

**THE IMPACT OF CLIMATE CHANGE  
CHALLENGES FASHION RETAIL**



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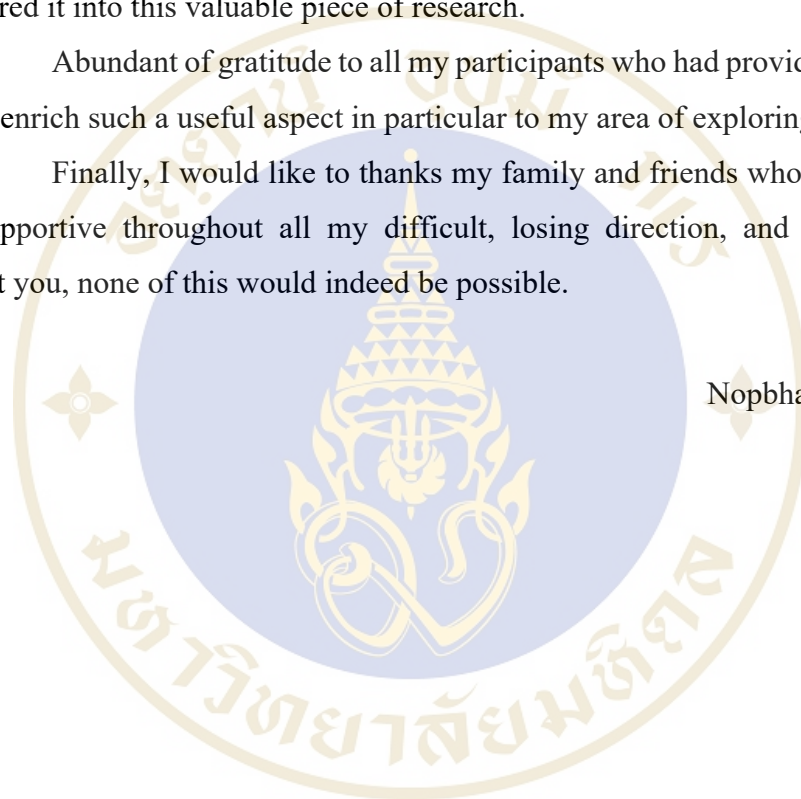
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M.M. (GENERAL MANAGEMENT)

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**ABSTRACT**

This research is conducted to find the answer to the application of Seasonless campaigns from leading brands to create environmental responsibility. After being accused of challenging climate change that has an impact on the fashion retail business. The research began with the gathering of knowledge through a literature review to determine the method of conducting in-depth interviews to explore many dimensions from the perspectives of the participants. Giving semi-constructed interviews with open-ended questions.

They compiled comprehensive systematic thinking in order to find the conclusion, the essence, through interpretation and decoding until screening into the theme. The perspectives of participants may be different in their fields, but there are some linkages with environmental principles.

Nevertheless, it is finding that Seasonless may not be one of the key solutions to reducing global climate change. On the contrary, it might be an alternative solution in the Thai context which is referenced by taking advantage of a nearly non-seasonal base on the temperature at our geography privilege.

**KEY WORDS:** climate change/ sustainability/ fashion industry/ retail business/  
seasonless

30 pages

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## **CHAPTER I**

### **INTRODUCTION**

Nowadays, climate change has become one of the most provocative and controversial topics all over the world. Many industries and well-being are affected by resource overconsumption, which has challenged all four essential human factors. For a decade, human has negotiated the extinction of race with the planet (Onel et al. 2018). Fashion as such, is one of the industries that is accused of harming the environment besides energy but easily overlooked by people. The fashion industry tends to be overwhelmingly production, unnecessary, and being used without environmental concerns. Therefore, society has raised awareness and pushing against the incident for the previous unconscious activities in fashion.

#### **1.1 Research questions**

1. Is climate change playing a vital role in shaping the fashion industry?
2. Could fashion sustainability be an essential key to solving climate change?
3. How has the effect of climate change accelerated the shift of fashion sector?

#### **1.2 Scope of Research**

Although the topic of climate change relating to the fashion industry is a global scale, the research conducts data only focused on Thai retail market. The study consists of the perspective of the fashion and textile industry throughout consumer behaviour. Nevertheless, fashion retailing is constraint by capitalism and how the industry was speeding by the obstruction of an emerging pandemic crisis that challenges the survival of fashion retail business. Hence, the research will conduct suggestions.

### 1.3 Research aims and objectives

Aim 1: To explain the impact of climate change toward the fashion industry

Objective 1: to investigate fashion waste and pollution caused by the fashion industry

