



Future Priorities for Design, Branding, Marketing & Retail



**The Era of
Technology &
Sustainability**



Edited by

**Courtney Chrimes
Rosy Boardman
T C Melewar
Charles Dennis**

Future Priorities for Design, Branding, Marketing and Retail

This book offers a fascinating exploration of the critical intersections between sustainability, technology and contemporary business practices pertaining to marketing, branding and design practices. The book challenges conventional approaches, providing an innovative roadmap for navigating the complexities of a rapidly evolving retail landscape. Whether you are a scholar seeking cutting-edge research in retail or a professional aiming to future-proof your strategies, this volume will be an essential resource.

More than ever, technology drives and transforms the future of business, and especially design, branding and marketing. This book is very timely and an excellent source for exploring this transformation in the context of retailing through valuable research and insight.

—*Bernd Schmitt PhD*

**Robert D. Calkins Professor of International Business
Faculty Director, Center on Global Brand Leadership
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A timely exploration of the intersection between technology, sustainability, and innovation, *The Future Priorities for Design, Branding and Marketing* offers an insightful roadmap for navigating the rapidly evolving retail landscape. With contributions from leading experts, this book is a must-read for professionals and academics looking to future-proof their strategies in a world defined by digital transformation and environmental consciousness. Engaging, forward-thinking, and deeply relevant, this book redefines what it means to innovate in design, branding, and marketing.

—*Marko Sarstedt PhD*

**Professor for Marketing, Ludwig-Maximilians-University
Munich, Germany**

This book is an essential read for anyone navigating the rapidly evolving retail and branding landscape. Edited by a team of esteemed scholars, it brilliantly addresses the intersection of sustainability, technology, and consumer behavior in a post-pandemic world. By combining insights from scholars and practitioners, it offers a comprehensive roadmap for brands to innovate responsibly and engage effectively with modern consumers. A must-read for those looking to thrive in today's competitive and environmentally-conscious market.

—*Jaywant Singh PhD*

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This book offers a fascinating exploration of the critical intersections between sustainability, technology, and contemporary business practices pertaining to marketing, branding, and design practices. The book challenges conventional approaches, providing an innovative roadmap for navigating the complexities of a rapidly evolving retail landscape. Whether you are a scholar seeking cutting-edge research in retail or a professional aiming to future-proof your strategies, this volume will be an essential resource.

—*Paurav Shukla*

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Future Priorities for Design, Branding, Marketing and Retail: The Era of Technology and Sustainability

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INVESTOR IN PEOPLE

*I dedicate this book to my beloved sister, Yang Mulia Tengku Zauyah
binti Tenglu Laksamana Nasir. (T.C.M.)*

*To Liam, my biggest supporter, thank you for everything that you do.
All my love. (R.B.)*

For Sushi. Sashimi and their Mummy. (C.D.)

*This book is dedicated to my family and soon-to-be husband,
Tom Chaloner. I also wanted to thank all our contributors for publishing
their work with us and for their patience. Thank you! (C.C.)*

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About the Editors

Courtney Chrimes is Lecturer in Digital Fashion Marketing in the Department of Materials at the University of Manchester. Her research focusses on sustainable fashion consumption, communication and production through digital innovation, aligning with the United Nations Sustainable Development Goals (SDGs 9 and 12). As an early career researcher, she is committed to driving community-beneficial change through projects focussed on digital innovation, evidenced by her recent successful Leverhulme-funded project, which explores how to create age-inclusive clothing purchase experiences through mobile technologies. She has also collaborated on multi-disciplinary projects with the United Nations Economic Commission for Europe, tech startups and computer science experts to investigate artificial intelligence's potential in enhancing transparency within SME supply chains. Her work has been published in prestigious peer-reviewed journals, such as *Journal of Fashion Marketing and Management: An International Journal* (SJR Q1) and *Journal of Consumer Behaviour* (SJR Q1)

Rosy Boardman is Reader in Fashion Business in the Department of Materials at the University of Manchester. Her research centres around social justice. Her projects link to the United Nations' Sustainable Development Goals with the intended aim of creating a greener and fairer society. Her interests lie in eliminating inequalities and improving sustainability through innovative technologies and on digital platforms, primarily in the context of the fashion industry. Her research methods specialisms include eye tracking and qualitative research methods. She has collaborated on research projects with academics worldwide and has successfully obtained funding from esteemed research councils such as Leverhulme, UK. She has published several peer-reviewed academic papers in world-leading journals and worked with local and national companies to create positive changes in the wider community. She has successfully supervised 15 research students and is a Deputy Editor at the *Journal of Fashion Marketing and Management* (SJR Q1).

