

FASHION AND SUSTAINABILITY: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Due to the rise of global environmental awareness and concerns, many journal articles related to “fashion sustainability” have been disseminated over the last 20 years. According to Google Search Trends (2010-2021), the number of searches for “sustainable fashion,” “fashion clothing” and “fast fashion” has increased since 2016, particularly “sustainable fashion.” Despite a substantial amount of published papers, many research studies are fragmented and disconnected due to their specific research objectives, focuses, and approaches (Tian et al., 2018). A systematic literature review can identify key research themes, trends, and developmental patterns while also illuminating the complexity of the subjects. This study has three overarching objectives: (1) to provide a comprehensive report of scholarly articles published from 2010 to 2021 focusing on fashion sustainability research, (2) to identify research trends in fashion and sustainability, and (3) to identify significant sustainable and non-sustainable attributes in clothing selection, evaluation, and consumption processes.

Boolean Operation and Prisma checklist were used for literature search and screening. The study followed a four-phase process to enhance transparency, which includes: (1) identification, (2) screening, (3) eligibility, and (4) inclusion. After applying the inclusion and exclusion criteria, a total of 4,357 articles were eliminated from the dataset, leaving only 843 papers that met the criteria for further review. These papers were published in 138 journals from different disciplines. Out of all the journals, 72 (52.1%) published only one article, 53 (38.4%) published 2-10 papers, and 13 journals (9.4%) published more than 10 papers from 2010 to 2021. Additionally, 80 papers were case studies, 36 were systematic literature reviews, 13 were other review papers, and 7 were conceptual papers. The study reveals that with the exception of China and South Korea, a higher number of studies were conducted in Western nations compared to Eastern nations. It is noteworthy that there is minimal empirical research conducted in Africa or South America. Out of the total cross-national studies (n = 44), more than half (57.9%) were led by Western researchers. In addition, we employed VOSviewer software for bibliometric analysis. In total, 3 clusters were generated and represented in different colours. A larger cluster consists of more publications than a smaller cluster. Henninger et al. (2016) in the red cluster is the most co-cited item (total length strength: 234) within the dataset.

The results indicate that a significant majority of the recent studies were conducted in Europe and North America. It is essential to conduct further research in other regions such as South America, the Middle East, and Africa to gain a more comprehensive understanding of the topic. Moreover, future studies should consider utilizing CitNetExplorer and VOSViewer software for conducting bibliographic analysis.

Keywords: Systematic literature review, Fashion, Sustainability, Bibliographic analysis