Objective 2: to analyze the climate change movement at the international level

Objective 3: to analyze the climate change movement in Thailand

Aim 2: To indicate the necessity of fashion sustainability

Objective 1: To explore cases studies of sustainable fashion brands

Objective 2: To identify the need for fashion calendar

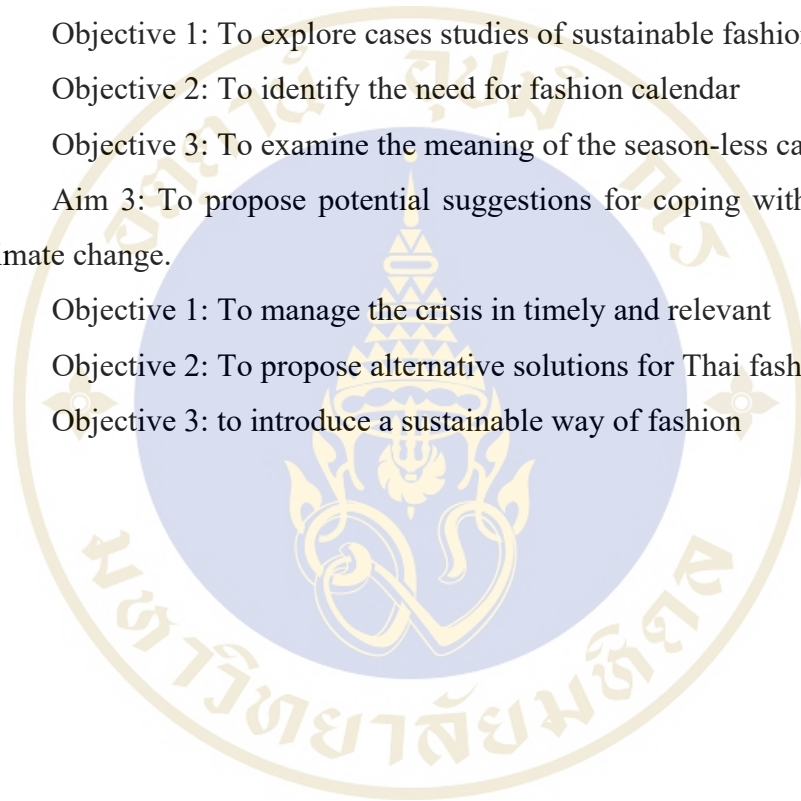
Objective 3: To examine the meaning of the season-less calendar

Aim 3: To propose potential suggestions for coping with a rapid change from climate change.

Objective 1: To manage the crisis in timely and relevant

Objective 2: To propose alternative solutions for Thai fashion retail

Objective 3: to introduce a sustainable way of fashion



## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Climate change**

##### **2.1.1 The causes and impacts of climate change**

Referring to Warren-Myers et al., the human race faces the challenge of extinction because of the Earth's temperature escalating each year. They have even estimated that greenhouse gas emissions would cause Earth's temperature to rise approximately 1.0-degree Celsius, and if it continues to increase. The heat would end up raising between 3.4 - 5.2-degree Celsius by the year 2100. Besides, it will impact not just living species but also nature. We, as living beings and full of intelligence, try to live by driving both socially and economically as well as still relying on the environment for living which has become the destroyer of our ecosystem—in the meantime, witnessing climate change impacts our way of life (2019).

Srikant and Teckchandani (2020) said climate change has influenced the way of people's lives and how industries are driving toward significant resources' consumption in a meaningful way. Along with making use of limited resources with the least possible impact on the environment.

##### **2.1.2 social movement**

In the different perspectives of implication to the word of a social movement. So far, all across the industry had emphasized aligning the concept of sustainable development as essential to either "Corporate Social Responsibility" or "Marketing Campaign." The word of Green, Eco, Organic is being used to the various industry sectors as a part of global trends Evan and Peirson-Smith (2018). Nevertheless, adopting the implication of social movement by concept lies underneath the cognitive ideas of Jamison. In which, he defines the concept of social movement as the form of linking in actual individual action. Moreover, convert it into their central part of the

activity, both knowledge-making and socio-cultural learning ways of coexisting in society (2010).

### **2.1.3 a case study of greening in luxury fashion**

One of the long terms plans must cope with changing fashion into sustainability as the fashion industry has concerned about the impact of its industry. One of the significant concerns is climate change. Because of the Covid-19, several leading fashion brands such as Saint Laurent and Gucci have announced leaving the fashion week, which means that they are no longer rely on the traditional fashion calendar.

## **2.2 Fashion industry**

### **2.2.1 Fast fashion VS luxury fashion**

The researcher has anticipated the meaning of fast fashion VS luxury fashion. These two categories have been implicated by the tool of business strategy driving according to what Watson and Yan (2008) cited from Levy and Weitz (2013).

*“The present study is an exploratory investigation into the concepts of both fast fashion and slow fashion. Fast fashion is most commonly referenced as a business strategy that creates an efficient supply chain in order to produce fashionable merchandise rapidly while quickly responding to consumer demand.”* - (Levy and Weitz, 2008 cited in Watson and Yan (2013) pp. 141)

In addition to a fashionable rapid merchandising plan for responding to consumer’s demand, Stringer and Mortimer (2019) reported a data of McKinsey (2017) that over-production and lower price were driving global fashion retail sector growth at 5.5% and value US\$ 2.4 trillion. They also referred to McKinsey (2018)’s data that the fashion retail sector on a global scale has contributed 4 times growth rate than 2014.

