

Analysing “Circular Quotient” of International Fashion Retail Brands – A Review of Sustainable Initiative

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Abstract—While fashion plays an Important role in daily life, the fast fashion consumption is causing environmental destruction and sustainability problems as well. Circular fashion, which is designed to reuse, recycle and upcycle garments alleviates this problem to a certain extent. The study analyses the extent young consumers are acknowledging and how fashion retail brands at international level have integrated circle into their strategy. It studies the factors that dictate their acceptance of sustainable fashion, at cost, reach and landscaping of information. Finally, the research aims to provide pragmatic knowledge to make sustainable fashion young, affordable and procyclical in India.

The research also delves into how social media and online platforms are shaping the perception of youth to circular fashion. It is a medium through which influencers, fashion bloggers and sustainability advocates disseminate awareness making social media a strong driver to shape shopping habits. The research helps us with the digital insights to show how retail brands, policymakers and educators can implement strategies that foster increased participation of youth in sustainable fashion.

The efficacy of circular efforts undertaken by Indian retail brands are also assessed cost-cum-trade-offs are key challenge; this in conjunction with references to global fashion legislations i.e., e.g. EU textile and sustainability policy would add a comparative perspective for understanding India's in the global circular fashion movement.

Where In addition, references to global fashion regulations (the EU textile & sustainability policies), provide a comparative frame of reference or reference to assess India position in global movement for circular fashion.

Index Terms—Fashion, circular fashion, sustainability, Strategies and Methodologies, Retail brands, Fair wages, EU textiles.

I. INTRODUCTION

In this world where sustainability is not optional but mandatory, especially when referring to one of the worst polluters of environment- i.e. fashion industry; the largest contributor towards degrading environment in short. Perhaps the most important response thus far has been circular fashion, which aims to change the status quo from “make, use, dispose” to a circular system that strives for reuse, recycling and waste minimization. Circular fashion offers a new paradigm necessary to counter the unsustainable fast fashion practises through which garments have a longer life and resources consumed are minimized.

Sustainability, usually expressed as an ethical measure of lifestyle is framed sometimes as it being only the right thing to do with a world of environmental, social and economic challenges urgently needing circular fashion. The fast fashion industry with its 10% of global carbon emissions and 20% wastewater pollution poses an even greater threat when over 92 million tonnes worth of textiles recycle every year. The heavy resource use, like the antiquated 2,700 Liters of water needed to produce one cotton T-shirt further emphasize the environmental impact of this industry.

Circular fashion goes beyond a green agenda, it tackles environmental issues and also ethical and economic problems. When the intention of fast fashion began is built on cheap labour practices, dangerous working environment and lack of fair wages. On the other hand, circular fashion models are focused on fair wages, ethical taking in and ethical production as we can see with brands like Eileen Fisher and People Tree. Last but not least, changing consumer awareness and perspective goes a long way in making circularity a

possibility. By campaigns such as "Who Made My Clothes?" consumers are being educated about informed decisions, and new developments in textile recycling and policy incentives are making sustainable fashion a reality

The purpose of this paper is to critically analyse the circular quotient of international fashion brands by looking into their sustainable developments, best practices and challenges for circular business models implementation in fashion.

Using a thorough literature review, this study aims to extend the general conversation on sustainability in fashion and establish the states in which brands integrate circularity on different aspects of their operations.

II. REVIEW OF LITERATURE

The fashion industry is starting to acknowledge circularity as a key strategy for reducing its environmental footprint and becoming more sustainable. Recycling, reuse and waste minimisation in fashion are ways that can make circular fashion, thereby allowing the product life to be extended and the use of virgin materials reduced. Many studies have investigated the application of circular economy practices for international fashion brands in terms of business models, design strategies, problems and sustainability actions. A literature review in this paper aims to provide an overview of recent research on fashion brands and circularity.