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Charles Dennis is Professor of Digital Marketing at Newcastle University, UK. His main teaching and research areas are (e)retail and (e-)consumer behaviour. He qualified as a Chartered Marketer and was elected a Fellow of the Chartered Institute of Marketing for helping to modernise marketing teaching. He was awarded the Vice Chancellor's Award for Teaching Excellence for improving the interactive student learning experience at Brunel University. He has over 110 publications in refereed journals and books, including *British Journal of Management*, *Journal of International Marketing*, *Journal of Business Research*, *Psychology & Marketing*, *Information Technology & People*, *International Journal of Electronic Commerce*, *European Journal of Marketing*, *Technological Forecasting and Social Change*, *International Journal of Consumer Studies*, *International Journal of Hospitality Management* and *Studies in Higher Education*. His publications have over 12,000 citations, top in the UK for Consumer Behaviour. His current research focusses on (e-)consumer behaviour, especially consumer wellbeing, responses to technological advances and digital exclusion.

About the Contributors

Amrit Bath is an undergraduate Physics student at the University of Manchester, with a keen interest in the intersection of technology and creative industries. Her studies focus on the applications of artificial intelligence (AI) in fashion and beauty, where she explores how AI-driven technologies can lead to more sustainable and personalised innovations. Combining a strong foundation in physics with hands-on experience in programming and research, she is dedicated to developing new methodologies that blend scientific research with artistic creativity. Her work aims to push the boundaries of how AI can revolutionise fashion design, makeup and other dynamic fields. Beyond her academic pursuits, she has experience in hands-on makeup and fashion designing and is actively involved in interdisciplinary projects that bridge science and the arts. She is passionate about making technology in fashion and beauty more inclusive and forward-thinking. Her future goals include advancing her studies in AI and contributing to the evolution of technology in these creative industries.

Eddie Ruofei Chen is a Lecturer in Fashion Marketing at Manchester Fashion Institute, Manchester Metropolitan University, where he teaches Strategic Marketing and Consumer Behaviour. He completed his PhD in Digital Marketing at the University of Manchester and has presented his research at international conferences and published in leading journals. His research centres on digital marketing, human-computer interaction and consumer behaviour about how consumers engage with digital and virtual content online, particularly focussed on augmented reality and artificial intelligence technologies. His research contributes to the understanding of how we can leverage these digital technologies in a meaningful, sustainable and ethical way that they allow us to nurture the key human values.

Walter Chipambwa is a Lecturer at Chinhoyi University of Technology in the School of Art and Design in Zimbabwe. He is pursuing his PhD studies at the University of Botswana and has been involved in the De Monfort Upcycling Research Project. He has research interests in sustainable design, design thinking, digital illustration and product design within the fashion and industrial design areas.

Jo Conlon is a Principal Fellow of the Higher Education Academy and Senior Lecturer in Fashion Business and Technology at the University of Manchester.

With 18 years of industry experience in global supply chain management, she leverages her expertise in product lifecycle management to advance sustainable and digital supply and value chains within her academic leadership. Her academic contributions are underpinned by a commitment to responsible production and consumption. Her work engages extensively with industry partners, including leading initiatives that connect higher education to real-world challenges in the fashion and textiles industry.

