

Augmenting sustainable fashion on Instagram.

MARCELLA-HOOD, M.

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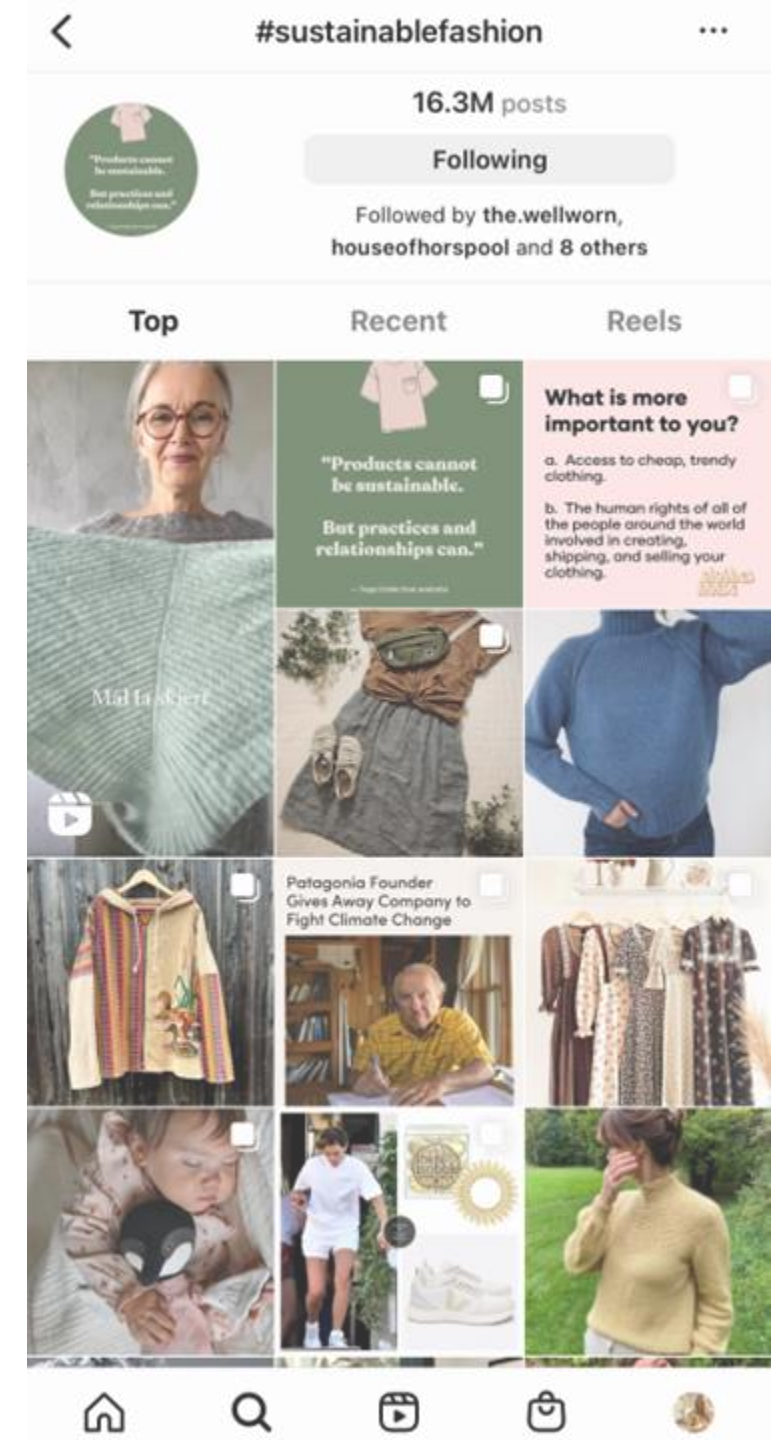
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Augmenting sustainable fashion on Instagram

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Research problem

Sustainable fashion includes the variety of means by which a fashion item or behaviour could be perceived to be more sustainable, including (but not limited to) environmental, social, slow fashion, reuse, recycling, cruelty-free and anti-consumption and production practices.

(Mukendi et al, 2019, p. 2877)



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Augment

To increase the size or value of something by adding something to it.

(The Cambridge English Dictionary, 2022)



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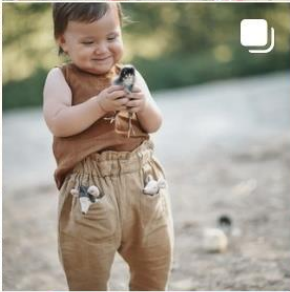
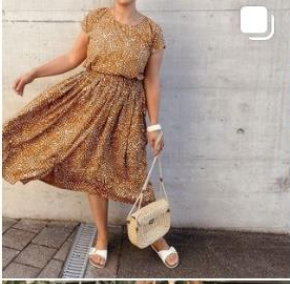
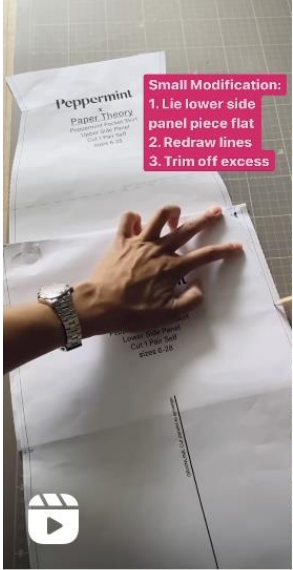
Aim

To explore the landscape of sustainable fashion on Instagram by uncovering the stakeholders who are championing this and the types of the content they are producing.

