important reasons for the lack of market.

### Modernism, Industrialization, Development of Fashion Marketing

Fashion has played an important role in shaping social classes from the first age to industrial society. Individual and social areas such as dressing, eating and drinking, sheltering, and entertainment are arranged with the distinctive and integrative structure of fashion. In Egyptian civilization, scent, fabrics, and colors determined social class. In the Victorian era, silk and embroidered fabrics were used only by the courtiers, and certain colors and symbols in the clothes referred to social layers. While dressing in post-modern societies has moved away from its traditional meaning, it has also abandoned the expression of social positions (Çivitci, 2004:10). Now, fashion has become democratized and has ceased to be a privilege belonging to the upper class, and has become an area that can be easily accessed by every class with imitation, imitation, and fast fashion products. Today, the power of fashion to

represent social factors (status, differentiation, equality, imitation, desire to look young, and wealthy) has lagged behind individual desires and wishes with its structure directly affecting hedonic consumption (Foley, 1893:461).

Understanding the contemporary fashion marketing system in all its aspects depends on the analysis of the processes and structures created by the economic, social, and technological revolutions in the world. In this part of the article, to be able to read the fashion marketing concept correctly, the issues that cannot be analyzed separately from each other, but which are generally examined separately, are approached with a holistic perspective. In this context, it is revealed how fashion has been transformed into a marketing object with Modernism from the early ages, when it met the need for dressing and covering, and then how it was presented with a capitalist understanding as an object of human creation with postmodernism. In this process, the industrial revolution of fashion, which is an area created and consumed by the upper class, and the adventure of reaching the middle and lower classes by democratizing mass production, were examined within the framework of classical and contemporary fashion theory. Through fashion and the individual's body, the search for identity under the domination of mass and consumption culture and standardization, the aestheticization of consumption by transforming life into a work of art and the management of desires are revealed (Featherstone, 1996:118). The destructive and unsustainable approaches brought by the consumption culture and fast fashion understanding paved the way for socialization in fashion marketing. In this context, the understanding of ethical and sustainable fashion is considered an important value of the future.

In the 18th century, radical changes were experienced in the dimensions of belief, fact, nature, and morality from states to individual decisions. In the historical process, the phenomenon of the French Revolution and the Enlightenment paved the way for the maturation of modern society, and for economic and political ruptures. The developments in the scientific, technical, economic, and political fields, which were hosted by the western civilization, formed the foundations of modernity. The important thinker and management scientist of the era, Alvin Toffler, explains the social process from the birth of humanity to the present in three waves. The first wave is the agricultural society that emerged from the primitive society and hunting with the experience of the agricultural revolution. The second wave is the industrial society created by the Industrial Revolution, which includes the birth and development of capitalism and the Enlightenment period. The third and current period is the information society created by the technology revolution (Toffler et al., 1981:43). In this context, modernity, positioned under the leadership of the mind, which is the torch of Enlightenment, has witnessed the Industrial Revolution and the birth of Capitalism and spread to all parts of life with industrialization, the formation of market systems, the scientific revolution, and the construction of the nation-state (Jameson, 2004:33). The Enlightenment period, which started at the end of the 17th century, is the search for human reason, knowledge, and progress in many religious, social, economic, and political fields (Cevizci, 2002:11). Kant explains this period as the process of getting rid of this crime committed by a person who does not dare to use his mind without the guidance and help of others (Adorno and Horkheimer, 2010:115). The Enlightenment purifies people from all kinds of fears and doubts and defines the mind, which is fed from science, not religion and tradition, as the key to technical, economic, and social progress. In the Enlightenment period, the foundations of modern society were laid, and the ideological and technical infrastructure of capitalism, industrial revolution, mass production, and consumption culture was created.

The XI. Feudal society, which completed its maturation process in the 19th century, entered the process of disintegration with developments such as the increase in free working environments, the development of peasant property, the revival of trade and crafts, and the

emergence of urban life. These developments are also the beginning of the long structuring process of capitalism that will take several centuries (Beaud and Başkaya, 2003:17).

James Watt's invention of the steam engine in 1765, Adam Smith's *The Wealth of Nations* in 1776, and the French Revolution of 1789 are the cornerstones of the Industrial revolution's maturation process technologically, ideologically, and politically. The Industrial Revolution covers a wide, dynamic and interactive process that transformed production, management, and social structures at the end of the 18th century, with many developments and accumulations in the technological, political, and cultural fields. The effective and permanent results of this period are due to the simultaneous and holistic maturation of its philosophical and technical dimensions (Erkan, 1998:3-5). There are different opinions about the beginning of the industrial revolution. While historians Toynbee and Rostow accept the 18th century as the beginning of the revolution, Nef (1980) emphasizes that the industrial revolution dates to the 16th century, and the developmental structure of this process is ignored. Nef explains the before and background of the revolution as follows. At the end of the fifteenth century and the middle of the sixteenth century, on the initiative of Europe, expedition ships were engaged in trade and colonization in many parts of the world. In the 1480s, Europeans left their homeland and sought to penetrate unknown places. During these explorations and efforts, they create and develop manufacturing and marketing areas. In this context, in the 16th and 17th centuries, modern scientists focused on the economy and industry and gave direction to the trade, price, and industrial revolution (Nef, 1971:48-49). Many civilizations have invented and discovered before the Industrial Revolution. However, with the 18th century Industrial Revolution, the real contribution of innovation and developed technologies to the economy and creating value brought this period to the revolution (Rostow, 1971:48). The following three inventions, which are linked to each other, started the first attack of the industrial revolution (Rostow, 1971:260-261). These are: The efficient production of iron from coke, the development of an efficient steam engine, the spinning of cotton in the machine.