Katherine Duffy is Senior Lecturer at Adam Smith Business School, University of Glasgow, UK. Her research focusses on socio-cultural approaches to consumption, with a specific interest in the role of digitalisation and sustainable clothing consumption. Current research examines consumer responses to differing circular business models and approaches within a clothing context and offers insights for business and policy to inform the design of market offerings. Her work is published in marketing and management, such as *Gender, Work and Organisation*, *Journal of Management Studies*, *Journal of Retail and Consumer Services* and *Consumption Markets and Culture*.

Charlene Gallery is a Reader in Digital Fashion Innovation at the University of Manchester and is the Employability Lead within the School of Materials. With an extensive background spanning over a decade in Fashion Product Development and Marketing, she has expertise in luxury and high street markets, specialising in consumer behaviour analysis and using advanced technologies to devise innovative consumer engagement and marketing strategies. Her early career focussed on dynamic product visualisation using CAD/CAM technologies. Currently, she is engaged in research on artificial intelligence (AI)-driven circular product development within the fashion industry, exploring how AI can enhance efficiency, transparency and sustainability across fashion supply chains. Her work involves collaborations with a wide range of global and national fashion companies, aimed at pioneering the industry with transformative AI applications. Beyond her academic and research commitments, she is an active council member of We Are Face and a member of several prestigious organisations, including the Chartered Institute of Marketing, the British Academy of Management, Digital Fashion Network and Future Fashion Factory. She is an Associate of the Textile Institute.

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Asyifa R. Jiniputri is a PhD Researcher in the Textiles and Apparel Programme at the University of Manchester and a Lecturer at the Textile Craft Department, *Institut Teknologi Bandung*, Indonesia. Her research focusses on the intersection of textile craft, cultural heritage preservation, indigenous knowledge and sustainable textiles and fashion design. She has conducted research and community development programmes at various traditional textile craft centres in Indonesia, including North Sumatra Ikat weavers, Cirebon Batik crafters and North Sulawesi weavers. She is passionate about promoting sustainability whilst preserving indigenous cultural heritage.

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Pratibha Ram is an Assistant Professor (Lecturer) in Marketing and the Deputy Director of the MSc Online Marketing Programme at King's Business School, King's College London. She holds a Master's degree (MSc) in Marketing and Retail and a PhD in Marketing from the University of Manchester. She began her career in marketing, gaining several years of industry experience in business development, branding and advertising before transitioning to academia. Her industry experience has significantly enriched and shaped her research interests, which span critical areas such as consumer research, branding and social sustainability. She has extensive international higher education experience, having

worked in diverse cultural and academic settings across universities in Singapore, Hong Kong and the United Kingdom. Prior to joining King's College London, she taught at the University of Manchester. She was awarded a Senior Fellowship of the Higher Education Academy, recognising her significant contributions to enhancing Master's students' experience, engagement and well-being. She is a Certified Management and Business Educator, accredited by the Chartered Association of Business Schools.

Clare Richardson graduated with a BSc (Hons) in Fashion Technology from the University of Manchester, where she has been granted an Engineering and Physical Sciences Research Council (EPSRC) studentship and is completing her PhD in Apparel and Textiles. Her research primarily focusses on slow and sustainable fashion, mainly from the perspective of enhancing person–product attachment through technological innovation in product design, development and manufacture. She has experience working as a garment technologist and product innovator in the fashion industry. During this time, she became familiar with issues in the quality control and product development processes, which fuel customer returns and complaints, and ultimately, poor relationships with our wardrobes. This motivated her to undertake research in this area.

Daniella Ryding is Professor of Fashion Marketing, and is both editor and author of several fashion business textbooks for the Palgrave Series in Luxury Fashion Retailing and Springer Nature. She has published over 50 peer-reviewed papers in leading business journals within the field of marketing, including, but not limited to, *The Journal of Retailing and Consumer Services*, *The European Business Review*, *The International Journal of Consumer Studies*, *The Social Enterprise Journal* and *The Journal of Fashion Marketing and Management*. She enjoys collaborating with a network of international academics to develop contemporary marketing thought. She has a passion for researching consumers in their locations and environments within the areas of digital marketing and the circular economy.

