

Foreword

When I began my journey in the garment industry during my studies, I encountered a profound revelation. My employer was importing T-shirts made in Pakistan to the United States, at an unbelievably low cost of USD 1.80 per dozen, including transportation to New York. To put it into perspective, this meant that the cost of a single T-shirt amounted to a mere 15 cents, encompassing raw materials, processing chemicals, labor costs, factory rent, overhead, amortization of machines and equipment, transportation from the factory to New York harbor, and even the profit for the Pakistani factory owner.

Even in a time when ethical standards differed greatly from today, such low costs raised challenging ethical, social, and environmental questions. Looking back, I now realize that my lack of conceptual background and knowledge hindered me from addressing these issues more effectively. I often wish I had possessed a book like “Fashion and Environmental Sustainability: Entrepreneurship, Innovation & Technology” during those days. This realization exemplifies just how much the garment industry has evolved over the past 40 years, as people carried out their work without giving due consideration to social or environmental implications.

Times have changed, and the garment industry has undergone a remarkable transformation, propelled by the extensive use of technology. Today, anyone involved in the industry must possess a profound understanding of all the parameters that affect it, including sustainability, social dynamics, cultural influences, ethical practices, and environmental considerations.

New business models and digital technologies have also revolutionized the garment industry, leaving a lasting impact. The integration of robotics with digital tools like computer-aided design (CAD) and computer-aided manufacturing (CAM) has streamlined production processes, making them faster and more efficient. Furthermore, the utilization of e-commerce platforms, digital marketing techniques, artificial intelligence, and social media has facilitated global market access and enhanced consumer connections for brands and manufacturers alike.

Overall, the garment economy remains in a constant state of evolution, influenced by changes in production and distribution methods, shifting consumer preferences, and advancing technology. Those companies that can adapt and leverage these changes will find themselves well-positioned for success in the future.

“Fashion and Environmental Sustainability: Entrepreneurship, Innovation & Technology” offers a comprehensive overview of the ever-evolving world of the garment industry. This book is a valuable resource for students, professionals, and individuals with a general interest in the subject. The authors have masterfully explained the intricacies of the industry in an informative and accessible manner. Their inclusion of prac-

tical examples and case studies brings the concepts to life, providing invaluable insights for those entering or already working in the industry.

This essential guide delves into the industry's history and its transformation over time. It provides a clear understanding of various business models and digital technologies that currently shape the industry. Combining academic knowledge with practical expertise, this book is a must-read for anyone seeking a deeper understanding of the complex and dynamic nature of the garment industry.

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