Although the industrial production activities of the 18th century increased rapidly, craftsmanship preserved its value and competitiveness in this process. Businesses collaborated with independent craftsmen, artisans, and villagers working in their own workshops and homes. Especially this experienced workforce with traditional knowledge is more valuable to businesses than new and unskilled workers in factories. Spinning and weaving masters were still sought after in this period. After a while, technical knowledge and traditional methods were completely replaced by fast and mechanical production systems (Beaud and Başkaya, 2003:83). In these years, fast and high-quality fabric production is carried out. During this period, many weaving, knitting, and ready-made clothing factories were established with a high density of female and child workers. Lower-class female workers, who were given plenty of money to spend, were working in established textile factories. The fact that working women cannot find time to sew clothes for themselves and their families, and businessmen's wives want to dress well has increased the demand for ready-made clothing. By the 1820s, hand-stitched and ready-made garments were available for sale in America. Urbanization has accelerated with industrialization. These cities have become an integrated facility with factories that gather tens of thousands of people, whose population is increasing day by day, under one roof. In addition to the concentration and capital accumulation, basic features of industrial societies, division of labor, specialization, standardization, skilled workforce, pluralism, formal relations, social differentiation, and the dominance of the nuclear family come to the fore in these societies (Bozkurt, 2006:19-20).

In the early 1900s, Parisian fashion designer Coco Chanel freed women from elaborate and suffocating details and became the symbol of elegance in leisure and office wear with a comfortable and confident female silhouette. With her simple and rich designs and the “little

black dress”, Chanel portrayed the new social and free lady of the mid-19th century (Snodgrass, 2015:8). Ready-made clothing manufacturers on Seventh Avenue in New York, which started in the 1920s, grouped according to the types of clothing and offered products to the store owners. It has become the meeting point of New York fashion designers and designer shows and retailers, especially with the Seventh Avenue tradition held during press weeks to 1941. Fashion editors, photographers and shopkeepers used to gather here to catch the latest fashion. After the explosion of ready-to-wear in the fashion world, several companies began to produce low-priced clothing by copying the original designs of fashion designers. Towards the end of the 19th century, clothes became cheaper and easily accessible to every class, and the ready-made clothing sector, which uses technology and makes mass production, has replaced the haute couteré (Çivitci, 2004:243-247). Manufacturers started to predict what could be sold next season with complex supply chains and computer-aided programs, and they quickly produced these estimates and delivered them to the customer (Kent, 2003:17).

Table 1: Important Developments in the Textile and Fashion Industry in History

Important Developments in the Textile and Fashion Industry in History	
1700s	Fashion exists only for the rich and upper class
1771	John Lombe founded the Italian silk weaving factory in Livorno.
1773	John Kay discovered the mobility shuttle. Long-length woven fabric production started.
1740-1770	Cotton production increased by 117%.
1764	Weaver James Hargreaves found spinning jenny.
1767-1770	Thomas Hicks and Arkwright powered the spinning jenny with water energy using a water frame.
1777-1779	Spinner and weaver Compton developed the mule jenny, enabling her spinning mills to generate energy from waterbeds.
1783	Watt develops the double-acting steam engine.
1785	The first steam-powered spinning mill was established. Mechanical weaving looms started to be developed.
1800s	Developed cotton gin, card, draw frame, mercerization, and dyeing techniques.
1918	Mass production begins in the fashion
1930s	Cinema begins to serve fashion
1939-1945	II. World War II – Skirt lengths shortened
1950s -1960s	Freestyles, Counter-fashion, Youth movements
1970s -1990s	Multinational and mass media influence grows
1990s	The products of brands and designers increase.
2000	Electronic shopping increase
2002	Increasing cheap foreign production in clothing

**Kaynak:** (Beaud and Başkaya, 2003:83-85; Easey, 2009:24)

The oppressive world order that dominated in the 1980s experienced ruptures in economic, social, and political dimensions. The 19th century is a revolt against injustices and the destructive system of human values. Concepts such as honesty, equality, social justice, security, and democracy, while building the roof of socialism, started the ruptures from capitalism (Beaud and Başkaya, 2003:289). In the 1920s, as a result of the regulatory and controlling aspects of the state based on the principle of mass production and consumption, the understanding of Fordism, in which labor was unqualified and production was standardized, emerged. Mass production, which is one of the pillars of the Fordist system,

started with Henry Ford's giving 5 dollars to his workers on the assembly line running in the automobile factory in 1914 for 8 hours of work. The Fordist system, which developed under the roof of capitalism, expresses much more than the assembly line where mass production is made by constructing a new worker (human) model, which configures the individual and consumption patterns along with the production systems during the transition to the planned economy (Kumar and Küçük, 2004:68). In mass production, there is a hierarchical and bureaucratic organizational structure with limited responsibility, far from sentimentality and humanity, based on routine work. In this production system, where the wishes and needs of the employees are in the background and focused on efficiency, the workers who have no security have created an extremely suitable environment for the rise of mass organizations (Bozkurt, 2006:169).

At this point, industrialization, unhealthy working conditions of the fordist system and physical and spiritual wear and tear of people gave the signals of the course of the world. In addition to all these problems, the destruction of rural life, the irresponsible use of natural resources, the pollution of soil, water, and air, threatening biological life, and nuclear power, which ruthlessly affect generations, are seen as many problems that need to be changed. In recent years, it has been proven that the fossil fuel-based Industrial Revolution brought about human-driven climate changes and caused irreversible disasters on our planet. At this point, Rifkin foresees the Third Industrial Revolution with renewable energies, which is a new paradigm that can open a post-carbon era only by integrating new communication technologies with new energy systems (Rifkin, 2014:11-12).

#### **2.4. Modernity and Consumerism**

Clarifying the beginning of modernity in historical, philosophical, and technical dimensions, it is defined as a transformative force that gave birth to modern society in a very hazy time period. Descartes' total break with the past shaped the self-consciousness of this concept along with the beginning of modernism. Modernity describes the idea that the world can be shaped by human intervention, the intertwined structure of economic institutions, especially industrial production and market economy, nation-state and mass democracy, and modern society and industrial civilization consisting of certain political institutions at the same time (Giddens and Pierson, 2001:83). Although modernity modernization is used in a wide variety of meanings, it is basically explained with two concepts. The first is contemporary, the replacement of the old, and the other is progress and progressive. Its keywords are progress, rationalization, civilization, science, political freedom, equal rights, individual, rational,, free thought, nation-state, and people-based country. Antony Giddens (1972), the first industrial society, England, known as the home of the industrial revolution, pays attention to the modernization phenomenon in a holistic way by drawing attention to the contributions it has made to the historical and sociological structure of Modernism (Giddens, 1972:345). According to him, the content of the concept of modernity is formed by the capital-based formation of a group of processes that reinforce each other. Transformations such as the development of productive forces, the increase in production, the formation of central political power, and the formation of national identity, political participation, the growth of urban forms of life, and the secularization of values and rules are the main parts of modernism (Beaud and Başkaya, 2003:53).

