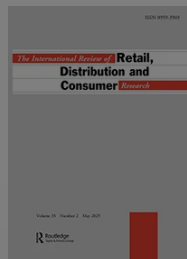


131,880
Views

274
CrossRef citations to date

174
Altmetric



The International Review of Retail, Distribution and Consumer Research >

The International Review of Retail, Distribution and Consumer Research
Volume 20, 2010 - Issue 1

Original Articles

Fast fashion: response to changes in the fashion industry

Vertica Bhardwaj  & Ann Fairhurst

Views 131,880 | Citations 274 | Altmetric 174 | 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



We Care About Your Privacy

We and our 891 partners store and access personal data, like browsing data or unique identifiers, on your device. Selecting I Accept enables tracking technologies to support the purposes shown under we and our partners process data to provide. Selecting Reject All or withdrawing your consent will disable them. If trackers are disabled, some content and ads you see may not be as relevant to you. You can resurface this menu to change your choices or withdraw consent at any time by clicking the Show Purposes link on the bottom of the webpage. Your choices will have effect within our Website. For more details, refer to our Privacy Policy. [Here](#)

We and our partners process data to provide:

Use precise geolocation data. Actively scan device

 I Accept

Reject All

Show Purpose



Full Ar

Repri

Abstra

The
years. In

low cost

maintain

reviews

since the

fashion.

and draws

last 20

to desire

es to

article

el industry

fast

erspective,

Keywords:

- fast fashion
- supplier
- consumer
- quick response
- fashion season

Related Research Data

Fast fashion environments: consumer’s heaven or retailer’s nightmare?

Source: Emerald

Fast-fashion consumers’ post-purchase behaviours

Source: Emerald

Identity, self-concept and young women’s engagement with collaborative, sustainable fashion consumption models

Source: Wiley

Assessment of Supply Chain Flexibility Using System Dynamics Modeling

Source: Springer Science and Business Media LLC

CREATING AGILE SUPPLY CHAINS IN THE FASHION INDUSTRY

Source: Emerald

Empirical evidence from fast fashion

Source: Emerald

A Use

Source

Applying the Theory of Planned Behavior to Consumer Perceptions of Fast Fashion on

cotton

Source

Collab

Source

Adva

S

An Investigation of the Role of Perceptions of Fast Fashion in the Quick Response

respo

Source

An Investigation of the Role of Perceptions of Fast Fashion in the Quick Response

Source

Susta

Source

Quick response: perceptions of UK fashion retailers



Source: Emerald

Buyer behaviour for fast fashion

Source: Emerald

Consumers, clothing retailers and production planning and control in the smart city

Source: Taylor & Francis

The motivational drivers of fast fashion avoidance

Source: Emerald

Consumer Segments and Their Behavioral Patterns

Source: Multidisciplinary Digital Publishing Institute

Retail logistics in the UK: past, present and future

Source: Emerald

Educating for Sustainable Fashion: Using Clothing Acquisition Abstinence to Explore Sustainable Consumption and Life Beyond Growth

Source: Springer Science and Business Media LLC

The Role of Human Resource Management (HRM) for the Implementation of Sustainable Product-Service Systems (PSS)—An Analysis of Fashion Retailers

Source: MDPI AG

Continuity and change in the US apparel industry: A statistical profile

Source: Emerald

Can quick response improve supply chain efficiency?

Source: Emerald

Experiences from a Brand's Product Take-back Initiative

Source: Emerald Group Publishing

Access



Source

Vertic

Source

(RMS)

Supp

Source

Relat

S:

an

S

Fast f

Source

Consi

Source

More

s of two

UK fa

Source



The Devil Wears Prada or Zara: A Revelation into Customer Perceived Value of Luxury and Mass Fashion Brands*

Source: Informa UK Limited

Supplier management in fast moving fashion retailing

Source: Emerald

A theoretical investigation of slow fashion

Source: Wiley

The need for services and technologies in physical fast fashion stores: Generation Y's opinion

Source: Informa UK Limited

Crafting an Antidote to Fast Fashion

Source: Wiley

Choice of textile waste management

Source: Wiley

Drivers of frequent clothing disposal

Source: Wiley

Lean or agile: A solution for supply chain management in the textiles and clothing industry?

Source: Emerald

DEVELOPING PARTNERSHIPS AND NETWORKS : LEARNING FROM PRACTICES IN AUSTRALIA

Source: Elsevier BV

The interaction of fastness factors in the fast fashion sector: The case of Hennes and M&S

Source

Toward

Source

The In

Consi

Source

The

C

Source

Quick

Source

The E

Source

Renew

Utilizi

Source: Wiley



Fast fashion: a financial snapshot

Source: Emerald

The moderating role of age and gender on the attitude towards new luxury fashion brands

Source: Emerald

Application of biomimicry for sustainable functionalization of textiles: review of current status and prospectus:

Source: SAGE Publications

Shifting global supply networks and fast fashion: made in Turkey for Marks & Spencer

Source: Wiley

International trade and industrial upgrading in the apparel commodity chain

Source: Elsevier BV

Consumer clothing disposal behaviour

Source: Wiley

The Economics, Demographics, and Ethics of the Low Price Quest


Source: CRC Press

Supply chain influences on new product development in fashion clothing

Source: Emerald Group Publishing Ltd.

Consumer well-being in a future of accelerating novelty

Source: Springer Science and Business Media LLC

Linking provided by  ScholarSplorer



Related

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 © 2024

Accessibility

Registered in England
5 Howick Place

Wiley or & Francis Group
a John Wiley & Sons business