### **2.2.2 Evolution of fashion calendar**

The development of the fashion calendar has been changing for over a decade, from 2, 6, 52, see-now-buy-now and season-less. Due to Covid-19, currently, we are experiencing the transition of seasonless as a trend. The word ‘seasonless’ is not



new but the difference in the meaning of the fashion context. This word has been seen in Vogue magazine in 1974 as seen from the Vogue archive. Murray (2018), an online fashion columnist of the Refinery 29 describes 'season-less' as a style, new trends for the minimalist who invest in fashion pieces with a conscious mind that we will not throw away of those pieces after a few wears. Cost, a blogger of Polychrome, said the shift in mindset would allow for more self-expression as the customer will be able to consume what they need without matter if it is seasonally relevant as long as they are sufficient. Cost argues the 'season-less' not only beneficial for consumers but also retailers as they are reaching people on a more global level as different places and seasons rather than focusing on short-sighted inclination. Also, the 'season-less' helps retailers to save the stress of following trends seasonally and how and when to sell pieces (2018). Both Murry (2018) and Cost (2018) concludes that 'season-less' would help to reduce waste from the fashion industry as it slows down the process of producing pieces seasonally.

### **2.2.3 Merchandising Forecasting**

#### **2.2.3.1 The idea of season forecasting**

The fashion retail forecasting remains to be argued that it would become a significant effect in causing the environmental issue. It is due to poor inventory management and inaccurate forecasting methods in this sector. The retail fashion predicts over-demanding, which rising from too many season launching of producers as additional are also leads to either lost revenue by ending up on clearance or liquidation, as well as polluting waste on the land field Spragg (2017). Nevertheless, the tightly accurate segmentation and systematic forecast method by performance are also nearly well-managed. But it is not efficient enough due to the fact of purchase intention that relies on many variable factors, as mentioned by D'Avolio et al. The portion of the market assortments has been segmented by the product life cycle. It consists of approximately 35% of Ten-week product life, 45% of Twenty-weeks seasonal product, and just 20% of the basic product that is going to have lasted long life cycles throughout various seasons (2015). Therefore, if we would acknowledge the portion of these assortments would skeptical concluded that the majority of market responding is a seasonal product.

## **2.3 Fashion sustainability**

### **2.3.1 Definition of fashion sustainability**

Ehrenfeld said in terms of defining ‘sustainability’ is different from ‘greening’. He said the word sustainability without naming something, this word lacks specificity which leads to the question of what we want from the earth. However, he accepts the definition of sustainability is the chance that individuals with an embellishment on the planet for the long term (2015). On the other hand, Muthu (2019) defines sustainability as green, natural, and recycling. Fletcher delivers a visible development of the significant environmental, and ethical meaning of fashion and textiles will take advance systems. Additionally, she advises that we all must rethink the value systems that shape the contexts in which these goods are consumed (2005).

### **2.3.2 Evolution of fashion sustainability**

Academics who research in fashion sustainability have concerned in several actions that the fashion industry should have taken in action. Fletcher believes that the relationship between fashion and high-volume consumption struggles with sustainability aims. To solve issues from the fashion industry is how to slow down the production and starts to investigate the necessity of the large-scale rapid high street fashion rhythms (2015). Ehrenfeld (2005) said in the case of sustainability-as-flourishing, the force of habits is so firmly rooted in the culture that people will always require both intervention and guidance. He has provided a strong opinion on the design need to stop the action, to raise awareness about the nature of human being and contribute an alternative to the present economist’s standpoint.

Since the emergence of Covid-19, most businesses were not aware of how much the Covid-19 going to affect them on a large scale. It begins by threatening, leading to panic buying. However, when it comes to fashion retailing. Hence, the spending basket increased but by the time of the period that the incident shook the Thai market and customers started to get lockdown. Although demand surplus, most of the businesses who coped up with the situation by adopting e-commerce in time. Its life cycle remains continuing—nevertheless, those businesses that were not designed to

have sufficient data or plans. The business finds it hard to turnaround or even move along.

The overall concept of sustainable fashion is robust to the fashion industry and young designer. The fashion sector, in particular, seems to be a crucial area to exploring deep dive into what is essential that could benefit the need for change. Hence, the key idea has been applied and cited from pieces of literature, but the objective cannot be achieved without the systematical paradigm. Therefore, the research method will be designed and determined in the next chapter.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

The research is conducted as qualitative research, which aims to study in culture and consumer's behavior. Apart from literature review, the research conducts in-depth interviews and focus group in terms of collecting data. In-depth interviews will collect enriched information, while the focus group method helps to expand data in a different point of view.

#### **3.1 Qualitative research**

The researcher aims to collect in-depth data mainly focused on the producer or distributor's point of view. Because those people are key performers of business indicators to serve the market response in each season.

According to Nuttavuthisit (2019), generating and providing data allows researchers to deeply understand the meaning and insight of data providers. Qualitative methods also interpret rich meanings of how people apply their knowledge and transform into suitable generalizability context. Also, Andriopoulos and Slater (2013) state that those marketing and business researcher who intends to study qualitative research are advisable as this type of research because of Qualitative research allows the researcher to explore the nature of an individual's interpretation through the International marketing context. Hence, crystallized the crucial meaning of socio-cultural business conduct on the environmental approach.

As a result, the researcher values the definition of formulating questions to explore the understanding of the rooted perspective of each participant. Therefore, the research topic relating to climate change has negative impacts on driving fashion retail business. To study each participant's in-depth perspective will help the researcher to understand the deeper root cause of the problem and can be finding suitable solutions to cope up with this long-term challenging problem sustainably.

