

## REVIEWER'S REPORT

**Manuscript No.: JNBMS-053**

**Title: Fast Fashion and the Future of Sustainability: Environmental, Social and Economic Dimensions of the Global Fashion Industry.**

### Recommendation:

Accept as it is .....  
Accept after minor revision.....  
Accept after major revision .....  
Do not accept (*Reasons below*) .....

| Rating         | Excel. | Good | Fair | Poor |
|----------------|--------|------|------|------|
| Originality    | ✓      |      |      |      |
| Techn. Quality | ✓      |      |      |      |
| Clarity        | ✓      |      |      |      |
| Significance   | ✓      |      |      |      |

**Reviewer Id: JPR-259**

### Reviewer's Comment for Publication.

The manuscript, titled “*Fast Fashion and the Future of Sustainability: Environmental, Social and Economic Dimensions of the Global Fashion Industry*,” addresses a highly relevant and contemporary issue concerning the sustainability challenges associated with the global fashion industry.

The paper provides a comprehensive and well-structured discussion of the major environmental, social, and economic dimensions of fast fashion. The authors effectively examine important issues including water consumption, pollution, carbon emissions, textile waste, chemical use, labor conditions, wages, gender-related risks, consumer behavior, greenwashing, circular economy approaches, and regulatory developments.

A particular strength of the manuscript is its **interdisciplinary perspective**. The paper successfully connects environmental impacts with social and labor concerns, consumer decision-making, circular business models, and policy responses. This broad perspective makes the manuscript relevant to researchers, policymakers, industry professionals, and other stakeholders interested in sustainable fashion.

The literature discussed in the manuscript provides a useful overview of recent developments in the field. The manuscript also appropriately highlights the persistent intention-action gap among consumers and the structural challenges associated with transitioning from the traditional linear fashion model toward circular and sustainable alternatives.

The discussion of circular economy strategies, including repair, resale, rental, recycling, product-as-a-service models, and digital technologies, is particularly useful. The manuscript also recognizes that circularity alone does not automatically guarantee sustainability and that successful transformation requires coordinated efforts across production, consumption, supply chains, business models, and regulatory systems.

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The sections dealing with labor rights and supply-chain responsibility add an important social dimension to the discussion. Similarly, the examination of greenwashing and consumer trust demonstrates the complexity of promoting sustainability in a highly competitive and rapidly changing fashion market.

Overall, the manuscript is **well organized, informative, relevant, and clearly written**. It provides a valuable synthesis of existing knowledge and highlights important future directions for sustainable transformation in the fashion industry. The subject is significant, and the manuscript has clear academic and practical relevance.