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SUSTAINABLE FASHION - ONE OF THE FORMS OF CREATIVE SELF-EMPLOYMENT

Abstract. The professional article deals with sustainable marketing as a tool to restore and save the environment. In the article, we define the scientific discipline of marketing, marketing in the clothing industry, sustainable marketing and recycling as a factor of sustainability. In the article, we also describe how the excessive production of textile waste pollutes the environment. In the next part of the article, we will present the products of sustainable marketing in the textile industry created by us. Each created product is shown before and after modification, we also describe the properties of the products and the purpose they are supposed to fulfill. The goal is to motivate people to eliminate the amount of textile waste and start redesigning their used textiles.

Key words: sustainability, marketing, recycling, sustainable marketing, business in fashion.

JEL classification: D13, D14

Introduction

Each of us has certainly already encountered the term marketing, many imagine advertising under this term, whether it is a television advertisement or an online advertisement of various goods and services. However, marketing is a broad-spectrum term and the company applies it throughout the entire life cycle of product sales. Marketing includes many activities and processes, and if a company wants to be successful, it must know all the elements of marketing and then put them into practice. The role of marketing begins even before we launch the product on the market. The first process is market research, when the company analyzes whether it is

worth entering the given market at all, or whether it will enter the domestic or foreign market. An essential factor is the analysis of the company's micro- and macro-environment. Subsequently, if the company decides to enter the given market, it is necessary to create a marketing strategy. Another essential component of marketing is the marketing mix, which includes product, price, communication and distribution. After completing the individual marketing steps, the company still monitors the development of sales and the life cycle of the product and, depending on the situation, resolves the resulting positive or negative deviations.

Due to the fact that there are many companies that produce different goods and offer services, we decided to characterize the sustainable marketing associated with this fact. Since nowadays we have a wide range of products, enough financial resources, we also have an excessive production of waste. People buy different products and throw them away after a short time, because they buy new ones, and thus different landfills are created, groundwater and air are polluted.

Marketing

To begin with, we define the basic term that is associated with our chosen topic, and that is marketing. Many people think that marketing is just advertising, it's a mistake, marketing is a broad term. Marketing is an activity, a set of established procedures and processes for the creation, communication, delivery and change of offers that bring value to customers, partners and society as a whole (Karlíček 2018).

Marketing is a way of managing a business from the market point of view, the marketing strategy is based not only on the current needs of the market, but also on its future hidden needs (Dynda 2014).

According to the Chartered Institute of Marketing, the world's largest community of marketers who support, represent and develop marketers, teams, executives and the marketing profession as a whole, marketing is a management process that serves to identify, anticipate and satisfy custo-

mer requirements, profitably. . Similarly, Kotler defines marketing, according to him, marketing consists in creating, communicating and selling value for the customer. Marketing detects customer needs and satisfies them, while the company generates profit (Karlíček 2018).

We understand the modern form of marketing as satisfying customer needs, unlike in the past, where the primary task was the ability to convince, sell and satisfy. First, the product is manufactured, and then it is sold. The role of marketing begins even before the product is ready for sale. Marketing represents a certain business philosophy, which is developed by the owners or managers of the business, with the aim of mapping the market. Find out what the needs of potential customers are, determine their scope and intensity, and ultimately decide whether to enter the market, i.e. whether an opportunity will appear on the market where products and services could profit with a profit (Hvizdová 2013).

Nowadays, marketing is also associated with the concept of globalization, which enabled the rapid development of international business in both production and services. Companies that do business in various foreign markets use international marketing. International marketing is a business philosophy that is focused on satisfying the needs and wants of customers in international markets. The goal is to create maximum value for company partners (stakeholders) thanks to the optimization of company resources and searching for business opportunities in international markets (Machková 2015).

Marketing in the clothing industry

In 1989, up to 10% of the total number of people employed in Slovak industry were employed in this area. Currently, 28,000 people work in the textile industry in Slovakia. Another 10,000-12,000 people work in smaller textile enterprises (Online Labor Market Guide 2020).