Research Questions

1. **Which** aspects of sustainable fashion are being augmented through Instagram?
2. **Who** are the stakeholders augmenting sustainable fashion on Instagram?
3. **How** are these stakeholders augmenting sustainable fashion using Instagram?

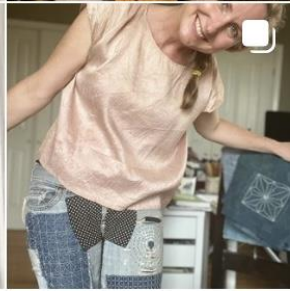
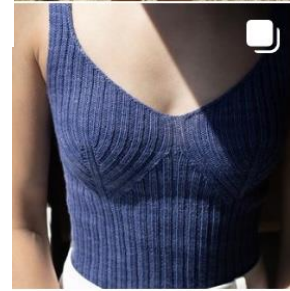
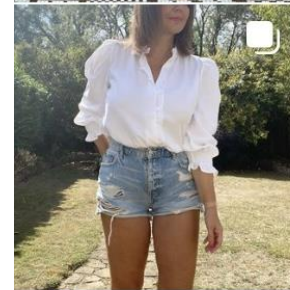
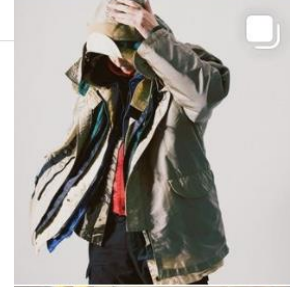
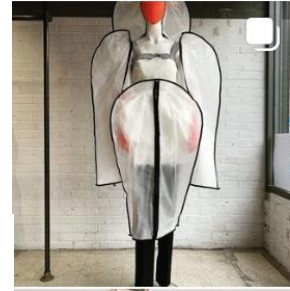




< Q sustainablefashion

Top Accounts Audio Tags Places

- #sustainablefashion 16.6m posts
- #sustainablefashionblogger 245k posts
- #sustainablefashionbrand 175k posts
- #sustainablefashionista 45.2k posts
- #sustainablefashionindia 52k posts
- #sustainablefashionuk 24k posts
- #sustainablefashionblog 19.8k posts
- #sustainablefashionmovement 23k posts
- #sustainablefashionmatterz 15.9k posts



Which aspects of sustainable fashion are being augmented through Instagram?

- The imperative
- News
- Sustainable brands
- Vintage fashion
- Upcycled garments
- Sub-genres of fashion



Who are the stakeholders augmenting sustainable fashion on Instagram?

- Influencers
- Educational accounts
- Vintage enthusiasts
- Designers and makers
- Sustainable brands



How are these stakeholders augmenting sustainable fashion using Instagram?

- Nostalgia
- Story telling
- Co-creation
- Inclusivity

The Journal:

Our brains are high on clothes

How do we train them to buy only things we'll wear?



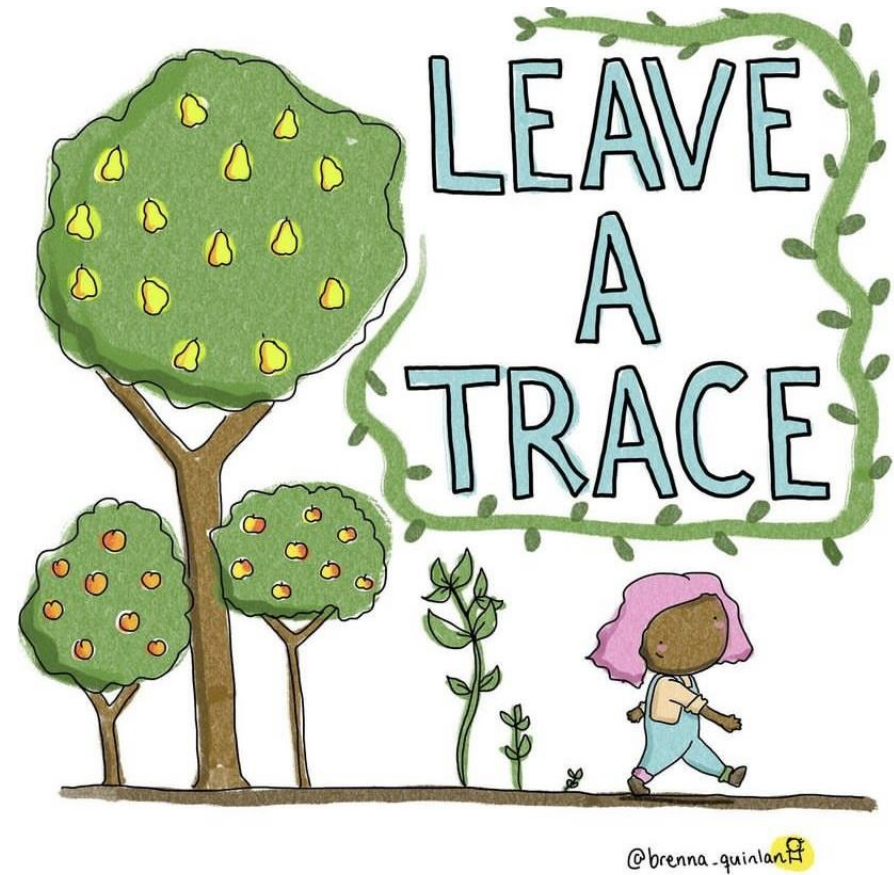
@consciousfashion

Conclusions

- Positive space
- Pro-active, helpful content
- Cross-category stakeholders
- Clear, relevant messages

Thank you!

Do you have any questions?



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