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Fast fashion: response to changes in the fashion industry

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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. rspective, and draw

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