Currently, the Slovak textile industry is undergoing important strategic transformations. It transforms and adapts its production to the tenden-

cy of more developed countries with first-class parameters and requirements for workforce qualification, development and research. This change is natural and responds to strong pressure, especially from low-cost competition. The whole process is simultaneously connected with the decline in clothing production (National system of employment 2020).

Marketing in the apparel industry can be defined as demand-forming marketing. It is the most daring level of marketing and it starts when a company launches a product or service that no one asked for, or even imagined. The difference between people who do reactive marketing and those who establish or anticipate requirements can be summed up in the description between a market-driven firm and a market-stimulating firm. Businesses that establish a market thereby create a human perspective and improve society in a certain way. They establish fundamentally new services, products and also set new value levels (Cutler 2000).

Areas focused on the production of clothes, which can be called fashion clothes, belong to the risky sectors in the national economy. It is based on the need of individual groups of the population to dress deliberately and fashionably from birth to death and beyond. The behavior of the target groups of clothing companies is characterized by characteristics, of which the necessary include being dressed in accordance with social rules and adapting to individual social groups (Nízka 2003).

In clothing marketing, the buyer must imagine the price of the product, which the buyer acquires by purchasing the product or service. The buyer decides to invest in clothes, shoes, if his investment of time and currency to get the products is profitable in terms of benefits. Every buyer has a different outlook on the amount of product utility. Price includes various advantages for a person, for example, if a person is deciding between a relatively similar type of clothing or other brands, he will choose the brand that has a high value in the market, even if it is a substantially identical product of a cheaper brand. If people buy a "brand", they show their kind of personality and also indicate what they would like to be. The buyer expresses his personality with the purchased product (Solomon 2006).

Sustainable marketing.

Under sustainable development we understand the balance between economic and social development on the one hand and environmental protection on the other (Hvizdová 2017).

The sustainability system covers many areas:

- Economic activities (e.g. employment, unemployment rate, business activities).
- Natural resources (natural conditions of the given country, territory).
- Infrastructure (communication, transport, green infrastructure).
- Technologies used in the agricultural sector.
- List of competent entities (institutions, service providers),
- Education of competent subjects.
- Social capital.
- Cooperation between different entities such as entrepreneurs, politicians, researchers.
- Local customs (traditions, festivals, crafts) (Hvizdová 2017).

Sustainable marketing is a new concept in marketing and business. Based on the ideas of environmental and social sustainability, sustainable marketing seeks to satisfy consumer needs without disrupting the future. It's a broad term that covers everything from wind energy to fat elimination. Although many people today are discussing global warming, climate change and the role of different social classes, many businesses have realized that people who care about the environment and society are also consumers. Businesses understand that these people are so passionate that they prefer companies that provide them with care. Sustainable marketing steers businesses in the right direction, not only to lower impact, but also to greater profits for the companies that use it (Newton 2015).

Sustainable marketing is a way to promote the ecological aspects of a business. Sustainable marketing works as a product and brand marketing strategy. "Responsibility" becomes a shared brand value, and companies initiate environmental and social strategies. The emphasis is on the customer, but they encourage their customers to choose between a cheaper and (morally) better option. It is very important for businesses to carefully plan and execute sustainable marketing, otherwise the brand may become the target of strict scrutiny. Sustainable marketing is the promotion of environmentally and socially responsible products, practices and brand values (Story 2019).

Sustainable marketing is a fundamental shift in communication styles with consumers, which leads people to think more with heart and story and not buy products thanks to discounts and offers. It's the ability to step back and worry about short-term profits and focus on long-term consumer value. Ethics play a very important role in this context. When creating a campaign, a business must consider the contact points and their impact on the consumer, the environment and the community.