2.1 Engagement with Online Retail Brands

Young Indian consumers perceive online retail brands through economic value functional quality and emotional connection (Panda, Panda, & Mishra 2019). Product pricing along with attractive discounts and promotions boosts consumer engagement because these are affordable. Enhancing the shopping experience with features such as functional aspects (website interface, easy of navigation and fast customer service) The brand loyalty is nurturing through emotional connections such as personalized recommendations, anion brand storytelling and immersive content. The increased availability and convenience of digital payment channels as well as home delivery increases the level of engagement with online retail brands. Consumer–retail brand engagement is driven by a complex interplay of

economic, sociocultural and technological drivers. Sen & Bose (2021) mentioned that affordability is the most important factor in determining preferences with pay - for-play models being the preferred consumer model. Sharma et al. (2022), however claimed that ethical and value-based branding increase engagement by explicitly stating their support to these objectives.

For more on Mobile-first shopping experiences and “payment is not resistance”, see Mehta & Agarwal (2020) extensive studies focussed on consumer-brand interfaces from mobile-first standpoints. Narayan et. al. (2019) for example, user-generated content and community-driven platforms enable a higher degree of user involvement thus making consumers feel more connected to the brand.

2.2 Brand Awareness and Marketing Strategies

Brand Awareness Strategic Marketing a brand ability to get established in people minds. Critical role of video content, influencer promotion & engagement, social media activation in establishing brand awareness (Panda et al., 2019b) Consumers are especially responsive to brands with a social currency, aligned with causes and sustainable initiatives. The Authentic digital footprint of a brand (follower engagement on platforms like Instagram/YouTube/TikTok) completely changes the level of consumer trust & interest. This is followed up with word-of-mouth marketing and getting peers to recommend products and both celebrities / Influencers collaborating with the brand.

2.3 Preference for Foreign Apparel Brands

Indian consumers find the appeal of international brands due to higher perceived quality, prestige and global fashion sway (Padmanabhan, 2011). Aspirational value, exclusivity and the mark of foreign brands are perceived as thought-stimulating elements that make purchase decision significant. If it is a well-known brand globally, they use this 'reputation' by pricing items high, creating limited edition pieces, and strategically positioning their brand. Young consumers now favour foreign apparel brands over domestic alternatives in addition to the aggressive westernisation of the young reach through social media and entertainment. But the affordability obstacle still remains premium brands in control particularly with the urban youth in cities with higher disposable the income limit.

2.4 Brand Loyalty and Association Factors

Brand Identity is Very Important for Building Loyalty of Young Consumers over Time. Word-of-mouth (brand association) augmented with a recognisable logo, celebrity endorsement and appealing tagline add elements to the brand structure (Panda 2019). Cross-channel consistency leads to a sense of familiarity and trust that will encourage customers to come back and buy again (again). The more actors and technology engagement that a brand can do to create emotions and to build loyalty through personalized interactions, one off member benefits as well the premium post purchase service for the consumer will the retention gets strengthened. In addition, promotions and loyalty based limited-time-offers drive the ongoing engagement so brand loyal becomes almost a requirement to sustain long term business sustainability.

2.5 Perceptions and Buying Intentions Towards Green Products

Indian consumers (especially from North India) are becoming more environmentally conscious, which affects their preference of green products (Panda, Panda & Mishra 2020).

Their buying decisions are heavily influenced by factors like eco-labelling, sustainable packaging and corporate social responsibility. But the study crisis's a gap between perceptual cognition and buying behaviour due to price and nonavailability stemming from awareness. Government policies combined with brand sustainability efforts are going to be critical in navigating the youth towards eco-brands rather than traditional products.

2.6 Assessing Circularity in Fashion Brands

Several frameworks developed to measure the level of circularity in fashion industry. The Circular Fashion Index (CFX) is the only fashion brand ranking which measures garment lifespan extension and circular business models (Refashion, 2020). Economy (2024) similarly analyses the current rhythm of circular economy penetration in fashion, noting economic and environmental implications of circularity projects. The studies underscored the difference in circular economy uptake, where luxury brands seem much in advance of fast fashion brands in adopting a circular way of life.

