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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.....Mnor
Accept after major revision .....
Do not accept (*Reasons below*) .....

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

Reviewer's ID: JPR- 215

Detailed Reviewer's Report

Review Report

1. Overall feedback

The manuscript addresses a highly relevant and contemporary topic and provides a broad discussion of fast fashion from environmental, social, consumer-behaviour, circular-economy, and regulatory perspectives. The paper is logically organized into major thematic sections and concludes with implications for different stakeholders.

2. Major Strengths

- The topic is **socially, economically, and environmentally significant**.
- The paper has a clear structure covering environmental impact, labour issues, consumer behaviour, circular economy, regulation, case studies, and future directions.
- The literature review incorporates relatively recent sources, including studies from **2024–2026**.
- The discussion of the **consumer intention–action gap** is particularly relevant and connects sustainability attitudes with actual purchasing behaviour.
- The section on **circular business models** provides useful discussion of resale, rental, repair, take-back programmes, recycling, and digital technologies.
- The paper presents contrasting company approaches, particularly through **Patagonia and Eileen Fisher**, which strengthens the practical relevance of the discussion.
- The conclusion appropriately emphasizes that sustainability requires coordinated action across design, production, consumption, and policy rather than a single intervention.

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3. Required Revisions

A. Methodology needs substantial strengthening

The paper describes itself as drawing on peer-reviewed literature, industry reports and case studies, but the methodology for selecting, screening, and analysing the literature is not sufficiently specified.

B. The paper is predominantly descriptive

Although the paper provides a comprehensive overview, the analytical contribution is relatively limited. Much of the manuscript summarizes existing literature rather than developing a distinct conceptual framework, propositions, or analytical model.

C. Research gap is not sufficiently explicit

The manuscript identifies several gaps toward the end, particularly the need for longitudinal and comparative research. However, the specific research gap that this paper itself addresses should be stated clearly in the Introduction.

D. Some claims require stronger evidence or more precise sourcing

For example, statements regarding the fashion industry being the "second most polluting industry globally" should be treated cautiously and supported by highly authoritative evidence. Similar care is needed for broad estimates of carbon emissions and textile waste.

E. Economic dimension is comparatively weak

Although "economic dimensions" appears in the title, the economic analysis receives considerably less attention than environmental and social dimensions. The paper should discuss:

- economic contribution of the fashion industry;
- employment and income generation;
- cost advantages of fast fashion;
- profitability and supply-chain economics;
- economic implications of circular business models;
- costs of sustainability transition for firms and consumers.

F. Regional/Indian perspective could be developed further

India is mentioned as a major producing country, but its role is not examined in depth. Since India is an important textile and apparel producer, a focused discussion of India's labour

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conditions, textile waste, sustainability initiatives, MSMEs, circular fashion and regulatory environment would enhance the manuscript.

G. Included Data Based Presentation: The manuscript would benefit from **tables summarizing previous studies, environmental impacts, circular business models, regulatory approaches, and case studies**.

Minor corrections is suggested for paper, for making it more effective.

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