Textile waste is material that the consumer considers unusable for its original purpose. Textile waste includes waste from the fashion and textile industry, which was created during the production of fibers and textiles. The production of textiles is a process that damages the environment. Textiles consume large amounts of natural resources such as water, oil and land, use toxic chemicals and produce large amounts of carbon dioxide. Millions of tons of textiles are thrown away every year. In Europe and America, it is estimated that 10 million tons of textiles are thrown away annually. The problem is not only that this textile waste pollutes the environment and clogs landfills all over the world, but also that precious resources that were used in the production of these textiles are wasted.

The good news is that textiles are almost 100% recyclable and have the potential to be reused (Wang 2010).

Slovakia has 5.45 million inhabitants. According to statistics, every single inhabitant of Slovakia buys 13 kg of textiles per year, which means that in total it is about 70,000,000 kg of clothing per year. Approximately

67,000 tons of clothing are thrown away annually, and only 10% of that is recycled. Textile waste represents 4% of all waste produced by Slovak citizens. Of course, the numbers increase every year.

In the countries of the European Union, on average, one person throws away 11 kg of textiles per year. The level of recycling is low. In 2017, the European Union produced 7.4 kg of textiles per person, while the consumption was almost 26 kg, based on this fact we know that the European Union is an importer of textiles, mainly from Asia. Textile production in the EU annually uses 1.3 tons of primary raw materials and more than 100 cubic meters of water per person. Regarding water consumption and the use of primary raw materials, clothing, footwear and textiles represent the fourth highest consumption category (after food, housing and transport) in the EU. The textile industry exerts the second highest pressure on land use (after the food industry), and also pollutes water on a large scale, pollutes water chemically and has many negative social impacts. The textile industry is the fifth largest source of CO₂ emissions. In the production of textiles, 15 to 35 tons of CO₂ equivalent are created per ton of textiles produced.

Information and the latest evidence and facts about the environmental and climate impacts resulting from the consumption of textile products are available to citizens on the European Environment Agency (EEA) Report page.

Society, residents of individual states should think about what they buy, in what quality, what quantity and the basic question is - do they need it at all. It is more beneficial to prioritize quality over quantity.

Textile consumption and production is highly globalized. Millions of producers are involved in the production of textiles and billions of consumers are involved in their consumption. There are 171,000 companies producing textiles in the EU, employing 1.7 million people.

To produce clothes, we need a lot of resources, both material and personnel, but consumers wear clothes for an average of 2-3 years, what happens next?

Used clothes are mainly exported to the countries of Eastern Europe, Asia and Africa. Used clothes are mostly incinerated or landfilled. Some things went to charity or recycling. However, here's a problem, Africa is planning to ban second-hand clothing and India is facing competition in the form of polyester. India is the second largest importer of used clothing. Ships that are fully loaded will arrive at the port and are traveling, for example, to the city of Panipat (near Delhi). Many factories were created to import textiles, which recycle clothes and create cheap rags or blankets. However, working and wage conditions are very bad (Tvardzík 2018).

Recycling - the biggest problem is that textiles are made up of different types of materials, coatings and dyes. Recycling of mixed elements does not allow to achieve as high a quality as the original. However, according to the EEA, the recycling of chemicals requires further development and deeper research into environmental impacts.

Today, there are companies in Slovakia and abroad that can transform cars and houses into high-quality insulation. They turn clothes into high-quality insulation for buildings. The products that are created are exported to other neighboring EU countries.

The way out of this situation would be if people stopped buying cheap and low-quality clothes and instead prioritized quality and reduced the number of clothes in their wardrobes. This approach would reduce the amount of waste produced, which would have a positive impact on the entire planet and humanity.

Business in fashion

The big players in the field of fashion can be divided into two groups. In one we find several brands and retailers who, due to their offer, design, price, business model, create the vast majority of the fashion industry's profit. Almost everyone else will find themselves in the second.

The unflattering result comes from a report on the state of fashion in 2019, created by the consulting company McKinsey & Company and the media company The Business of Fashion. The survey looked at more than 500 fashion companies, of which 300 are publicly listed, the rest are private, but offer enough data to be used. Only about a fifth of all these companies managed to achieve 128% of total profit in 2017. How is it possible? Since 20% of the companies recorded a loss, it deprived the group of 34% of the profit.