Fiona Velez-Colby is a Lecturer in Fashion Retail Technology at the University of Manchester, with 17 years of experience teaching marketing in higher education across a diverse range of art and design-based disciplines. She specialises in marketing and branding, design management, and sustainable business practices and strategy. She is a Fellow of the Teaching Learning Institute at Manchester University, and a member of the Chartered Management Institute and the British Academy of Management. Her research interests focus on promoting social responsibility in marketing and exploring circular economy approaches to improve sustainability in the field. Her teaching practice is informed by her academic research, and she aims to advance fashion education pedagogy by applying innovative methods that align with contemporary marketing strategies and higher education pedagogy. This ensures an engaging learning experience, whilst improving the quality of assessment and feedback practices.

Gianpaolo Vignali is a Professor of Sustainable Fashion Business and Co-lead of The SAFE Futures (Sustainable Approaches in Fashion Entrepreneurship) Research Group. His notable contributions to academia encompass the publication of over 70 papers and books in the realm of Marketing and Management, including Springer Nature and Palgrave texts and papers in *The Journal of Consumer Behaviour*, *The Social Enterprise Journal* and *The Journal of Fashion Marketing and Management*. Additionally, he has established himself as a distinguished presenter at various international conferences.

Ziqing Wang is PhD student at The University of Manchester. She is interested in sustainable fashion, sustainable education and consumer behaviours. She is now conducting her PhD research, which focusses on extending the lifespan of garments during the use phase. She uses an interdisciplinary approach to combine fashion marketing with consumer psychology.

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Lei Zeng is Lecturer in Fashion Business Technology in the Department of Materials, The University of Manchester. Her research focusses on sustainable textile materials, smart fabrics and functional clothing. She is passionate about the areas that are critical to driving innovation and addressing environmental challenges in the fashion industry. She regularly presents at international conferences and has published in world leading academic journals. She is invited to review academic papers for *Textile Research Journal* and *Journal of Industrial Textiles*.

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Part I

Introduction

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Chapter 1

Introduction to the Future Priorities for Design, Branding, Marketing and Retail: The Era of Technology and Sustainability

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1. Introduction

In an era marked by rapid technological advancement and heightened awareness of social and environmental sustainability, this book examines the future priorities for design, branding, marketing and retail. Through an analysis of current industry practices and emerging research, the book aims to illuminate how these transformative forces are reshaping the retail landscape and how they can inspire and inform the evolution of marketing education.

1.1. Central Themes of the Book

The COVID-19 pandemic highlighted how fast the environment can change, with retailing and supply chains coming to a global halt. As the pandemic receded, profound shifts in consumer behaviour emerged, with many becoming increasingly more environmentally conscious, putting pressure on companies to adapt their current working practices as a result. Today, sustainability has evolved from a mere buzzword to a critical driver of innovation, encouraging retailers and brands to adopt out-of-the-box thinking and find novel solutions without exploiting the social, environmental, or economic environment ([Henninger et al., 2020](#)).

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This shift has spurred a rise in eco-social responsibility initiatives, including green marketing (Nguyen & Johnson, 2020). However, consumer scepticism persists; Yu (2020) noted that consumers who are cynical of sustainable advertising are more likely to view green advertising as a means of profit maximisation rather than environmental protection. Moreover, Richardson et al. (2022) revealed that Gen Z consumers tend to distrust fast fashion brands' sustainability initiatives, branding them as 'greenwashing'. Therefore, a central focus of this book is exploring how brands and retailers can implement sustainable business practices that build rather than erode consumer trust, ensuring that sustainable messaging is supported by genuine and verified actions.

Simultaneously, the cost-of-living crisis has put further pressure on brands' supply chains and their ability to appeal to consumers who have increasingly less disposable income. This is in addition to a decade that has seen physical fashion retail stores struggling, with commercial vacancies on high streets higher than ever (*Journal of Retailing*, 2022). The Centre for Retail Research estimates that since the start of 2018 alone, more than 386,000 retail jobs have been lost in the UK (Deloitte, 2021). This highlights the imperative for retailers to reconsider their physical store strategies and focus on the design and experience created for customers. Technology, therefore, plays a crucial role in revitalising retailers' design, branding and marketing. The latest technology is enabling brands to reach consumers more directly than ever before (*Journal of Retailing*, 2022), thereby dramatically changing the way in which brands communicate with consumers (Pizzi & Scarpi, 2020). Yet, with increasingly advanced technologies coming out each year, coupled with the shortening of technology life cycles, retailers need to constantly reimagine their strategies in order to remain competitive in a rapidly changing environment. As consumers have become used to interacting with new technologies, they leave their favourite brands with no choice but to implement them in order to keep up with the competition (Boardman et al., 2020).

