Junior Research Paper Convention: Abstract Form
CCIII/Spring 2023

Title of the Research Paper:
How Sustainable Fashion Builds an Effective Relationship between Brands and Consumers?

Abstract
Liu, Jolin. Section E. "How Sustainable Fashion Builds an Effective Relationship between Brands and Consumers?" Numerous garment brands have embraced sustainable fashion to cater to the burgeoning green market. However, several brands have been exposed for greenwashing their products to cultivate a favorable reputation. In other words, brands claim to utilize ethical and eco-friendly fabrication for their garments, yet they fail to adhere to their previous statements. Several studies have revealed that the public - particularly young adults, lack sufficient knowledge about sustainable fashion and their attitudes are easily influenced by the media. Consequently, people may fall prey to deceptive brand marketing and remain oblivious to the genuine sustainability of the products they purchase. Amongst various types of garments, jeans are often deemed as "the killer of the environment" owing to their extensive usage of unethical raw materials, toxic finishing and manufacturing processes. Therefore, this study seeks to scrutinize the advertising strategies employed by denim legend brand Levi's and niche green premium denim brand AG Jeans to ascertain whether they provide sufficient information to consumers. Additionally, this research explores whether young adults are capable of discerning authentic sustainable fashion from greenwashing tactics and whether they accept sustainable garments.

Notes:

1. My RP belongs to the category of: □ Literary Studies or □ Social Studies
2. Related websites:
www.levis.com.tw/page /2022_SS_Wellthread?lang=zh-TW
www.agjeans.com/the-jean-of-tomorrow.html