

Review report

For the bachelor's thesis by Eleonore Raynal-Peceny

Circular fashion: an alternative to fast fashion

Fast fashion is an increasingly discussed topic in the context of its environmental effects. Circular fashion is one of the ways how to avoid the adverse outcomes of fast fashion. Eleonore Raynal-Peceny discusses both topics and gives examples of ZARA (as an example of Fast Fashion) and MUD jeans as an example of circular fashion. After the introductory part, the paper is structured into three main chapters: Fast Fashion, Circular Fashion, and the Challenges (supposedly to adopt the circular fashion). The whole paper seems to promote the replacement of fast fashion with circular fashion.

Strengths of the paper:

- The paper presents a coherent narrative on Fast and Circular Fashions
- The structure is reasonable,
- The work with the literature is generally correct,
- The list of literature is large
- The level of English is easy to read

Weaknesses and questions for the defense:

- What new information does the paper bring that did not exist in the literature before?
- The author needs to include the date of access to the web pages listed in the reference list.
- Some of the recommendations are difficult, if not impossible, to achieve: "The industry needs to become more transparent so that the population can learn how to consume responsibly. Thereby, the consumer will know exactly where the clothes come from and at which price they are produced (Guenin, 2020)." (p. 35). I believe, the technology and the source of production and the price for production (including the price for intermediary goods) are the commercial secrets, and none of the firms will be willing to make all these information public as it may be used by competitors.
- It would be nice if the author included the positive social effects of fast fashion and the psychological effects. Clothes is one of the ways how to present belongingness to a specific social group; it reassured the social status or visualizes ethnical or sub-cultural mentality. It makes new designs of clothes to be available to low-budget consumers. It reinforces the social norms and social structures within the population. This argumentation seemed missing from the paper.
- Are there any negative effects of circular fashion?

I recommend the thesis for defense. I propose an evaluation 3 (C).

In Prague 23.8.21

Ing. Inna Čábelková, Ph.D.