The discontinuity of modernity, time, breaking with tradition, the sense of innovation, the temporary, floating nature of the present, the new urban orders that developed in the second half of the nineteenth century, and the consumption culture advancing toward maturation give meaning to modern lives (Featherstone, 1996:23). In this society based on consumption, in order to exist, the individual tries to invent and re-create himself by constantly consuming himself with Baudelaire's connotations.

Campbell (2005) explains the basics of consumerism in his book *The Spirit of Modern Consumerism* as creating demand, destroying traditional hoarding habits by creating new wants, and increasing living standards. In this context, while the modern economic system develops a hedonistic (hedonic) attitude in consumer spending, it has applied to the instrumentality of the consumer's desires and wishes on the elements of taste and fashion (Campbell, 2005:17-18). Sombart (2013), in his book titled "Love, Luxury, and Capitalism", expresses the capitalist spirit on the basis of hedonistic consumption by stating that "to equip one's personal life with trivial things for selfish reasons arises only from the feeling of pleasure based on the soul" (Sombart, 2013:118-119). This spirit has transformed luxury goods into ordinary needs and ordinary needs into essential needs in the historical process, creating artificial needs and a fictional consumption culture in which fake needs and real needs cannot be distinguished (Baudrillard, 2004; Marcuse, 1990). In the late 1800s, factors such as the understanding of marketing, the phenomenon of globalization in world trade, technological developments, sociological transformations, and the removal of obstacles and restrictions in the country's economy gave birth to postmodern trends (Featherstone, 1996). Postmodernism has become a part of the modern, not a complete break with modernism (Lyotard, 1997:155). This concept characterizes the transformation in literature, fine arts and science from the end of the 19th century to the present (Lyotard, 1997:11). It is essential to present what cannot be presented in the modern with the postmodern, and to create what is not governed by the established rules. Baudrillard sees this period as the age of signs, where every value left over from modernism explodes inward and loses its reality (Baudrillard, 1991:12). In this context, postmodern culture envisages the denial of the capitalist system, democracy, technocratic and organizational values (Şaylan, 1999:66).

In postmodernism, consumption is sanctified, credit opportunities are increased, the individual is manipulated towards the immediate satisfaction of emotional needs, by managing desire oriented. Thus, the traditional understanding based on the value of production (industrial capitalism) has been replaced by the hedonism-based understanding of consumption (late capitalism). Consumption is used to express who the customer is, his feelings and his communication with the environment by moving away from its known meaning today. Life is given meaning by consumption, and each individual exists again through the creation of images, dreams, and fantasies. In this context, "it is in the consumer position where the individual is necessary and almost irreplaceable as an individual" (Baudrillard, 2004:98). At this point, fashion (clothing, clothing, eating, drinking, etc.) which is the easiest way to consume and show off (Veblen et al., 2005:117-118) offers the individual the space of impersonation, shaped by his instant desires and desires (Stevens and Maclaran, 2005:284). Consumers take pride in demonstrating their place and value in society with the fashion products they buy, with the effort of owning items to achieve happiness and status (Scarpi, 2006). Lefebvre defines this situation as the ideology of the commodity replacing philosophy, morality, religion and aesthetics (Lefebvre, 1998:108-109). The individual, who is trapped between images, objects and images in daily life, is pregnant with organized consumption patterns and happiness for sale. The pleasure and happiness that all these experiences provide the individual last until the product they buy is replaced by a new one. Individuals who are addicted to the temporary happiness and pleasure they taste constantly need this feeling. The continuity of consumption comes to life at this very point.

### **Sustainable Fashion Marketing**

#### **Fashion Concept, Birth, and Development**

With the rise of Capitalism in 14th century Europe, the importance of tailoring is accepted as the starting point of fashion marketing. On the other hand, the fashion phenomenon that shaped lifestyles such as clothing, eating and drinking, accommodation, daily life and leisure

activities, which were accepted as fashion in the 18th century, has ceased to be a privilege representing a narrow elite. Subsequently, the foundations of today's fashion marketing, which can be reached by urban women in Western Europe, where capitalism was born, were laid (Fogg, 2014:6-7).

Fashion is in close relationship with modernity and the spirit of seeking new experiences, getting caught up in the new, catching time (Davis and Arıkan, 1997:132). There are different debates about how far back in the 19th century to define modernism correctly. Some studies have emphasized that it is necessary to go back to the bohemian avant-garde of 1830 (Featherstone, 1996:116). With modernization, remarkable changes and differentiations are observed in consumption and communication styles. Fashion as a communication language in the modern consumer society is the area where change is made most visible. The change in this field has increased by reflecting on aesthetic, economic, political, cultural, and social fields (Behling, 1985). Change in fashion is explained by planned obsolescence (Packard, 1960), where fashion retailers constantly encourage consumers to buy new products (Packard, 1960). Fashion brands in many different segments, where the latest fashion products are sold, ensure the continuity of fashion consumption (Law et al., 2004). In this context, the nonstationary new dynamic cycle of fashion emphasizes the concept of commodified fashion through lifestyle and social trends, which starts at the individual level and ends at the individual level. Fashion spreads its cultural and visual transformations at macro and micro levels along with social interactions (Cholachatpinyo et al., 2002:21-22).

