ABSTRACT

One of the most profoundly discussed topics in the past year is about the environmental decline of our planet. Sustainable growth has been confirmed to be the main solution currently outside of Ecology. Innovations for sustainable growth and environmental awareness have been introduced in the fashion world, but seem to have not been successful due to misunderstandings. Taking a closer look at the fashion industry’s role in sustainability you will find that cotton, being one of the most important and most used fabrics in the fashion industry today, has a large impact on our environment. The purpose of this study is to identify and gauge consumers concerns with sustainability issues relevant to the cotton industry. Many case studies, quantitative surveys, and documented articles explore the consumer perception of cotton sustainability in the fashion industry by analyzing research on younger versus older consumers concerns, evaluating marketing efforts within the cotton industry in and outside of the U.S., considering consumer’s comments on Social Media, as well as reviewing research evidence relevant to sustainable fashion to decipher the true environmental impacts cotton has that consumers may not be aware of. However, can consumer reviews via social media impact the Cotton Industry to push for more sustainable practices? Social media is a very accessible outlet for many Americans to show their concerns with cotton usage, as a result the proposed outcome shows a positive correlation between change in sustainability practices and cotton usage in the fashion industry.