### **3.2 Research objective statement**

The research has concerned in ethical in social research following Wiles's suggestions. Hence all participants will be in anonymous. The researcher has always concerned about sensitive information and will not ask those questions that cause participants to feel uncomfortable. Inform objective of data collecting aims to provide participants with clear information about the research and what participants will participate and involve, which help participants to decide whether they would like to attend or not (2013). Hence, the researcher has stated a clear objective for all participants as for providing general details about the research topics, scoping of questions, how to interview and length of time. The participants have a right to withdraw the answers or skip those questions that they would not answer. Additionally, the researcher intends to protect participants by providing all participants with anonymous and will use alphabet characters to replace each participant following the participant's groups (see 3.4 for groups of participants anonymous details)

### **3.3 Research methods for collecting data**

All methods are qualitative as the research aims to investigate the issues that relate to human's behavior. An in-depth interview with each participant allows the interviewer to collect enrich information while focus group helps the interviewer to explore the data in a different dimension. Content analysis allows me to study the current topics happening during an investigation. Nevertheless, due to Covid-19, the research has concerned in safeness. Hence, in-depth interviews and a focus group have also conducted by both one-on-one interviewing and virtual interviewing, depending on situations and participants' consent.

#### **3.3.1 In-depth interview**

The interview has conducted by using open-ended questions with semi-structured interviews as the research aims to encourage participants to free speech from personal opinions. However, the researcher still requires some specific questions that all participants should have been answered unless the participants are not willing to answers.

### **3.3.2 Focus group**

According to Lo (2018), the research has been conducted by using a qualitative focus group. By exploring the different perspectives of each artisan who creates sustainable clothes. Lo's has set up the portion of selecting each participant to gather the essential information to examine the process of creating luxury fashion based on sustainable material. Even more, each participant has been assigned to a specific program to design and implement techniques. As resulted in co-creation of ideas which assort in various shows of artisan work related to aesthetics regarding sustainable luxury fashion.

### **3.3.3 Sharing same in-depth interview questions**

The portion of selecting each participant and co-creation ideas from each participant will bring the method to help to develop the different dimensions of data as mentioned by Lo (2018). The research has selected each participant from 4 groups following the criteria of selecting participants. However, since each participant has a different background but has similar in taking action in solving climate change issues. The researcher provides topics that all participants can discuss or share similar experiences together. For the specific questions related to the profession, the interviewer has asked each participant individually as part of an in-depth interview.

## **3.4 Criteria for selecting participants and locations**

By following Lo (2018) the researcher has set criteria for selecting participants into 4 groups.

### **3.4.1 Selecting participants for in-depth interviews and focus group**

In-depth interviews and focus group methods aim for interviewing participants who have working relating to the fashion industry and environment.

The research has grouped participants into 4 groups from different field following Lo (2018), who suggests conducting participants from different background. Each group will have 3 participants equally. All participants have been working relating to the fashion industry for more than five years in Thailand.

#### Group A: academics/experts in fashion sustainability

Participants have participated in sustainability, whether by teaching, involving in eco-friendly fields relating to fashion and textiles. Some of them are activist, influencer within the academic background in fashion and textiles.

1. “Khun K”, Coordinator for Fashion revolution Thailand
2. “Khun S”, Marketing Coordinator “C” Project
3. “Khun PN”, An academic researcher, PhD textiles researcher

#### **Group B: fashion retail business experts**

Participants have experienced in fashion retail management for 3 - 5 years. Expertise in either running or driving business with regional approach in Thai market whether can be brand manager, buyer, merchandiser, or marketer.

1. “Khun P”, Senior Brand Manager (“T brand”) Thailand
2. “Khun N”, Hypermarket Merchandiser (“T brand”) Thailand
3. “Khun V”, Senior Marketing Manager (“G brand”) Thailand

#### **Group C: Fashion designers/ entrepreneurs**

Participants have been involved in the creative field, whether running their own business at large scale or family business. Those participants have been running and directing in comprehensive fashion business for more than 5 years. The position would be either creative director or business owner.

1. “Khun T”, Creative Director of “A” Fashion House
2. “Khun A”, Creative Director “D” Licensee Brand Thailand

#### **Group D: Fashion sustainable movement**

Participants have participated working or taking action relating with environmental concerns in Thailand. They have been practising as volunteer in social movement regarding sustainability.

1. “Khun O”, Attaché to the ambassador, environment development and sustainability at PhD

#### **Participants for doing focus group**

The researcher has selected 4 participants from each group from different field. The focus group will conduct one time. The duration of doing focus group will take approximately 1 hour.

Group A: “Khun S” Marketing coordinator “C” project

Group B: “Khun PN”, an academic researcher, PhD. Textiles researcher

Group C: “Khun A, Creative director “D” licensee brand Thailand

Group D: “Khun S”, Attaché to the ambassador, environmental development, and sustainability at PhD

### 3.4.2 Selecting locations

The research has selected Bangkok Metropolitan, the capital city of Thailand, which includes the five adjacent provinces, Nakhon Pathom, Pathum Thani, Nonthaburi, Samut Prakan, and Samut Sakhon. All participants have worked in Bangkok because the city is also a centre of fashion in the country.