In the 19th century, the nature of fashion and the tendency of individuals to use fashion changed. Appearances include widely adopted standards of details. With the increase of ready-made clothing in the 19th century, clothes lost their economic value. Furthermore, they preserved their symbolic value (Crane, 2003:16-17). With the industrial revolution in the 1850s, the understanding of marketing has entered into different trends in every period with factors such as globalization trends in world trade, developments in technology, and the removal of obstacles and restrictions in the country's economy. The periods in which consumers meet their basic needs with clothes have been replaced by a period where the consumer is re-created with each new garment and this existence is provided by hedonic elements. Changing fashion trends, social relations, and the difference between social groups show themselves in institutional areas. In ancient times, the separation and recognition of different social classes was largely through clothing. In medieval European society, clothes began to take on the form and shape of today. In these years, the clothing habits of the kings and the high class and the fabrics they used left their mark on the period. In the 20th century, sharp social structures disappeared, and many borders, including gender, became controversial (Crane, 2012:13). Fashion is a cultural and social phenomenon in addition to its economic, artistic, and technological dimensions (Blumer, 1969:276). Many sectors such as lifestyles brought by daily life, literature, media, health, food and entertainment are closely related to fashion. For this reason, fashion is the clearest visual and semantic mirror that reflects the spirit of time for centuries. The individual's way of expressing himself/herself personally and socially is through clothing and appearance, strongly and visibly. People communicate with their environment by expressing their gender, family, and social roles, political views, cultural and aesthetic aspects, and perspectives on life with their external appearance (Barnard, 2002:24). At the core of fashion lies the correct determination of social causes. According to Benjamin (1987), fashion pioneers are people who observe society very well and can predict social trends. Fashion, which is built on the trio of change, creativity and marketing, is shaped by the individual's instinct of beauty, adornment and imitation (Benjamin, 1987:95-96). Simmel has put forward important ideas that examine the social dimension of fashion. According to Simmel, fashion has the power to express one's self and socialize at the same time by using the ability of togetherness and separation (Jung, 1995:66-69). Fred Davis (1997) talks about the many facets of fashion. These; its resources in culture

and social structure, its recognition and spread among societies and societies, its power in their separation and integration, are the psychological needs it meets. On the other hand, the semantic aspect of fashion that reflects images, thoughts, feelings, and attitudes; It draws attention to the unexplored or unexplored aspect of fashion by comparing it to a show where the clothes, props and actors are seen but the sound cannot be heard (Davis, 1997:15).

According to Sporles (1981), fashion is the discussion of aesthetic and social visual products and services on the axis of clothing, even though fashion is a phenomenon that cannot be calculated with certain concepts, variables or relations and cannot be reduced to abstract concepts defined specifically for clothing (Sproles, 1981:117). According to Simmel, fashion is 'a social form that combines the attractiveness of differentiation and change with the attractiveness of similarity and harmony, often manifesting itself in classrooms to express social differences' (Simmel, 2003:42). Piore, while describing fashion, says "It has the power to dress the masses after a while, the forms of clothing that they find ridiculous". Fashion has the ability to meet people's personal and social needs simultaneously. Maybe this feature lies behind the indispensability of fashion today (Jackson, 2007). Simmel (1904); social form, ready-to-wear, aesthetic judgments, and fashion as a field of constantly changing the human body and appearance. While fashion conveys something that has a symbolic meaning to the person, it interacts with the individual and his environment. As this process progresses, the meaning conveyed spreads around the individual, transforms, and becomes solid (Davis, 1997:133). Fashion is a social transformation tool that has the power to erode and influence the social dynamism, traditional habits and customs of modern institutions at a global level. This tool radically changes the daily life of society and reaches even the most personal areas. In this context, although the concept of fashion is a phenomenon that needs to be interpreted at the institutional level, the radical changes caused by fashion are directly intertwined with the individual and the self (Giddens and Tatlican, 2010:11). Clothing, as the most visible face of consumption, plays an important role in the social structure of identity. Dressing offers the individual the chance to choose from the rich cultural norms in line with his own purpose and identity. In the early ages, clothing was the most obvious indicator of identity. Over time, clothing has become the strongest indicator of individual identity, limiting and transcending regional, cultural and social classes (Crane, 2012:1). Correct reading of social networks is the basis of the existence of fashion. For this reason, fashion manufacturers create a holistic impression of society, from their eating habits to the books they read, from their personal relationships to their future dreams. These impressions are important codes that direct fashion trends and strengthen the transformative power of fashion. Manufacturers distribute these codes to each unit of the fashion marketing space, capturing the tempted consumers right in the heart (Tungate and Günay, 2006).

## **2.5. Sustainable Fashion Marketing, Development Process**

### **Sustainable Marketing**

In the 1980s, when marketing changed shape, focusing on specific market segments, developing new communication approaches and business capabilities became important. The need to bridge the gap between the components of the marketing environment and the existing ecological and social realities has given birth to macro marketing, social marketing, ethical marketing, environmental marketing, and eco-marketing approaches (Peattie and Belz, 2010:8-9). Thus, it aims to eliminate the social and environmental concerns of the public and customers by trying to prevent the negative effects of social and environmental problems. Social and environmental corporate awareness has created competitive fields where many successful niche strategies are implemented (Barnes and Ferry, 1992:3-8).

The concepts of sustainability and green marketing are based on the social marketing approach introduced by (Kotler and Zaltman, 1971) in the early 1970s. Social marketing is a

communication discipline that does not only consist of theory. (Kotler and Zaltman, 1971) first defined social marketing; He defined it as "designing, implementing, and controlling a system that calculates the acceptability of social ideas". (Kotler and Zaltman, 1971) first defined social marketing; he defined it as "designing, implementing, and controlling a system that calculates the acceptability of social ideas". The effects of social marketing, which was formed by the merger of marketing and social theory, which was based on social psychology, advertising, and public relations studies in the 1940s and 1950s, extended to sociology, psychology, anthropology, and public relations (Andreasen, 1994:108-114). Changing personal behavior, which is among the goals of marketing studies, can be purely commercial. At the same time, It is also shaped on social issues such as health, culture, environment, etc. (Andreasen, 1993:1-5). Therefore, at this point, social purposes and long-term social interests are prioritized instead of profit (Mucuk, 2001:16).