2.7 Circular Business Models and Strategies

Effective brand strategies for sustainable are critical when moving towards a circular economy. Smith et al. Reiterating what (2023) infers, the brands adopting circular business models usually circumvent closed loop supply chain, textile recycling and extended producer responsibility. Ellen McArthur Foundation claims that the circular business model should be focused around durability, recyclability and sharing for zero waste (2023) Thus, Johnson (2021) in their specifics provides the example of brand initiatives like Patagonia's Worn Wear program is an idea programme to prolong garment life via repair and resale. <https://images.app.goo.gl/6db4vfGTPDWmeRGn9>

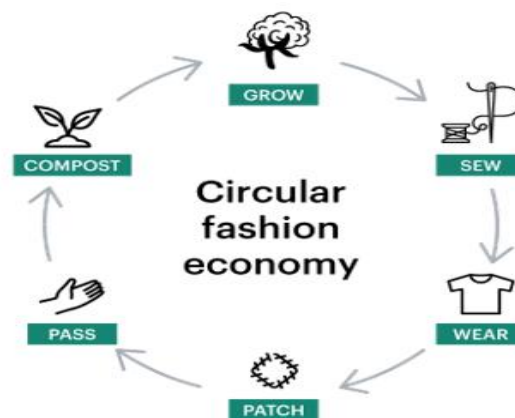


Fig 2.7 The Ellen MacArthur Foundation "Framework"

2.8 Design Innovations for Circular Fashion

Design strategies are key to facilitating circularity. The European Clothing Action Plan (ECAP) provides patterns for zero-waste pattern-making and modular designs that increase recyclability (Williams & Brown 2023). Circularity is also met by the developments in sustainable fabrics, such as biodegradable textiles or closed-loop fibre-to-fibre recycling (Martinez et al., 2023) Green & Patel (2024) state that regenerative fibres and bio-based materials have been used to improve fashion brand's sustainability.

2.9 Challenges in Implementing Circularity

There have been some advances, but large barriers that prevent mass adaption of circular economy in the fashion industry from being realised. As many apparel circularity programs do not get as far as they say, failing to achieve sustainability objectives due to

infrastructure constraint and fiscal limitations according to Thompson (2024). Even as Taylor (2025) criticizes overproduction, explaining sustainability movements to amount are ineffective without industry having severe growth and consumption. Clarke & Nguyen (2023) acknowledge that the absence of regulatory gaps and lack of standardised metrics across typecasting circularity stands in the way of measuring effectiveness of sustainability actions.

2.10 Industry Trends and Future Directions

New catalytic circular trends are rental/resale models, trendy solutions in recent years as sustainable alternatives to traditional retail. Resale markets up (thanks to The Real Real / Vestiaries Collective and others) Green & Patel (2024) argue that these helps decrease waste by increasing the lifespan of products Further, according to Taylor (2025) fashion brands have to transition towards systemic change in order to make strides towards circularity, not just more sustainable initiatives.

2.11 The Business of Fashion: Designing, Manufacturing, and Marketing

Burns and Mullet (2020) elaborate on the structure of the fashion industry as three key items in a more comprehensive study (which are design, make and marketing it turns out). Fashion is an excellent example of the lifecycle of fashion products and really it does effectively marry academic theory with industry practice, ensuring a concise foundation for its readers to use. What I found strongest about this book is the fact that sustainability and circularity principles are woven into all stages of the fashion process up-down supply chain.

The authors then put forward closed-loop systems, determining that a key element of designing for disassembly and recyclability and longevity in product use is designing the product so it can be taken apart.

In addition, the book covers ethical sourcing as well as supply chain transparency and consumer-inspired sustainability approaches in fashion making sustainability no extra matter rather it is base option of every decision a fashion business may have. Burns and Mullet write for integrating circular in product lifecycle management, which suggests embedded in everything from the selection of raw material through end-of-life solutions (Burns & Mullet, 2020), retailers should follow cradle-to-card approach. It is important

for conversations around circular fashion, particularly when it is located in international retail landscapes that speak to scale and scale impacts.

2.12 Circular Economy in Textiles and Apparel: Processing, Manufacturing, and Design

In Muthu (2019) the book entire exploration of how the circular economy may be applied to the textiles and apparel industry with all its constituents. The book stresses moving away from the conventional linear model of production and consumption to a circular model of resource efficiency, waste minimization and duration of products. It delves into fashion's emerging solutions for textile recycling, responsible fibre sourcing, eco processing methods and zero-waste design concepts.

