



141,605

Views

336

CrossRef citations to date

174

Altmetric

Original Articles

Fast fashion: response to changes in the fashion industry

Vertica Bhardwaj & Ann Fairhurst

Pages 165-173 | Received 01 Jun 2009, Accepted 01 Oct 2009, Published online: 18 Feb 2010

Cite this article <https://doi.org/10.1080/09593960903498300>

Sample our
Economics, Finance,
Business & Industry Journals

>> **Sign in here** to start your access
to the latest two volumes for 14 days



Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

[Read this article](#)

Share

Abstract

The fashion apparel industry has significantly evolved, particularly over the last 20 years. The changing dynamics of the fashion industry have forced retailers to desire low cost and flexibility in design, quality, and speed to market, key strategies to maintain a profitable position in the increasingly demanding market. This article reviews the literature on changes that have happened in the fashion apparel industry since the 1990s, highlighting the emergence of a concept of 'throwaway' or fast fashion. It describes fast fashion from a supplier as well as a consumer's perspective, and draws attention to several potential research issues.

Keywords:

fast fashion

supplier

consumer

quick response

fashion season

Related Research Data

[Creating agile supply chains in the fashion industry](#)

Source: International Journal of Retail & Distribution Management

[An analytical scheme for the change of the apparel design process towards quick response](#)

Source: International Journal of Clothing Science and Technology

[Quick response: perceptions of UK fashion retailers](#)

Source: International Journal of Retail & Distribution Management

[Buyer behaviour for fast fashion](#)

Source: Journal of Fashion Marketing and Management

[Statistical Review](#)

Source: Journal of Fashion Marketing and Management

[The changing nature of Japanese fashion](#)

Source: European Journal of Marketing

[Vertical Integration and Rapid Response in Fashion Apparel](#)

Source: Organization Science

Related research

People also read

Recommended articles

Cited by
336

[A 20-year evolution of internships: implications for retail interns, employers and educators](#) >

Jessica L. Hurst et al.

The International Review of Retail, Distribution and Consumer Research

Published online: 18 Feb 2010

[A Study of a Social Content Model for Sustainable Development in the Fast Fashion Industry](#) >

Junghyun Jang et al.

Journal of Global Fashion Marketing

Published online: 12 Dec 2012

[Using thematic analysis in psychology](#) >

[View more](#)

Information for

[Authors](#)

[R&D professionals](#)

[Editors](#)

[Librarians](#)

[Societies](#)

Opportunities

[Reprints and e-prints](#)

[Advertising solutions](#)

[Accelerated publication](#)

[Corporate access solutions](#)

Open access

[Overview](#)

[Open journals](#)

[Open Select](#)

[Dove Medical Press](#)

[F1000Research](#)

Help and information

[Help and contact](#)

[Newsroom](#)

[All journals](#)

[Books](#)

Keep up to date

Register to receive personalised research and resources by email



Sign me up



Copyright © 2026 Informa UK Limited [Privacy policy](#)

[Cookies](#) [Terms & conditions](#) [Accessibility](#)

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG



Taylor & Francis
by **informa**•••