This intense competition means that online retailers must offer a superior online shopping experience than their competitors (Kaushik et al., 2020). This places more pressure on creating compelling retail websites and omnichannel experiences. In online and social commerce, consumers are unable to inspect products physically (Chrimes et al., 2022); therefore, they are often forced to make purchase decisions by looking at online images, reading product descriptions and then using their imagination (Hjort et al., 2019; Li et al., 2019). The inconsistency between purchased products and expectations is an essential manifestation of product dissonance (Powers & Jack, 2015). This challenge, which is not only costly but also environmentally damaging, highlights the need for improved commerce practices that reduce return rates and enhance online decision-making for consumers (Li & Choudhury, 2020). Thus, research into innovative online retail strategies is essential for helping brands create seamless and engaging shopping experiences for consumers.

With new social media channels coming out all the time, brands need to ensure that they are on the ones that appeal to their target market and that their content is engaging. Livestreaming on social media is becoming more commonplace, enabling brands to increase consumer awareness while also driving sales (*Journal*

of Retailing, 2022). The future of social commerce has many potential avenues, such as incorporating Augmented Reality and voice search to enhance consumer experiences (Chrimes et al., 2019). Brands can also use social platforms to embed gamification to appeal to consumers' desire for personalisation, self-expression and playfulness online, aspects that have increased since the pandemic (Chen et al., 2022). Whittaker et al. (2021) show that gamification can even be used for sustainability marketing and in encouraging more sustainable consumer behaviour, but research into wider demographics is still needed. Indeed, Generation Z (born between 1995 and 2010, approximately) is now growing as a consumer force. Not only do they have their own spending power and are no longer reliant upon parents, but they also have strong and distinctive wants and needs that retailers and brands need to provide for (Deloitte, 2021).

Furthermore, advances in the metaverse are creating more challenges as well as opportunities for design, branding, retail and marketing (Alexander et al., 2024). Yet to be fully realised, the metaverse is conceptualised as being an interconnected, 3D virtual world that overlaps with, or provides an alternative to, physical reality and is inhabited by avatars of real people (Chrimes & Boardman, 2023; Kim, 2021). Hence, it signifies the ultimate merging of digital and physical reality (Alexander et al., 2024). The pressure is now on brands to partner with retailers in order to create new and compelling virtual experiences for consumers (Chrimes & Boardman, 2023; *Journal of Retailing*, 2022). Thus, as brands are entering the metaverse through consumer-facing technologies and virtual platforms, such as AR, gaming and digital fashion shows, research addressing the opportunities and barriers in relation to marketing, design and branding is warranted. Areas such as digital avatars, virtual reality, augmented reality, NFTs, gamification in marketing, blockchain, digital fashion, virtual brand experiences and artificial intelligence (AI) are all gaining traction in response to this.

AI, particularly Generative AI (GAI), which can create novel content through machine learning, represents one of the most transformative developments in contemporary retail, design and marketing (Ford et al., 2023). This technology is gaining significant momentum, with a notable 34% of fashion companies currently leveraging GAI to generate marketing copy, making it the most widely adopted application of GAI in the fashion industry to date (Bain, 2024). However, the rise of GAI-driven content has sparked concerns among consumers regarding the authenticity and accuracy of synthetic content, with some fearing digital manipulation. Indeed, fashion brand Selkie faced public backlash after revealing that a promotional campaign posted on Instagram was partially created using GAI, prompting some consumers to declare they would no longer support the brand (Bain, 2024). Thus, as brands explore the application of AI tools, it is essential to address critical concerns related to perceived authenticity and trust.