## 3.5 Formulating Questions

The researcher aims to explore individual participant’s implication of the Sustainability concept and environmental impact from Fashion retail business. Therefore, the main purpose of the idea to formulate the question would be based on how fashion business has a negative impact on Thai environment by doing in-depth interview with semi-structured questions. Each category of participants would allow the researcher to compile intangible data and argument to broaden the understanding of the issue. The answer from each participant would also be narrowed down by their professional and expertise experience (Wong et al. 2018).

### 3.5.1 Sample of formulating questions for in-depth interviews

The questions have divided into 3 groups; questions about climate change, fashion sustainability and how to cope with the change causing by climate change.

#### **Group 1: asking about climate change**

- Opinions on the management of climate change in Thailand?
- How does climate change affect the fashion industry?
- What is more important to you between campaign or law enforcement?

#### **Group 2: asking about fashion sustainability**



- Do you think that the fashion calendar has a negative impact on the environment?

- What is your definition of fashion season-less in your opinion?

- Are there any other options to drive performance besides launching a collection?

### **Group 3: asking about sustainability solution**

- Do you believe in accuracy of merchandise forecasting?

- What if the fashion calendar became season-less, do you think polluting waste would be reduced?

- Are there any ultimate solutions to make fashion relevant without seasonal?

### **3.5.2 Sample of formulating questions for focus group**

- Discussing campaign and law enforcement for the climate change?

- How fashion can help to reduce waste from the industry?

- How does fashion cope with the cause of the climate change movement?

- How is the challenge of driving a business based on environmental concerns?

## **3.6 Research Methods of analyzing Data**

The researcher has collected data by doing in-depth interviews and focus groups.

### **3.6.1 Transcription and translation**

The data is collected in Thai. As a result, the researcher has translated into English before analyzing the data.

## CHAPTER IV

### FINDINGS

#### 4.1 Generating themes and variables

The theme has been derived from the literature reviewed together with in-depth interviews and a focus group from each group of participants. However, all themes have been developed after the completed interviews, and the focus group. Each variable has been generated by perception from the area of expertise in each participant before conducting an interview. The objective of setting up the variables is to maintain the theme of research in a way of sustainability approach. The coding data allows a researcher to understand as well as explore the different aspects of interviewees based on their own judgment and professional experience. On the other hand, the information would enrich and extract the necessary concept of adopting the climate change movement as it is constrained by a different context. In addition to the primary theme and variable generating has been developed from time to time after the actual interview has been conducted. The semi-constructed interview session also allows the researcher to explore the empirical fact to widen the area that has not been anticipated deeply.

##### Theme 1: climate change movement

Participants have mentioned or discussed areas of environmental issues relating to climate change caused by the fashion industry. While some participants have strong opinions about the necessity of taking action on the climate change movement, several participants have different points of view. Nevertheless, examining the idea on key solution that could potentially be pursue.

##### Variable 1: Pros and Cons of implementing the change

The participants have discussed whether the change in coping with climate change would prolong or have negative impacts on the fashion business.

##### Variable 2: Private sectors

We are exploring the possibility of conducting a sustainability concept in fashion retail organization.

### Variable 3: Government's policy

Survey the perception of each participant with the coordination of social responsibility or law enforcement.

### Theme 2: Opinions on seasonless

Due to the new solution to the climate change movement. Seasonless is a key solution emerging in several leading brands on the international level. Hence the researcher has discussed with participants regarding seasonless in Thai context transformation.

### Variable 1: Aging stock

Several participants are concerned about the forecasting system due to the failure to predict demand. Hence, seasonless might lead to the aging stock issue.

### Variable 2: Sales performance

The challenge of capitalism has an internal forcing possibility of the retail industry more than social responsibility but generating profits.

### Variable 3: Promising solution

There is a potential balance of accuracy in the forecast and the right category of products.

### Theme 3: Marketing purpose

Adopting sustainable movement is not a social responsibility but use it as a campaign to insert the value of storytelling to the product.

### Variable 1: Consumer's behavior

To explore the option of persuading the consumer to change their behaviour

### Variable 2: Waste reducing

The participants would propose an alternative solution to reduce the amount of waste or debate the ideas of seasonless management in Thailand.

### Variable 3: Conformity

This variable aims to define and back up the concept of transfer to the Thai context and the complexity of socio-culture in different markets

## 4.2 Coding data and analyzing data

### Analysing data

After conducting in-depth interviews with semi construct questions allowing the researchers to explore the key opinion and how participants perceived each topic differently. The researcher has conducted data by doing in depth interviews with 9 participants and a focus group with 4 participants. Each of their areas of expertise and professional experiences shapes up different ideas on specific questions with a linkage between individual participant's point of view after coding. Due to private concerns, all participants will be anonymous. However, the researcher has described each profile of participants to show the various opinions from different fields but have been working relating to the fashion industry in Thailand which has already been mentioned between pages number 9<sup>th</sup> – 12<sup>th</sup>. Each participant has been separated into 4 groups, Group A: sustainable expert, Group B: Fashion retailer, Group C: Fashion designer, and Group D: environmentalist, respectively.

Group A: Ms. PN academic researcher in traditional heritage textiles and fashion sustainability from Scotland, Ms. K a fashion sustainable expert, Ms. S from C project from C leading retail company

Group B: Ms. P from T global brand, Ms. V from G asia pacific brand, and Mr. N is a MNC hypermarket merchandiser,

Group C: Mr A is a fashion designer who has working in a Thai licensed fashion company with manufacturer and export section, Mr. T from A Thai fashion luxury brand

Group D: Mr. O attaché to the ambassador, at PhD.