The top 20% includes more than 100 companies, but when McKinsey looked at just the top 20 companies, it turned out that they account for 97% of the group's total profit, a share that has been steadily increasing for several years. McKinsey points out that the number of companies that reported a loss between 2010 and 2017 almost doubled.

Among the winners are successful brands such as Inditex (parent company of Zara), H & M, Nike, Adidas, as well as luxury conglomerates LVMH and Richemont. Their sales were not always exceptionally high compared to the wider sample, but they had better margins and were much more efficient with their capital (McKinsey Global Fashion Index 2019).

Twelve of the companies listed have been in the top 20 regularly since 2008. "The winners were mostly luxury and sportswear brands and fast fashion players, confirming the fact that brand investment and operational efficiency are key drivers of sustainable business models," McKinsey writes.

A creative form of self-employment

In this professional article, we pointed out the shortcomings of the clothing industry. The clothing industry produces a lot of waste every year, and our goal is to eliminate this waste and prevent environmental pollution. If we create stylish pieces from the clothes we don't wear, we will eliminate textile waste and we can start selling our unique clothes.

In the following section, we will describe the cost of clothing modification, which includes the price of the seamstress's work, the cost of the added material, and the selling price. Also, models will be presented before and after modification with detailed description.

White Lady summer jacket

We chose the jacket because it is high quality, still modern and suitable for summer. The jacket is more than 10 years old. The materials from which the jacket was made are cotton (95%) and stretch (5%). The jacket was adjusted by a seamstress in the city of Levoča, and the duration of the adjustment was 2 hours. The seamstress sewed distinctive black and gold buttons on the jacket, which gave the jacket a touch of elegance. Another finishing touch is the gold threads found on the sleeves and front of the jacket. The jacket is suitable for various social events, as well as for work, and since it is modern and elegant, it is also intended for women in management positions.

Redesign costs:

[<http://perspectives-ism.eu>]

Price of work: €5

Price of additional materials: €3

Selling price: €15

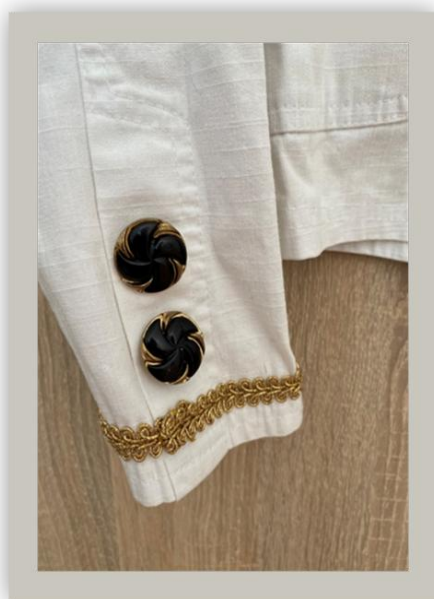
Jacket before modification:



Jacket after modification:



Sleeve detail:



Red Flowers dress

The dress imitates jeans material, but is made of cotton (35%) and polyester (65%). The dress was bought approximately 5 years ago, and the price was €40. The adjustment of the dress took 1.5 hours.

The dressmaker sewed a fabric with red flowers on the dress, and this made the dress suitable for the summer season, but at the event we will present this dress as wearable all year round, because if we put a T-shirt or a turtleneck under it, we can wear it even during the winter months. The dress is suitable for work but can also be worn in leisure time.

Redesign costs:

Price of work: €5

Price of additional materials: €2

Selling price: €20

Jacket before modification:



Jacket after modification:



In this part of the article, we pointed out the possibility of self-employment in the form of sustainable marketing and creativity. Each one of us can create unique pieces of clothing from old or recycled material and thereby reduce the amount of textile waste and protect the environment. In our work, we have combined creativity, business, environmental protection and cohesion.

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