Beyond marketing, GAI has broader applications in retail, especially concerning optimising website design and improving consumers' online shopping journey. GAI empowers marketers to personalise product descriptions, aggregate consumer product reviews, create enhanced product images and offer virtual shopping support via natural-language-powered chatbots, thereby enriching the overall customer experience (Arango et al., 2023; Haleem et al., 2022; Kshetri

et al., 2023). Given these advantages, it is unsurprising that 73% of global businesses are prioritising GAI in 2024 (Bain, 2024). Despite this widespread adoption, there is a noticeable gap in academic research on consumer awareness and attitudes towards GAI features on retailer websites (Arango et al., 2023; Haleem et al., 2022; Ma & Sun, 2020). This highlights the need for further investigation into consumers' awareness of GAI's role in their shopping experience and whether these AI-driven features facilitate or impede the online shopping journey. Additionally, it is essential to recognise that AI is also being utilised in the product design phase, assisting buyers and product developers in better predicting trends that align with consumer demand (Harreis et al., 2023). This shift not only accelerates the design process but also introduces a level of precision and efficiency that was previously unattainable.

As such, retailers need to re-address their design, branding and marketing in order to encompass both social and environmental sustainability, as well as incorporate the latest technologies to survive in a post-pandemic world. In the rapidly evolving landscape of the post-pandemic world, the retail sector is confronting unparalleled challenges. Retailers are now compelled to reassess and transform their design, branding and marketing strategies to integrate both social and environmental sustainability. At the same time, adopting cutting-edge technologies is vital for survival and continued growth in this new era.

2. Overview of Contributing Chapters

This book brings together the insights of experts – both practitioners and scholars – from the fields of design, branding, marketing and retail, fostering a rich dialogue that bridges theoretical concepts and practical applications. Through shared expertise, the contributors aim to advance both academic research and industry practices in these pivotal areas. The book is organised into several sections, each addressing how core business operations – design, branding, marketing and retail – are being reshaped by the integration of sustainability and technology.

Part II of the book delves into the impact of technology on sustainable product design and development. In Chapter 2, 'Sustainable Fashion Product Development: Challenges and Innovations', Rachel Parker-Strak explores how sustainability-driven shifts in strategic planning and evolving consumer expectations are shaping the fashion product development process. The chapter underscores the rising importance of technology, product durability and the need for greater attention to sustainable sampling and responsible sourcing. In Chapter 3, 'The Impact of AI and 3D Digital Tools on Fashion Product Development', Charlene Gallery, Courtney Chrimes and Amrit Bath build on the opportunities addressed in Chapter 2 by examining how AI tools and 3D modelling can be leveraged to revolutionise traditional fashion design, particularly within the circular economy framework. By employing a multiple mini-case study approach, this chapter demonstrates how Industry 4.0 technologies are driving real-world transformation in fashion product development. Chapter 4, in this section, 'Technical Garment-fit Innovation as Sustainable Design and Manufacture' authored by Clare Richardson, introduces a fresh perspective on the critical role of addressing

proper clothing fit during the design phase. The chapter is developed on the hypothesis that ensuring accurate garment fit from the outset will help prevent environmentally harmful post-purchase behaviours, such as high return rates and improper disposal. The chapter issues a compelling call to action for the industry to address these fit-related issues at the product development and design stage, which in turn leads to extending garment lifetimes through encouraged engagement with repair and care practices.

Part III shifts the operational focus to the growing trend of brand activism, reflecting consumers' increasing expectations for brands to engage meaningfully with social, political and environmental issues. In Chapter 5, 'Extending the Social Brand Activism Framework: A Comprehensive Exploration of Regressive Brand Activism – Definition, Dimensions and Manifestations', Pratibha Ram critically reviews the landscape of brand activism, addressing a significant gap by exploring the phenomenon of regressive brand activism and its implications for sustainability.