In the development process of the sustainable marketing concept, many titles such as "green marketing" (Pierre and Prothero, 1997), "environmental marketing" (Peattie, 1995), "greener marketing" (Charter and Polonsky, 1999), "ecological marketing" (Henion and Kinnear, 1976), "eco-marketing" (Belz, 1998) discussed below. The American Marketing Association (AMA) organized a workshop on 'Ecological Marketing' for the first time in 1975 and shed light on future studies on this subject, both practically and academically (Henion and Kinnear, 1976). Ecological marketing; It is defined as the positive and negative effects of marketing activities on the depletion of energy resources and pollution. Polonsky summarized the components of this first definition of ecological marketing in three points (Polonsky, 1994:2):

- A subset of general marketing activities
- Examines both positive and negative activities
- Approaches environmental issues from a narrow perspective

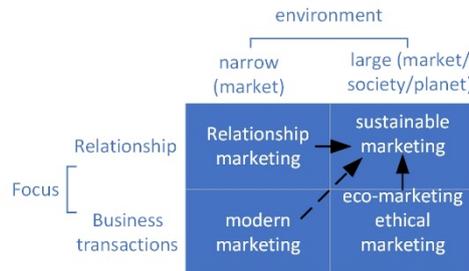
Pattie defines green marketing as a holistic management process that recognizes, understands and satisfies customer needs and does this process in a sustainable way for the benefit of the whole society (Peattie, 1995).

Fuller defines sustainable marketing as follows; "The planning, implementation and development control of product pricing, promotion and distribution processes must meet three criteria: customer needs must be met, organizational goals must be achieved, all these processes must be in harmony with the ecosystem" (Fuller, 1999:4). According to Mintu and Lozada, sustainable marketing is "to facilitate the exchange of marketing tools that protect and preserve the physical environment in the achievement of organizational and personal goals" (Mintu and Lozada, 1993:17).

According to Polonsky's definition, "green or environmental marketing is the design, production and facilitation of all activities that involve the least harm to the natural environment and the satisfaction of any change in human needs and desires" (Polonsky, 1995:30).

The point where sustainable marketing differs from modern marketing management is to design all processes in harmony with the ecosystem and to serve long-term healthy societies by reducing eco-costs. On the other hand, the sustainable marketing approach includes not only environmental practices and laws, but also broad socially based political objectives supported by intersectoral integration (Figure 1).

Figure 1: Toward the Concept of Sustainable Marketing



**Kaynak:** (Peattie and Belz, 2010:10)

Sustainable marketing prefers long-term relationship marketing over traditional short-term marketing practices. On the other hand, the fact that the main purpose of companies is to make money cannot be ignored. Therefore, marketing's own goals and values are aligned with the sustainability framework. The key points taken as basis while developing different and innovative thinking structures in the harmonization process are listed as follows (Peattie and Belz, 2010:9):

- Considering the improvement of social and ecological problems as the starting point of marketing processes
- Holistic approach to consumer behavior
- Restructuring of the marketing mix
- Using and caring about the transformative power of marketing practices

Peattie (2001) summarizes the transformation of environmental approaches in marketing in three phases.

*Ecological Marketing;* in the 1960s and 1970s, social and environmental concerns were experienced with the formation of the thought that uncontrollable growth in the world economy consumed natural resources and destroyed the ecological balance. Issues such as environmental pollution caused by the use of petroleum, agricultural products, synthetic, and chemical products, and legal regulations are emphasized.

*Green Marketing;* The environmental disasters that emerged in the 1980s, the 1986 Chernobyl disaster, the ozone layer hole were brought to the agenda by the media, which increased the environmental concerns of the public. Consumers have become more sensitive to the environment and have taken action in this regard. With these developments, businesses have included environmental-oriented processes such as clean technology, eco-performance, and green consumer in their activities. The most significant development in this period is the concept of sustainability. An approach that considers future generations without harming sustainable production and consumption and environmental systems has begun to be adopted. In the late 1980s, consumers' interest in green marketing led businesses to gain competitive advantage by writing green stories.

*Sustainable/Green Marketing;* It is to move the marketing activities to the sustainable development dimension by considering the macro dimension. In this phase, large enterprises such as IBM, McDonalds, IT allocated significant budgets for eco-performance products. In many industries, businesses have developed new technologies and production systems to reduce environmental pollution and protect natural resources and human health. Although the importance of sustainability has been approved by governments and large companies in this phase, which includes today, debates continue about what exactly the concept means and

how to reach it. Today, today's marketing approach and our settled socio-economic system are seen as the most important threat to sustainability (Peattie, 2001:130).

Environmental improvement is often portrayed as purchasing new green products by concerned customers. Research shows that 84% of consumers in developed countries prefer green products in different product groups (NMI, 2009). However, the contradictory situation here is to try to overcome the environmental crisis caused by excessive and unsustainable consumption, again with consumption. On the contrary, sustainable marketing refers to non-purchasing processes such as long-term use of the product, sharing, repairing, reusing, and conversion (Peattie and Crane, 2005:368).

### **Sustainable Fashion Marketing**

The fashion marketing system has been criticized in many ways. These criticisms can be collected at micro- and macro-dimensions. Micro-scale employee rights, fair price-performance balance and misleading products are at the forefront. Extreme luxury fashion brands and shoddy products fall into this category. Poor quality products that deteriorate, change, and lose their properties after use negatively affect brands and businesses in the long run.

From a macro-perspective, the unintentional and unexpected damage done by fashion businesses to nature and people is not to be underestimated. Excessive consumption, supported by the work of brands, significantly increases the waste of resources, raw materials and energy. The fashion industry ranks first in environmental issues such as inputs, production, packaging, and after-use disposal. The sad aspect is that luxury fashion brands use animal skins and furs. In addition, imposing this ratio and appearance on all customers by choosing one type of mannequins in the industry; Defining the concept of beauty through these codes is another arrow turned to fashion brands (Easey, 2009:13-15; Tungate, 2008).