The researcher has generated the themes of study by coding data of each participant and a focus group. The themes have mainly scoped into 3 main topics following participant's opinions and discussions, which are mentioning the climate change movement, arguing on a seasonless campaign, and indications of climate change becoming the key driving force to accelerate the shift in the fashion industry.

### **Climate change movement in Thailand**

Due to various perspectives of each participant given in the interview, there are arguments between much or less implication by government force or either marketing. Hence, each perspective has derived from different industries with a substantial point of view. Comparatively, the argument seems to be empirical resulting in either directly or indirectly affecting the existence of living organisms.

According to Mr. O who has worked as environmental development, attaché to the ambassador, environmental development, and sustainability at PhD, the Thai government has enforced policies relating to environments. He examines the Thai government has funding in SMEs to achieve a certain target to reduce greenhouse gas emissions by a certain period whether a soft loan or saving cost for production investment. He also explains more in detail about the policy of solving the climate change in Thailand has divided into two levels, from public sector and private sector. For the Thai government level, Mr. O said the Prime Minister gave a commitment with the United Nations in the Thai government level at the meeting the United Nations Framework Convention on Climate Change (UNFCCC) that Thailand will reduce greenhouse gas emissions by 20% - 25% by 2030. In which, the national policy plan will be determined which sector will be reduced, such as the energy sector, communications sector, industrial sector, waste sector. will be indicated at that time.

According to Mr. O,

*“For the private sector, especially companies listed in the stock market or the public sector, which must present a report on greenhouse gas emissions each year. Garment business is also on the stock exchange which must comply with the rules and regulations of the Stock Exchange of Thailand. They must report the figures of greenhouse gas reduction results to shareholders in the stock market.” - Mr. O, attaché to the ambassador, environmentalist*

From the perspective of Mr. O, it can be seen that the government has been working on the climate change issues on a massive level with long term plans. On the other hand, when discussing with other participants who work in private sectors particularly in the fashion industry, they have nothing to relate to what Mr. O mentioned. As a result, all participants except for Mr. O have shared the same opinions that the

government has not taken action in solving the environment enough and the climate change movement in Thailand seems not relevant to the Thai context.

Nevertheless, when considering the fashion industry in Thailand, fashion sustainability is not considered as a matter of topic and the country is not ready for the concept. Ms. P from brand T argues Thailand is not a leading country to conduct sustainability unless leading countries such as the United States or The United Kingdom started first. Therefore, the following country such as Thailand would adopt the concept and conduct it on the mass scale. Ms. V from brand G has shared her thoughts supporting Ms. P from brand T that climate change in Thailand is still a distant matter, it is a concept that is more from a global brand and yet she has not seen much movement.

On the other hand, of speaking purely about the movement, participants agreed that it is not enough. Mr. N from hypermarket mentioned that movement in Thailand has felt and seen but it is not enough. It means that if you do not search, read, or study, you will not see Thai people conduct it on a daily basis. Overall speaking, there are some people who are aware of it but the majority of people are not conducting it. From what Mr. N said is matching the idea from Mr. A from D brand that there were few climate change movements in Thailand and only a small group. Moreover, he still complains that a lack of the government's support has potentially become the force to change.

The perspective of climate change contrasts with Mr. T from A brand that sees this as a big issue and people are just part of the change. He also mentioned it is not only those who try to achieve but should conduct on a larger scale such as the government should provide campaigns for promoting the matter of solving climate change.

Consequently, the private sector seems to be blamed on the public sector, where they feel that the public has done nearly enough for climate change policy in Thailand. The Thai government has also conducted the policy on a larger scale, such as the commitment of the prime minister in the meeting at the United Nations Framework Convention on Climate Change (UNFCCC). It has also set them as a national policy to enlistment in the stock market. Conversely, the private sector or majority of people still feel distant matter.

### **Arguing on seasonless campaign**

The following topic shows the fashion industry requiring mass manufacture and marketing to accelerate the sale. The business has driven by impulse purchasing intention to generate revenue and relying on the story behind to differentiate the new launch from the previous season. Hence, each participant has shared their aspect of the seasonless concept based on the area of expertise. Even though participants come from different industries, the ideas of adopting seasonless to Thailand to develop it as a form of helping the environment. However, it remains skeptical whether seasonless may be merely a point of view using stories of stewardship of the environment or promoting a brand stance based on responding to environmental campaigning principles through marketing.

Referring to Ms. S from C project has thoughtlessly mentioned after exploring the concept of seasonless on an organization level that they have conducted it quite seriously but with the trend of doing “Corporate Social Responsibility (CSR)”. She has also shared her thoughts on the focus group session that nowadays her organization conducts sustainability on purpose for “Creating Shared Value (CSV)”. It is to align the value sharing to the community in the contribution of developing the well-being of the community. However, it meant to be a sustainable way to coexist in a better community with an environment harmony approach. But the community’s perception often turns out to be receiving financial support from the organization.