Part IV concentrates on marketing practice and theory in the age of sustainability and digital innovations, presenting both pedagogical and scholarly perspectives. In Chapter 6, 'Metaverse Fashion Week: A Costly Fad or a Future Worth Investing In?' Darya Badiei Khorsand, Daniella Ryding and Gianpaolo Vignali, examine the application and adoption of the emerging phenomenon 'The Metaverse' in the fashion industry, particularly through case studies of Metaverse Fashion Weeks in 2022 and 2023. Drawing on theories of user acceptance of new technologies and customer experiences in virtual worlds, the chapter explores both the challenges and potential of immersive virtual environments for fashion brands. In Chapter 7, 'Not Just a Chat: Transforming the Luxury Fashion Shopping Experience Through AI Chatbots' Eddie Ruofei Chen examines the critical role of AI chatbots in luxury retail. By synthesising existing AI and luxury retailing literature, the chapter demonstrates how these technologies can offer personalised, real-time consumer-to-brand interactions that replicate in-store experiences while still maintaining brand heritage. Dr Chen emphasises the urgency for luxury brands to innovate with AI chatbots to balance digital efficiency with the emotional connection that defines luxury shopping experiences. Chapter 8, 'Navigating the Notion of Sustainability for Textile and Fashion Marketing through Indigenous Knowledge (Study Case: Baduy Tribe, Indonesia)', offers a unique perspective by exploring the indigenous practices of the Baduy Tribe, known for their ecosystem-preserving traditions, placing the role of culture front and centre of the sustainable marketing discourse. Authored by Asyifa R. Jiniputri, Dr Claudia E. Henninger, Dr Jane Wood and Dr Lei Zeng, the chapter underscores how knowledge and practice from the Baduy Tribe can inform modern sustainable practices in the fashion and textile industries globally.

The two final chapters of this section offer a fresh insight into how themes pertaining to sustainability and emerging digital technologies are affecting the way in which marketing is taught in higher education. In Chapter 9, 'Addressing the Era of Sustainability in Fashion Marketing Higher Education: A Radical Proposal for Change', Fiona Velez-Colby and Jo Conlon provide a critical analysis of

profit-driven marketing paradigms, arguing that current incremental changes are inadequate to meet global climate goals. They call for a radical transformation in fashion marketing education, suggesting that higher education institutions must challenge conventional models and equip future marketers to drive sustainability and equity in the industry. Continuing a similar track, Chapter 10, ‘The Integration of Artificial Intelligence in Marketing Education within the Context of Education for Sustainable Development (ESD)’ authored by Yao Yao and Ziqing Wang, explores how GAI is transforming the teaching of marketing in higher education. The chapter highlights the potential for AI tools to enhance the teaching of sustainable marketing principles and provide immersive learning experiences that help bridge theory and practice.

Part V concludes the book by synthesising themes addressed in previous sections to holistically explore new retail methods and business models driven by sustainability and digital innovation. Indeed, Chapter 11, ‘Designing for Circular Economy: Sustainable Fashion Retail Practices in the Digital Era’ authored by Walter Chipambwa and Edlight Mutungwe, addresses the growth of digital retail platforms that promote the 3R (repair, recycle and reuse) concept in fashion. The chapter advances to discuss emerging technologies such as blockchain, augmented reality, virtual reality, AI and 3D printing, demonstrating how these innovations are being applied to promote circularity within fashion retail. Katherine Duffy presents food for thought in the concluding Chapter 12, ‘The Resale Revolution: How Do Digitalisation, Consumption and Sustainability Intersect in Clothing Recommerce?’, which expands on the previous chapter by focussing on the specific digital resale platform, Vinted. The chapter explores whether digital resale platforms genuinely contribute to sustainability or merely fuel further consumption, concluding with key research areas and practical implications for the industry.

3. Conclusion

By the end of this book, readers should have a comprehensive knowledge of how sustainability and technology are reshaping the future of design, branding, marketing and retail. Through a diverse range of perspectives, the contributors provide both theoretical insights and practical approaches for navigating these challenges in a rapidly changing retail landscape. We would like to close this chapter with a heartfelt thank you to all the authors and contributors to this edited volume. Your insights and perspectives are truly invaluable.

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