

# **THE MARKETING STRATEGY TRANSFORMATION OF FAST FASHION BRANDS UNDER THE BACKGROUND OF LOW CARBON ECONOMY**

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## 1. Background of low-carbon economy

Fast fashion brands were born in increasingly prosperous and complex international markets, such as ZARA in Spain, H&M in Switzerland, and UNIQLO in Japan. However, the rapid development of the market economy often comes with many environmental problems. Although fast fashion provides consumers with a sense of freshness and spiritual joy, objectively speaking, it is indeed a waste of material resources. For fast fashion brands, their clothing is of first-class design and avant-garde style, but the workmanship is not exquisite and the price is relatively low. Once these clothes become outdated, they lose their value and become waste piled up on the side. This continuous backlog will cause long-term waste.

## 2. Transformation strategy

### 1) Global Old Clothes Recycling Program

By means of unrestricted collection of used clothing brands, fast fashion brand enterprises can launch clothing environmental awareness actions on a global scale, and provide consumers with discount coupons or other forms of benefits when providing used clothing. For example, H&M advocates a sustainable concept of ethical consumers in retail. And received positive responses from consumers. From 2015 to 2018, H&M collected 12341 tons, 15888 tons, 17771 tons, and 20649 tons of old clothing, respectively, with significant social benefits. Old clothes are handled by a global commercial company. On the one hand, this enables the recycling and reuse of discarded clothes, and on the other hand, it can also earn fast fashion brands a good reputation, attract more consumers, and promote environmental protection concepts to them.

## 2) Care concept

In terms of clothing care, customers can be encouraged to use the product for as long as possible and provide opportunities for reuse and recycling, rather than discarding it. By providing intelligent and effective cleaning tips through Clevercare labels and mobile applications, we aim to instill the Take Care Concept in our customers, extend the lifespan of our clothing, and achieve environmentally friendly results in use.

## 3) Infiltrate environmental protection concepts into consumers

As more and more fast fashion brands begin to launch their own eco-friendly series and package their brands with popular marketing terms, people are also questioning whether these brands are engaging in a marketing campaign disguised as eco-friendly jackets? Duo Duo mentioned, «Nature does not necessarily mean environmental protection. The key lies in quantifiable indicators and their production methods.» However, this also puts higher demands on consumer education for sustainable fashion. «At present, the market education for sustainable fashion is still in its early stages, and many people do not know the source of materials.» A survey by Yiou Think Tank also showed that in China's footwear, clothing, luggage and other products, the comprehensive penetration rate of sustainable consumption products is 43.5%, and nearly 60% of young people have never purchased or used sustainable consumption related products, indicating that the market still needs a long period of education and penetration.

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# **ENVIROMENTAL ASPECTS OF THE GREEN ECONOMY**

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The emergence of environmental problems in recent years has led to the fact that global scientific research is increasingly focusing on the interaction between the environment, human health, economics and ecology [1, p. 77]. In this direction, both in developed industrial countries and in the