

Improving Sustainability of the Apparel Industry with Joining the Forces among the Brand Owners: The Case Study of Digital Textile Printing

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Abstract : Sustainability has become an important topic in contemporary business. The apparel industry is a good example to assess sustainability in practice. Value chains in the apparel industry are faced with various challenges regarding sustainability issues. Apparel companies pay higher attention to economic sustainability issues, and environmental and social sustainability issues of the apparel industry are often underrated. In this paper, we analyze the role of the different players in the value chain of the apparel industry in terms of sustainability. We realize that the brand owners have the highest impact on improving the sustainability of the apparel industry. We design a collaborative business model to join the forces among the brand owners for improving the sustainability of the apparel industry throughout the value chain. We have conducted a case study of shifting from conventional screen-printing to more environmentally sustainable digital textile printing. We suggest that this shift can be accelerated if the brand owners join their forces together to shift from conventional printing to digital printing technology in the apparel industry. Based on the proposed business model, we suggest future directions for using joining the forces among the brand owners for case of sustainability

Keywords : sustainability, digital textile printing , joining forces, apparel industry

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