The chapters are technical and full of case studies to make this material both university research and industry implementation relevant in the world of fashion. This book demonstrates the necessity of systemic change that must occur along the entirety of the supply chain, fibre-to-fashion, and introduces how circular systems can be designed into circular manufacturing & retail processes on a high scale. Thus, it forms one of the useful references that can be used in international fashion retail context to understand how circularity plays a role for sustainability objectives (Muthu 2019).

III. RESEARCH GAP

Global brands talk sustainability on a large scale but there is minimal research done in how much true to circular fashion are these wide scale brand sustainability initiatives as for environmental footprint. Though there is heightened worldwide focus on sustainable development, there is room to improve the measurement and assessment of the circularity nugget diet for international fashion brands. Series of vague metrics to rate circularity globally across the top brands, currently lacking tools both in terms claims and real impact. Answers on recycling, up-cycling and sustainable materials case studies are difficult to compare in their practicality, anyway. As such a big gap is left in demonstration of their sustainability claims from the owners, especially when it comes to things like supply chain traceability and waste.

IV. OBJECTIVES

4.1 Primary Objective:

- To analyse the circularity quotient in international fashion brands by reviewing their sustainable initiatives and assessing their effectiveness in promoting circular fashion.

4.2 Secondary Objectives:

1. To examine the implementation of circular fashion strategies in global fashion brands, including recycling, upcycling, and material innovation.

V. METHODOLOGY

Using the method of descriptive study this study aims to find out a little bit on how circular (eco-conscious and waste-efficient) ten international fashion brands are. It relies on top-level info that present is being place, nothing new under a hat (from company sustainability reports, third party main (Circular Fashion Index and Higg), peer-reviewed studies, certifications (ISO and GOTS etc), fashion blog posts).

Based on 25 research papers the literature review was reviewed: AND 2 article and 2 book.

The brands looked at were Patagonia, H&M, NIKE, Levi's, Stella McCartney, Eileen Fisher, Zalando, The North Face, Adidas, lines reading for the topic of sustainability. Selected here because they discuss sustainability and enough data is provided

The facets are compared using table (matrix) of the study:

- Practical aspects of circular practice
- What they claim
- What is the regulatory regime for them
- Percentage sustainability

These are then judged against benchmarks for sustainability internationally.

VI. DATA ANALYSIS

6.1 Patagonia

U.S.-based outdoor clothing and gear brand founded in 1973 by Yvon Chouinard.

Circular Fashion Practices: Patagonia operates the "Worn Wear" platform, which enables consumers to repair, reuse, and resell used garments. The brand also incorporates recycled and fair-trade materials in its

production and offers lifetime repair services. It promotes durability and discourages overconsumption.

Actual Practice or Claim: This brand is genuinely implementing circular fashion practices and is globally recognized for its transparency and commitment.

Regulatory Parameters: Certified B Corporation, Fair Trade Certified, and Bluesign® approved materials.

Estimated Circular Quotient: 75–80%
<https://images.app.goo.gl/Wm553EUmkFrYeHbr5>



Fig: 6.1 Patagonia logo

6.2 H&M

(Hennes & Mauritz) is a Swedish multinational fast fashion brand founded in 1947.

Circular Fashion Practices: H&M runs in-store garment collection programs and has launched the "H&M Circulator" to design products with reuse in mind. It also produces the "Conscious Collection" using organic or recycled materials.

Actual Practice or Claim: A mix of actual implementation and marketing claims. Efforts exist, but there's criticism regarding greenwashing.

Regulatory Parameters: GRS (Global Recycle Standard), Higg Index, EU Ecolabel.

Estimated Circular Quotient: 20–30%
<https://images.app.goo.gl/MeeRjUgFtfUGLmAf8>



Fig: 6.2 H&M logo

6.3 Nike

Nike is an American multinational corporation founded in 1964 (originally as Blue Ribbon Sports) and officially named Nike, Inc. in 1971.

Circular Fashion Practices: Nike has launched "Nike Refurbished," which resells gently worn items, and "Nike Grind," which turns scrap materials into new products. The brand's "Move to Zero" campaign targets zero carbon and zero waste goals.

