

## Fast Fashion Parallel to Sustainable Fashion in India

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**Abstract :** This paper includes fast fashion verses sustainable fashion or slow fashion Indian based consumers. The expression 'Fast fashion' is generally referred to low-cost clothing collections that considered first hand copy of luxury brands, sometime interchangeably used with 'mass fashion'. Whereas slow fashion or limited fashion which are consider to be more organic or eco-friendly. "Sustainable fashion is ethical fashion and here the consumer is just not design conscious but also social-environment conscious". Paper will deal with desire of young Indian consumer towards such luxury brands present in India, and their understanding of sustainable fashion, how to maintain the equilibrium between never newer fashion, style, and fashion sustainability.

**Keywords :** fast fashion, sustainable fashion, sustainability, India

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