



The International Review of Retail, Distribution and Consumer Research >

Volume 20, 2010 - Issue 1

138,147 321

Views

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>



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
321

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