Actual Practice or Claim: Partially implemented with visible initiatives in footwear and product recycling.

Regulatory Parameters: ISO 14001 certified, LEED-certified stores, Restricted Substances List (RSL).

Estimated Circular Quotient: 30–40%

<https://images.app.goo.gl/1ddKUQY8Cye1c3w29>



Fig: 6.3 Nike brand logo

6.4 Levi's

Founded in 1853, is a globally recognized American denim brand

Circular Fashion Practices: Levi's encourages sustainable behaviour with its "Buy Better, Wear Longer" initiative. It also offers in-store tailoring services for repairs and customization. The brand is investing in alternative materials like hemp cotton and waterless dyeing.

Actual Practice or Claim: Actively implementing circular practices, especially around product life extension.

Regulatory Parameters: Better Cotton Initiative (BCI), Science Based Targets Initiative (SBTi). Estimated Circular Quotient: 50–60%

<https://images.app.goo.gl/kVM9QyG7nmbjLHxF9>



Fig: 6.4 Levi's brand logo

6.5 Stella McCartney

Stella McCartney is a British luxury fashion brand Founded in 2001 by designer Stella McCartney

Circular Fashion Practices: Stella McCartney emphasizes cruelty-free and circular design, using materials like Mylo™ (mushroom leather) and regenerative wool. The brand partners with Adidas and others to drive innovation in sustainable fashion.

Actual Practice or Claim: Genuinely practices circularity with high levels of innovation.

Regulatory Parameters: GOTS (Global Organic Textile Standard), Cradle to Cradle certified (pilot projects), Ellen MacArthur Foundation Circular Economy partner.

Estimated Circular Quotient: 60–70%

<https://images.app.goo.gl/9KK8gXGMBmxGjE1YA>



Fig: 6.5 Stella McCartney logo

6.6 Eileen Fisher

U.S.-based fashion brand founded in 1984.

Circular Fashion Practices: Runs "Renew" and "Waste No More" programs that reclaim, resell, and upcycle old garments. The brand focuses on timeless design and high-quality, eco-friendly materials.

Actual Practice or Claim: Fully implementing circular fashion in a consistent and transparent way.

Regulatory Parameters: B Corp certified, Social Accountability International (SA8000).

Estimated Circular Quotient: 70–80%

<https://images.app.goo.gl/PRVaAZ2f1z23JBRDA>



Fig: 6.6 Eileen Fisher logo

6.7 Zalando

Zalando is a leading European online fashion and lifestyle platform, founded in 2008 in Berlin.

Circular Fashion Practices: Offers resale services for pre-owned fashion items and integrates circular design guidelines into its partner onboarding process.

Actual Practice or Claim: Circular fashion is still emerging in its operations; currently in developmental phase.

Regulatory Parameters: Higg Index, ZDHC (Zero Discharge of Hazardous Chemicals).

Estimated Circular Quotient: 20–30%

<https://images.app.goo.gl/HAWKjkiDvb6aDYB79>



Fig: 6.7 Zalando logo

6.8 The North Face

The North Face is an American outdoor recreation product company best known for its high-performance gear including jackets, backpacks, tents, sleeping bags, and outdoor apparel.

Founded: 1966 in San Francisco by Douglas Tompkins and Susie Tompkins Buell.

Circular Fashion Practices: Operates "Renewed," a resale platform for refurbished apparel, and "Clothes the Loop," a recycling program.

Actual Practice or Claim: Initiatives are implemented and growing, especially in outerwear categories.

Regulatory Parameters: Responsible Down Standard (RDS), Bluesign®, GRS.

Estimated Circular Quotient: 40–50%

<https://images.app.goo.gl/bqfRdegoszzCKabAA>



Fig: 6.8 THE North Face logo

6.9. Adidas

Adidas is one of the world's biggest sportswear brands, known for blending performance, style, and culture. Founded in 1949 Herzogenaurach, Germany by Adi Dassler.

Circular Fashion Practices: Introduced fully recyclable footwear under the "Made to Be Remade" project. Collaborates with Parley for the Oceans to reuse ocean plastic.