Ms. S’s point of view has been supported in particular with Mr. A from D brand who has responded to the researcher’s semi-construct question. The researcher’s intention aims to explore the perception in the Thai socio-cultural context. His ideas illustrate the fact that Thai organization has not valued the well-being of the labor force. The critical focus of contribution to society from an organization seems to be low and only focus on profit. In addition to his point of view from the focus group, he is also giving his implication to the concept of seasonless as a global trend. In order to push the idea to the Thai context must be through celebrity endorsement.

Mr. A from D brand’s opinion is corresponding to participants from a group of retail such as Ms. P from T brand. She also elaborates on her belief regarding marketing objectives that seasonless is for enhancing the brand’s image to be more cautious about how we can protect the world. Furthermore, besides Mr. A from D brand

and Ms. P from T brand there is another perspective of Mr. N from T hypermarket that backed up both participants. He provides his concrete observation into two ways.

*“Seasonless, in my opinion, is a two-way look. It could be conducted for promotional campaigns, or no season. For example, a designer can say what they would want to do in one year. But if it is a campaign from a brand for the environment and the brand is taking it seriously, it should be good. On the contrary, it will not be able to drive sales because there is no season. If you cannot achieve a certain objective, then it is just another advertising campaign.” - Mr. N from T Hypermarket*

While the point of view from sustainable fashion and textiles experts such as Ms. K provides a perspective on seasonless from the conversation referring to a multi global organization, “The Kering group”. She said it would be nice to run a campaign, however, fast fashion has created collections following global luxury brands such as Gucci. Ms. K also said the seasonless campaign would drive positive results for those fast fashion brands. However, if transferring to Thailand in terms of implementing by big brands that are fast fashion, although there are not many, and it may have to take into account in terms of demand and responsiveness. Nevertheless, the behavior of Thai consumers is changing with the market competition. It is allocating to second-tier market brands such as Instagram stores. The multiple options allow consumers to buy anything whenever they want, and it shows that consumer behavior in Thailand has become seasonless.

Ms. K also gave a perspective from an article about the seasonless campaign that was not well elaborate enough, a seasonless campaign was actually made for sustainability or not.

Nevertheless, she said if you think in the brand aspect that doing seasonless gives the capability to prolong off-shelves, it will last longer or improve in the merchandising plan. Later, it might not be pressured to run promotional as a strategy at the end of season sale. It may devalue the product and should offer the product to have a longer shelf life.

Moreover, Ms. PN, an academic researcher from Scotland has supported Ms. K’s thought whether seasonless is a necessity for fashion sustainability or not. She said we would have to consider whether the ‘seasonless’ is only just a marketing campaign or a strategy for solving the environmental issues, particularly in climate



change. Ms. PN also suggests us to observe the idea of seasonless in long terms before applying it into Thai context.

Mr. T from A brand also mentioned that nowadays Thai consumers' behavior of purchasing clothes and textiles depending on occasions or events rather than seasons. From what Mr. T supported the idea of Mr. O, attaché to the ambassador, and Ms. PN, an academic researcher who said a rapid change in collections is more important than focusing only on the seasons. As a result, the seasonless is still in doubt for the purpose of its strategy. On the other hand, if in Thai context, we should have to consider a rapid change in producing collections instead.

*“Thai people who have festivals, celebrations, events. It's not just seasonal anymore but dressed according to the festival, according to various events.” – According to Mr. T from A fashion house*

### **Indications of climate change become the key driving force to accelerate the shift in the fashion industry**

Referring to the debate from both sides of participants, it has been divided into two sides of the public sector and the private sector based on the perspectives of producers. On the side of Group A: sustainability expert and Group D: environmentalist has formed opinions based on the assumption of possibility to conduct seasonless to stop climate change problems with a sustainable approach. Ms. PN an academic researcher has agreed to observe the concept in the long term. It is corresponding to Mr. O attaché to the ambassador has provided noticeable advice to the public sector action but it seems to not correlate to other groups of participants. In comparison, their ideas to conduct seasonless seems to be distant matter. They believe a lack of government's support seems to be an alleged issue and they also pointed out that it should not be put into their sector as a burden with a need to rely on a capitalist approach.

Moreover, the arguments coincide with opinions from the group of retailers. Regarding the matter of relying on the season to help accelerate sales. In the retail industry, it is imperative to use capitalism to drive business. Conversely, conducting seasonless should be indicated as a key solution to solving the climate change problem is foul in the certain industry. Ms. V from G brand and Ms. P from T brand has shared the same opinion using capitalism as a pretext to defend the fact that business cannot be survived without season to indicate the change of merchandising drop.

*“As fast fashion needs to align with the global trend. For ex, after hi end luxury brands's fashion show, fast fashion's factory will proceed fastly to through their supply chain in order to make sure they can produce the clothes that have silouhette which in trend at the moment.Hence, this lead to many more collection coming out which will be captured interest, creating viral from the press and celebrities. Thais, mostly, are influencee. Once they saw medias and celebrities's endorsement, they would go buy right away. These customer, aka, fashionista, and fashion followers would buy and wear couple times for upload in social, then might give these clothes to donation or worse give it away. These fast fashion collections, if not have good stock management, would end up be aging and creating huge problem to the environment.” - According to Ms. P from T brand*

*“Fast fashion must keep up with the trend. The trend is changing fast as its nature. Just how to launch collection with the frequency that do not leave waste meaning accurate forecasting. Despite having a large volume of production among frequent collection. But if they done it correctly, there will be no left over.” – According to Ms. P from G brand*

On the contrary, Mr. K fashion sustainable expert also mentioned proactively indicating the seasonless concept that can be applied from global brand initiation. It is also transferring to Thai context on the assumption for those Thai fast fashion brands who have often followed the global trend. Hence, it should be able to adopt the rest of principle to stewardship the environment sustainably.

