

Climate Crises: Consumers and Designers Attitude Towards Sustainability of Fast Fashion Products in Nigeria

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Abstract : The textile industry in Nigeria has grown rapidly, fueled by rising demand for fast fashion driven by celebrity culture, fashion TV, and the Internet. However, this growth has come at a cost, with the industry contributing to environmental degradation, waste management crises, economic imbalances, and social injustices. This paper examines the attitudes of consumers and designers toward sustainability in the Nigerian textile and fast fashion industry. The study adopts a mixed-methods research design. Both qualitative and quantitative data were drawn from fast fashion consumers and designers. The sample of consumers and designers was determined using random and purposive sampling techniques. Data were elicited from the consumers and designers using questionnaires and focus group discussions, respectively, coupled with comprehensive literature reviews. The collected data were analyzed using descriptive statistics, content, and thematic analyses. Findings indicate that the strata of Nigerian society pay little attention to fast fashion sustainability. Conversely, designers have started to innovate and adopt sustainable practices by sourcing eco-friendly materials, yet they face significant barriers. The study emphasizes the need for a shift in the industry's approach to sustainability, with a greater concern on circular economy principles, sustainable materials, and fair labour practices.

Keywords : Fast fashion, textiles, sustainability, Climate crises, consumers, designers

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