Actual Practice or Claim: Actively implementing circular product development and collaborations.

Regulatory Parameters: GRS, Better Cotton Initiative, alignment with EU Green Deal.

Estimated Circular Quotient: 40–60%

<https://images.app.goo.gl/Tmvh8ehqPyrKjiyH7>



Fig: 6.9 Adidas logo

6.10. COS (H&M Group)

COS (Collection of Style) is a fashion-forward, minimalist clothing brand known for its clean lines, modern silhouettes, and timeless wardrobe staples. It's part of the H&M Group, but positioned as a more premium, design-focused brand.

Founded in 2007, London, UK

Circular Fashion Practices: Runs "COS Resell" for second-hand sales and releases capsule collections made with recycled materials.

Actual Practice or Claim: Efforts exist but are limited and sometimes appear more brand-driven than system-driven.

Regulatory Parameters: GRS, Higg Index, EU Ecolabel.

Estimated Circular Quotient: 15–25%
<https://images.app.goo.gl/UbbSL2JbAWUiBK4e7>



Fig: 6.10 COS logo

VII. RESULTS

Table 7.1 provides a brief analysis of major international fashion brands based on their circular fashion efforts. It highlights key practices, assesses if they are genuinely implemented or just claimed, lists the certifications followed, and estimates each brand's circular quotient percentage-wise.

Brand	Circular Fashion Practice	Actual Practice or Just Claims?	Regulatory Parameters Followed	Estimated Circular Quotient (%)
Patagonia	Worn Wear, repair services,	Strong practice	Fair Trade Certified, Bluesign®	70–80%

Brand	Circular Fashion Practice	Actual Practice or Just Claims?	Regulatory Parameters Followed	Estimated Circular Quotient (%)
	recycled materials		, GRS, B Corp	
H&M	Garment collection, Circulator tool	Mixed (part practice, part claim)	Global Recycle Standard, Higg Index, EU Ecolabel	20–30%
Nike	Nike Refurbished, Grind, Move to Zero	Practicing in segments	ISO 14001, LEED certified stores, RSL	30–40%
Levi's	Buy Better campaign, repair shops, hemp denim	Strong practice	Better Cotton Initiative, Science Based Targets initiative	50–60%
Stella McCartney	Vegan materials, Mylo™, circular collaborations	Innovator & practitioner	GOTS, Cradle to Cradle certification (pilot), EMF member	60–70%
Eileen Fisher	Renew, Waste No More	Strong practice	B Corp, Social Accountability International (SA8000)	70–80%
Zalando	Pre-owned resale, circular design criteria	Emerging practice	Higg Index, ZDHC, Sustainable	20–30%

Brand	Circular Fashion Practice	Actual Practice or Just Claims?	Regulatory Parameters Followed	Estimated Circular Quotient (%)
			the Apparel Coalition	
The North Face	Renewed, Clothes the Loop	Practicing in areas	RDS, GRS, Bluesign®, Responsible Down Standard	40–50%
Adidas	Made to Be Remade, Parley Ocean plastic	Active practice	GRS, Better Cotton Initiative, EU Green Deal alignment	40–60%
COS (H&M Group)	COS Resell, recycled fabrics	More claimed than implemented	Higg Index, GRS, EU Ecolabel	15–25%

Table 7.1. Analysis of International Fashion retail brands in terms of their Circular quotient

Regulatory Parameters: These include voluntary certifications like GOTS, GRS, or compliance with EU or ISO standards.

Circular Quotient (%): An approximate estimate based on publicly available data about reuse, recyclability, product lifespan, material origin, and business model structure.

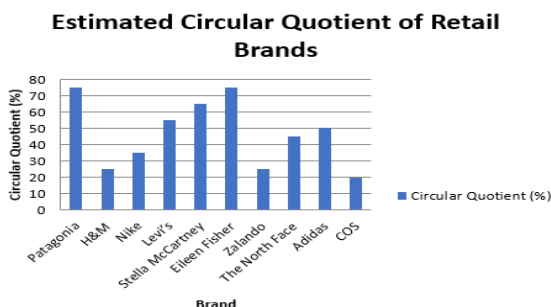


Fig: 7.1.1 Visual representation in terms of graph

This study contributes to the understanding of consumption and sustainability performance of some examples in the world's most well-known fashion brands. It compares their actions with sourced information from reports, indexes and news via some topics that uses as much as credible information.