## CHAPTER V

### CONCLUSION

The issue of climate change is a global issue, including a national state within Thailand. The problems caused by various sectors including the fashion industry. Nevertheless, the climate change movement has not been seen to happen in Thailand, only a small group of people who have taken action. Besides, participants substantially agreed that it depends on the government's policy. If the government has not state the policy to foster the environmental concerns or either connect the understanding of what the public sector is trying to push for the change in some certain area. Private sectors said environmental issues are a distant matter and lacking understanding to Thai designers or retailers because the government only concentrates on the larger scale. In which, regarding the commitment of the prime minister to summarize the index of greenhouse gas emission in an annual report to enlist the stock market.

In fact, every sector is listed on the stake of this change. The vital role of helping to solve the climate change issue can be done in every sector, although the trend of using a seasonless strategy is not yet clear how it can help climate change, it may have a positive effect if fast fashion does, but even so, it is important to demand production volumes. Therefore, this strategy is still very new and it is difficult to imply with Thailand. At the same time, designers and marketing groups think that fashion sustainability is playing a vital role. It is very far from Thai context, but the experts also think that there may not be enough understanding of fashion sustainability or other factors. In fact, fashion sustainable strategies can be achieved in Thailand in many ways such as renewable energy for cost saving or starting from smaller scale etc. However, because climate change is a global problem including Thailand. It is therefore inevitable to find a way to comply with fashion sustainability in the Thai fashion industry.

## **Limitations**

The research has been conducted by participants who are part of producers and academic and experts in fashion sustainability. However, the research has not collected data from consumers' side resulting in the research only beneficial for producers and may not be applicable to the aspect of consumer.

## **Recommendations for fashion industry to stop climate change**

The terms of fashion sustainability aim for solving environmental issues as a main purpose. When discussing the matter of fashion sustainability with participants who are Thai designers, and marketers, they thought this concept is too beyond for Thai society and should have focused on other sectors in the country first. On the other hand, environmentalists and fashion sustainable experts said fashion sustainability is matter for all societies including Thailand. There are several ways to solve climate change issues.

According to Mr. T from A brand, his customers always desire for new products and new collections. The customers are not concerned about sustainability while the brand itself is only just a national brand rather than a global brand like Gucci or Prada resulting in less power in encouraging or setting an awareness about sustainability. He also pointed out that despite conducting awareness of the climate change issue in Thailand, he examines whether it should be starting from other sectors such as the renewable energy sector. Although, Thailand can gain energy from sufficient solar but rarely seen solar cell systems in any home. Therefore, he has pointed out that it should be the government that initiated these projects rather than pushing the burden on other sectors such as textiles and garments.

Ms. P from T brand also said eventually fashion needs to consider profits as the first priority. Therefore, fashion needs to drive by generating revenue and it is undeniably that flushing the collection through seasons has become crucial elements. It is related to principle of capitalism approach in which it corresponds to Ms. V from the G brand perspective that examining fashion trends moves fast to follow market demand.

On the other hand, Ms. PN, an academic researcher said fashion sustainability is a matter of fashion industry. Limiting damage from a climate change, the fashion industry is one of the sectors to be focused as the industry has produced

massive amounts of waste and greenhouse gas emissions. Hence, the leading luxury brands have promised and are making a long-term plan to reduce Co2 emissions to zero within 2050. She said fashion designers and marketers may think fashion sustainability is not suitable for Thai society yet. They assume their customers are not concerned about it. Nevertheless, the brands themselves are a trend setter and should be considered in responsibilities of the environment, unless they do not want to do so. One of the main reasons could be that they must invest in research and development. However, they actually can start from small actions. For instance, they can be responsible by promoting and educating their customers through their brands to raise awareness. They also can start thinking about materials of use in their collections and how to reduce unnecessary waste such as reducing plastic packaging.

One of the most important to be considered in the fashion industry is volume of production.

While all participants are still in doubt of the seasonless campaign, an environmentalist and fashion sustainability experts agree to practice other potential solutions. Mr. O, an attaché to the ambassador and Ms. PN, an academic researcher said if we can reduce production, it will help to reduce overproduction and waste. Mr. O also advises there are many prospect ways to reduce energy through saving unnecessary resources and develop it into other renewable energy. It is considered a cost saving rather than just transferring the concept into any other marketing campaign that has captured the very niche market segment such as sustainability concerns segment in Thai market.

Ms. PN, an academic researcher said transparency and supporting local businesses particularly in local communities are part of fashion sustainability. These ideas are related to what Ms. S from the C project described in the brand's aesthetic is to support local communities' products. Although the brand represents a social corporate organization. Transparency is a key for the business and the C project shows how they help local communities by sourcing a potential wisdom product and share knowledge of product development throughout marketing, and distribution channels. It is offering an ability to provide sustainable ways for their own family and community. The products are mostly handmade, with small productions as the products are a niche market. Also, when buying local products, we can reduce carbon footprint.

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