Sustainable fashion marketing uses the cultural, social and technical capital of today's society, preserves valuable know-how and traditional application methods dominated by craft and high art, and keeps them alive as the basic principles of the business (Campbell, 2005:35-36). Thus, the individual talents and efforts of artists and designers get rid of the ordinary atmosphere of consumption culture and the oppression of being a short-term happiness tool, and turn into craft production in the cooperation of high art, technical knowledge, cultural wealth, nature and human creativity. In this context, the starting point for sustainable systems is sustainable design. The first step of sustainable design is taken with the idea of using human and environmentally friendly resources and materials. Textile surfaces and fabric design, which are the main materials of fashion design, can be produced in a way that can be transformed, reused, dissolved, or changed form. Sustainable technologies support such innovative designs.

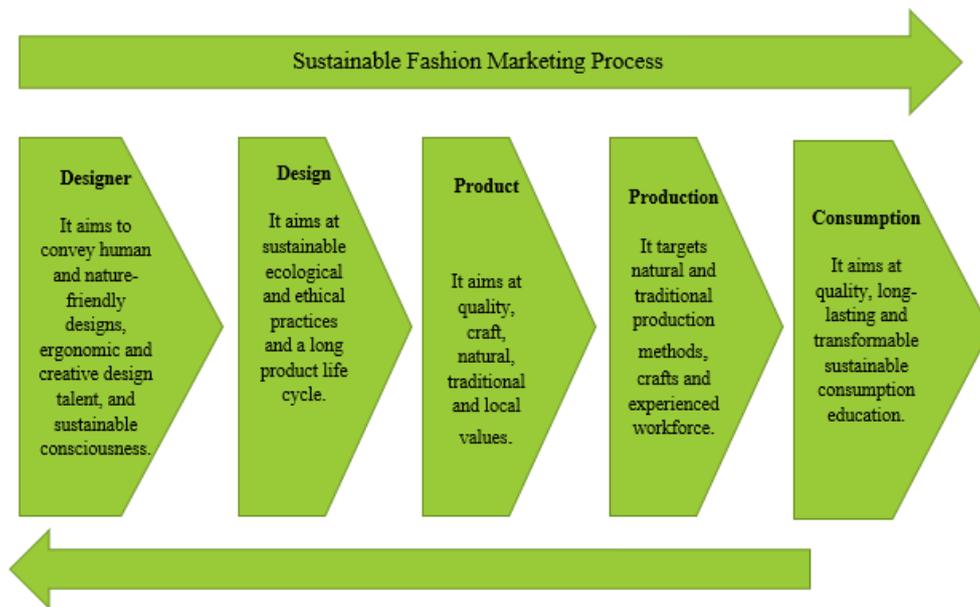
Sustainable fashion marketing is a revolt against globalized fashion by focusing on local values and local production (Clark, 2008; Kipöz, 2015). Today, small and medium-sized fashion businesses that are trying to survive with local production and resources need a sustainability approach at least as much as multinational companies. Considering the comprehensiveness of the concept of sustainability, it seems reasonable to adopt a system approach that covers the entire sector rather than focusing on individual problems in this system (Ertürk et al., 2013). Clark (2008) is critical of the hierarchy formed between the designer, producer, and consumer, the image dependency of fashion, and the use of imposition rather than preference. Clark (2008), who envisages the interpretation and design of sustainable fashion marketing as a broad system on the basis of designers, producers, consumers and states, listed the sustainable fashion marketing principles as follows:

- Appreciation of local resources and distribution economies

- Transparent production systems with minimum intermediary institutions between the producer and the consumer
- Timeless products that move away from consumption orientation and contain high value and long lifespan

Although many techniques such as recycling, reuse, redesign, and upcycling, which consider the product used as raw material, are an alternative way for designers, moving consumption to a sustainable level is more essential for many thinkers and designers. Hence Manzini (1994), who argues that sustainable fashion should not be limited to only redesign or eco-efficiency, draws attention to the close relationship of sustainable fashion with sustainable consumption habits. Manzini recommends that designers focus on products that have a long life cycle and can be protected, which also incorporates consumer needs (Niinimäki and Koskinen, 2011:166).

Figure 2: Sustainable Fashion Design Actors and Targets

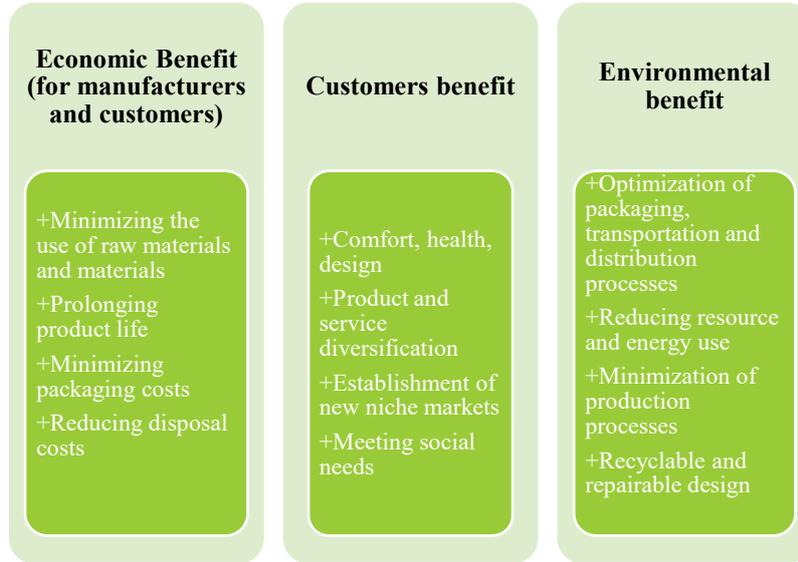


**Kaynak:** (Pookulangara and Shephard, 2013:202)

The five elements above are considered as the main actors of the sustainable fashion design process (Figure 2). Designers are at the forefront of adopting sustainable strategies to current or potential customers due to their ability to influence and transform the masses. This approach, in which responsibility is distributed to all components in the system, aims to provide maximum benefit for humans and the environment in the spiral of designer, design,

product, production, and consumption. In this context, Manzini and Vezzolini classified the economic, customer and environmental benefits as follows: (Figure 3).

