



## **New Business Models for Sustainable Fashion: A Special Theme Issue of The Journal of Corporate Citizenship**

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The fashion industry has not traditionally been associated with definitions of sustainable development and sustainability. The social and environmental challenges faced by the fashion industry concern the entire supply and demand chain, propped up by a throwaway consumer culture.

In response to these sustainability challenges, some fashion companies have developed innovative social and environmental initiatives. While many of these initiatives are sympathetic, resourceful and hold real potential for generating social and environmental improvements, greater scale and scope is needed in order to bring about a more fundamental shift in current practices.

This special issue of *The Journal of Corporate Citizenship* explores how sustainability can be a driver for exploring new business models within a single industrial setting, highlighting some of the sustainability initiatives that bring hope for a more sustainable future. *New Business Models for Sustainable Fashion* is a must-read for researchers and practitioners tackling the challenges of an industry in need of large-scale transformation.

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