Things checked on the brands are how much they recycle, if they use sustainable materials, how long did the clothes last etc. Also looking at certifications they have and actual consumer engagement around sustainability, Patagonia & Stella McCartney are just doing really well in a lot of these.

Good Job: Most of these areas, brands like Patagonia and Stella McCartney are holding up well in. They are using more recycled materials, making sure the quality of clothes is long-lasting, and they try to inform their customers. More brands (H&M, Zalando and others have also taken steps but pay special attention to scale and to the slow fashion).

We can better understand who is actually trying to move the needle on sustainability and where more work needs to happen. It also tells us that although the industry is starting to get along, there is a very long way off true circular fashion happens.

VIII. CONCLUSION

The shift towards circularity in international fashion retail brands is a progressive response to stop the growing environmental and social challenges posed by the industry.

This study analysed the circular quotient of global fashion brands by reviewing the sustainable initiatives and evaluating how effectively these efforts promotes circular fashion practices from the perspective of following points:

- **Prioritize Lifecycle Thinking from Design Stage**
Brands need to embed circular principles right into the design phase by choosing recyclable materials, allowing for clothing to be disassembled and upcycled made durable to begin with. Cradle-to-Cradle avoids waste and improves recyclability at the end of a garment lifecycle.
- **Expand Access to Repair and Care Services**
Getting repairs, if you have them, to be available to everyone whether in-store or online, via 3rd party partnerships to be a product life extender. Offering care guides, repair kits or free mending events create a

consumer responsibility and emotional connection to the garments.

- **Strengthen Take-Back Infrastructure**

Brands need to transition from symbolic take-back bins and establish comprehensive systems for recovering, sorting and processing used garments. To that end it will involve regionally oriented sort hubs, textile-to-textile partnerships and motivation to raise customer engagement.

- **Standardize Circularity Reporting Metrics**

Standardized metrics for circularity (e.g., share of recycled fibres in product, repair rate, resale volume) are needed to avoid greenwashing and hold companies accountable. Aligning to which frameworks like Ellen MacArthur Foundation or Global Reporting Initiative gives you trust and clarity.

- **Shift Business Models Toward Services, Not Just Products**

Moving from pure product-based business to service oriented things like rentals, resales and subscriptions can open up some of those circular value streams. It also motivates the consumers beyond purchase intent and promotes responsible consumption patterns. Invest in Circular Material Innovation

- **Bio-based, biodegradable and/or recyclable textiles are key focus for R&D to ensure durability and comfort are not sacrificed. Backing innovations from fibre-to-fibre recycling, to biosynthetic or denims dyeing can reduce the environmental impacts to a large extent.**

- **Integrate Consumer Education into Brand Strategy**

Circular adoption starts with awareness. Brands need to empower consumers by educating through social media, in-store experiences and packaging (care repair recycle circular) So making sustainability aspirational and relatable will change behaviours over the longer term.

- **Build Cross-Brand Collaborations for Scaling Circularity**

Combined take-back systems, recycling and resell platforms can be the shared infrastructure of brands, retailers, recyclers and logistics partners collaboration. Joint effort can lower the expenses, bring in common innovation and the best outreach to many consumers.

- **Utilize Technology to Enhance Circular Operations**

Technologies such as AI, blockchain, RFID (Radio Frequency Identification) and digital product passports can help push the circular agenda by tracking products, optimizing inventory or enhancing transparency. Data-driven systems also enable us to predict demand correctly overcoming over production.

- **Integrate Circularity into Business Goals and Contracts**

Circular goals should be reflected in supplier agreements and internal performance metrics, not just in marketing claims. This integration ensures accountability and long-term commitment throughout the value chain.

While many brands have taken initiatives in adapting/promoting recyclable materials, exploring new business models such as resale, recycle and rentals etc, which varies the level of commitment across the value chain significantly.

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