Figure 3: Outcomes of the Sustainable Product Design Process



**Kaynak:** (Manzini and Vezzoli, 2003:853)

### Creating Sustainable Value in the Fashion Industry

With an export of approximately 800 billion dollars in the world economy, the textile and ready-made clothing sector has an important power in the development of the economies of developed and developing countries. The Turkish textile and ready-made clothing sector and its sub-industries, which are the EU's largest ready-made clothing supplier after China today, are considered to be the locomotive sector with their share of national income, employment, and export potential. In the report prepared under the leadership of the French Fashion Institute (IFM), on the effects of 2005 trade liberalization in the textile and ready-made clothing sector; According to criteria such as workforce, raw materials, equipment and marketing, Turkey is the most competitive country along with China and South Korea (Müdürlüğü, 2010). The textile/raw materials and ready-to-wear/apparel industry are among the sectors that earn the most foreign currency inflows in Turkey, with an export of approximately 29 billion dollars in 2014. These indicators reveal the importance of the sustainable fashion approach, which is one of the inevitable strategies of the future, which is vital for businesses to continue their existence in the Turkish textile and ready-made clothing sector, on the national economy at local and national level. In this context, the project aims to find a solution to a current and important problem and need by addressing the textile and fashion industry, which has an important share in the Turkish economy and has not been able to use its real potential for many years.

The importance of sustainable approaches in the supply chain is increasing day by day with issues such as the reduction of raw material resources, waste disposal, and environmental pollution. Production and product management at SM are strongly linked to environmental practices. Waste management is the most important of these links. Because SM foresees the

least impact on the environment and people in product design, production, use process and after use. In environmentally oriented product and process design, the impact of SM businesses on natural resources and the environment is minimized. In this context, minimizing the amount and damage of waste in product and production design is one of the most important goals of the enterprise. These targets are determined by the standards or legal limits of the enterprise. Another important point here is that the production process and the final product are high quality and customer-oriented, together with environmental awareness. The points that businesses pay attention to when designing product and production management are as follows (Zsidisin and Siferd, 2001:67):

- Design to facilitate design
- Least environmental impact on product disposal
- Eliminate harmful processes in production
- Ease of distribution and returns
- Elimination of excess and harmful materials
- Durable and reliable design
- Designing for customer satisfaction

Businesses aim to create and maintain value in all their applications. Increases value creation by developing business resources and capabilities in sustainable fashion marketing.

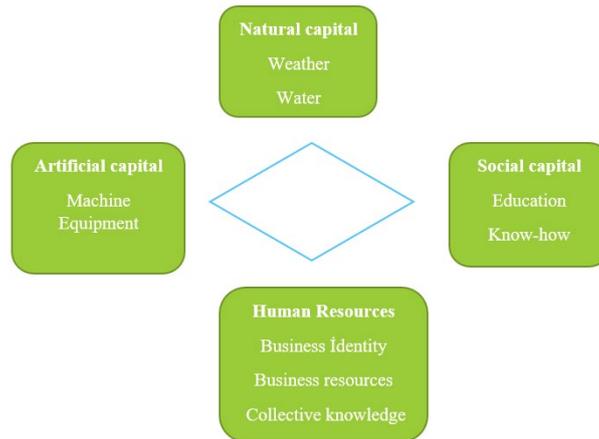
In the field of marketing, the concept of value is generally discussed in terms of customer (Engel et al., 1990; Engel and Blackwell, 1990; Ravald and Grönroos, 1996; Schiffman et al., 2000; Zaltman and Wallendorf, 1983), price (Monroe, 1991) and strategy (Chernatony et al., 2000:40). In the 1990s, the value component was at the core of building successful competitive strategies with business capabilities (Ravald and Grönroos, 1996:19). Many successful multinational businesses have moved from survival economies to value economies. Developing non-competitive strategies in value economies is also hidden in the fact that the business offers the most meaningful value to customers (Bono, 1996:86). Naumann (1995) value; product is defined as meeting or exceeding the expectations of the customer in service quality and price-performance balance (Naumann, 1995). Zeithaml (1988) explains the concept of value on the basis of the customer; discusses it under four main headings: low price, customer requests in product and service, quality that meets the price paid, and the total benefit obtained against the price paid (Zeithaml, 1988:11-15).

Social complexity makes it difficult for another business to implement the value created as a result of the company's inimitable, irreplaceable capabilities. A value imitated by a competitor loses its competitive advantage over time. In this context, the fact that the value is specific to the enterprise and that it creates a competitive advantage is closely related to its permanence. In sustainable fashion marketing, resource management aims to create and maintain value for customers and businesses. To serve this purpose, structuring the portfolio created as a result of the resources and capabilities of the enterprise requires a comprehensive process (Sirmon et al., 2007:273). Doyle, who sees marketing as the heart of creating value, explains the strategies developed outside the concept of value with short-term profit. Value-based marketing is an integrated marketing approach created by all stakeholders (Doyle, 2008:3-4).

Narver and Slater (1990) explained the creation of the most meaningful customer value with market orientation as a business culture (Narver and Slater, 1990:21). At this point, the permanent value is the power that affects the customer's business preference and makes this effect permanent. The limitation of ethical and ecological options in today's fashion industry, which pumps speed and consumption, makes the value element to be created through these concepts difficult and complex. Niinimäki (2015) shows the concepts of ethics and value among the basic components of sustainable fashion marketing (Niinimäki, 2015:2). Despite many limitations such as material, quantity, workforce and demand, it is important for large, medium, and small businesses to implement sustainable fashion practices within their power and possibilities. With these applications, designers and manufacturers define and present the value that the business wants to deliver to its customers. This system, which is designed with ecological and ethical values in fashion, defines a wide structure that serves sustainable development, which is discussed in the first part of the article covering production processes, business models and marketing practices (Niinimäki, 2013:33). Every design is a value in fashion. The design process is an integrated reflection of the culture and the values in it.

