

Supervisor's Review of the Bachelor Thesis "Circular Fashion: A Sustainable Alternative to Fast Fashion" by Eleonore Raynal-Peceny

General assessment: Eleonore Raynal-Peceny's bachelor thesis addresses a difficult and important topic of circular fashion as a possible alternative to fast fashion that promises to alleviate the environmental and social costs of clothes consumption. The thesis is well-structured, thoughtful, and highly readable. It provides a thorough synthesis of the current state of knowledge on the author's theme and exposes the size of the challenge that lies in finding a novel, more sustainable fashion paradigm. Since my critical remarks are relatively marginal (see below), *I propose the thesis to be graded as excellent (1), conditional on the author's persuasive performance at the defense.*

Specific remarks: I tend to preach to my students that they should always strive to produce a text that is easy to read, not one that is easy to write. I am not sure if I tried to impose this maxim on Eleonore also, but I highly appreciate that her thesis comes exceptionally far in its implementation. Her topic is multifaceted, current, relatively under-examined, and ideologically polarized. Despite all these challenges, she managed to produce a piece of writing so clear, organized, and fluent that it feels it must have been easy to put it together. One should not be misled by this impression, though. The final version of the thesis is an outcome of a difficult—and largely victorious—intellectual struggle with the theme's many pitfalls.

The author has managed to provide a plastic picture of fast fashion and its circular fashion alternative. For this to be possible, she needed to study—and synthesize—numerous scholarly papers covering a broad area: environmental, social, and economic aspects of the whole conundrum are all considered in the thesis. At the same time, the literature's limits have also posed a major threat to the thesis' success. While fast fashion is reasonably well-covered, the literature on circular fashion is plagued by a lack of conceptual clarity, paucity of high-quality empirical studies, and activist hype. Overall, I am quite impressed with how well Eleonore managed to deal with these challenges and constraints.

On the critical side, I have only relatively minor points to make since the author has been very responsive to my comments and suggestions, implementing them promptly. In the final version, there remains little for me to complain about. Still, I am not sure about Chapter 4.2 that addresses the rebound effect (perhaps better known to economists as the Jevons paradox): both its position in the text and the clarity of the author's explanations are questionable. Second, the considerations of degrowth and ecomodernism in Chapter 4.3 are obviously relevant but facile compared with the rest

of the thesis. Sure, not everything can be resolved in one text, but a somewhat deeper analysis would suit these issues well, given their ascent to prominence in the current public debate. Finally, there are some marginal formal issues like 'CO2' in place of CO₂ (pp. 2, 12) or quoting Zara brand value in millions USD, when it is actually in billions (p. 11).

In Prague, September 7th

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