In sustainable fashion, three design principles are used in products and processes: value, customer demand, least cost and consumption (Charter and Tischner, 2001:34). In this context, cultural, social, ethical, and ecological values come to the fore as well as economic value in sustainable fashion marketing (Figure 4). The transformation of sustainability in the world is a process that will be developed with the participation of many different actors such as innovative and creative people at all levels of society, consumers, communities, governments, organizations and businesses. As a new and radical field, all the values created by businesses in SM marketing are shared. Thus, all employees, customers, suppliers, and society are associated with the value created (Doyle, 2008:20). Natural, social, human, and artificial resources are important parts of the system as effective working capital in creating value in sustainable fashion.

Figure 4: Effective in Value Creation Working Capital



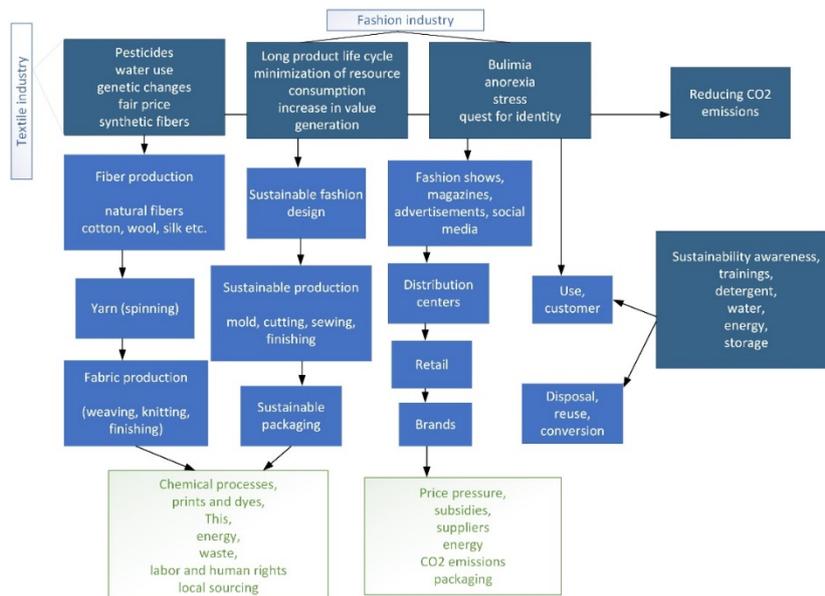
**Kaynak:** (Charter and Tischner, 2001:39)

The concept of value chain, put forward by Porter in 1980, reflects the activities of the enterprise in a particular sector, surrounded by a system of values. The value chain is a

comprehensive structure that includes all of the after-sales services and the production of the product and service of the enterprise (Kaplinsky and Morris, 2001:4). Primary activities include internal logistics, production, outside-of-business logistics, marketing and sales, and service activities. In addition to these, business infrastructure, human resources, technology, and supply are considered as supporting activities. Primary activities focus directly on the realization of the product and service, while supporting activities help the development of primary activities. In addition to the relations between the internal activities that create value in the value chain, connections with external suppliers and stakeholders are also important (Porters, 1985:150). Differences in the functioning of the value chain in line with the strategies determined by the business open the ways of competitive advantage (Porters, 1985:151). In this context, “the value chain is seen as a systematic tool for understanding, creating and maintaining competitive advantage” (Porters, 1985:33).

In sustainable fashion marketing, businesses discover the resources they have that will create value and reflect them in their marketing processes based on their mission and vision (Figure 5). To reveal the product that the customer wants and to present it where he can (in the environment, in the atmosphere), when he wants, at the price he can ask for, and in a way that he cannot even imagine, even enchanted, is to "create value" (Tek, 2006:88). In the global fashion industry, the future discourses are not promising with the understanding of increasing and challenging competition of an unsustainable system with a fast product life cycle, constantly changing trends, and planned obsolescence. In this context, it is inevitable to redesign the whole system by focusing on the values of the future. The new approach, in which sustainable ethical and environmental values are the building blocks, is sustainable fashion marketing.

Figure 5: A Sustainable View of the Fashion Industry Value Chain



**Kaynak:** (Gardetti and Torres, 2013:2-4; Gereffi and Memedovic, 2003:4-7)

### 3. CONCLUSION

When we look at the historical process, it is seen that Turkey has a deep rooted history in many areas of the textile and ready-made clothing sector. While a significant share of the export attack that started in the 1980s belonged to the ready-made clothing and textile sector, the sector has regressed together with many sub-industries that are dependent on it, as a result of insufficient branding efforts in this field and the inability to identify the concepts of fashion and marketing with the sector (TUBİTAK, 2003). Today, many businesses in the Turkish fashion industry are trying to survive with daily and short-term tactics because they cannot analyze their resources and develop market-oriented strategies. Many businesses that have the potential to create and manage brands make contract manufacturing at low wages for the same reasons. On the other hand, when the potential power (traditional weaving, knitting, natural dyeing knowledge, young and trained workforce, R&D use and design ability, natural fiber production, sub-industry, technology use, supply chain ownership and management) of the Turkish textile and fashion industry is activated, it will play an important role in the social and economic development of the country (Eraslan et al., 2008). At this point, one of the main problems of the Turkish textile and ready-made clothing industry is that the enterprises are far from analyzing and using their internal processes, valuable resources and talents that will create a competitive advantage for them, and the lack of fashion marketing and branding (Çivitci, 2004). Although the branding efforts of the Turkish textile and fashion industry have continued for years, the talents and resources of the industry cannot be used effectively and effectively. These indicators reveal the importance of sustainable fashion design, which is one of the inevitable strategies of the future, which is of vital importance for businesses to continue their existence in the Turkish textile and ready-made clothing industry.

Sustainable fashion marketing is not recognized by the Turkish textile and fashion industry. Therefore, the current potential of the sector in sustainable fashion marketing practices and the advantages that the approach will provide businesses are waiting to be noticed. For this reason, the project deals with a vital issue for the present and especially the future of the Turkish textile and fashion industry.

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