



How Does Sustainable Halal Fashion Support the Slow Fashion Trends?

Ilham Alivian, Ade Nur Rohim

Universitas Pembangunan Nasional Veteran Jakarta

Correspondence Email: ilhamalivian8@gmail.com

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Halal fashion;
Sustainable

Abstract

The worldwide fashion business is seeing swift expansion, but, the adoption of rapid fashion has detrimental effects on ecological sustainability. Sustainable halal fashion, which emphasises quality, sustainability, and ethical values, offers a solution to address this. This study looks at how sustainable halal fashion can strengthen the slow fashion trend and proposes strategic steps for its development. This research employs a qualitative approach to literature study, gathering information from books, articles, and mass media. The results show that sustainable halal fashion contributes to slow fashion and has potential to develop sustainably by increasing public understanding, developing local raw materials, increasing production efficiency, efficiently utilizing supplies and reducing wastage in the manufacturing process., building collaboration. The conclusion is that sustainable halal fashion provides an innovative solution to overcome the fashion industry's negative impact and strengthen the slow fashion trend.

Kata Kunci:

Fast fashion;
Slow fashion;
Fesyen halal;
Keberlanjutan

Abstrak

Industri fesyen global mengalami pertumbuhan pesat, namun praktik *fast fashion* membawa dampak negatif bagi lingkungan. *Sustainable halal fashion*, yang menekankan kualitas, keberlanjutan, dan nilai-nilai etis, menawarkan solusi untuk mengatasi hal ini. Penelitian ini mengeksplorasi bagaimana *sustainable halal fashion* dapat memperkuat tren *slow fashion* dan mengusulkan langkah-langkah strategis untuk pengembangannya. Penelitian ini menggunakan metodologi kualitatif melalui tinjauan literatur, yang diperoleh dari buku, artikel, dan media massa. Hasil penelitian menunjukkan bahwa *sustainable halal fashion* berkontribusi pada *slow fashion* dan memiliki potensi untuk berkembang secara berkelanjutan dengan meningkatkan pemahaman masyarakat, mengembangkan bahan baku lokal, meningkatkan efisiensi produksi, mengoptimalkan penggunaan sumber daya dan meminimalkan limbah dalam proses produksi, membangun kolaborasi. Kesimpulannya, *sustainable halal fashion* menawarkan solusi inovatif untuk mengatasi dampak negatif industri fesyen dan memperkuat tren *slow fashion*.



INTRODUCTION

Through international trade, the fashion sector is an integral part of the world economy, employment, investment, and income generation. Fashion products are influenced by designers, cultural factors, and the creative sector. Known for its fast-paced and diverse product cycles, the industry swiftly adapts to meet changing consumer demands.¹ This sector, termed fast fashion, features rapid product cycles and extensive product diversity. As a result, mass production of fashion items leads to high energy consumption and raw material usage. In the fashion sector, known for frequent product turnover and high consumption, The U.S. and China's contribution hold a dominant position as the nations with the biggest economies and retail markets. The U.S. has the position of being the largest economy globally, making up 24.67% of the total economic output worldwide, China follows closely behind, contributing 17.39%. Japan, Germany, and the United Kingdom account for 5.97%, 4.54%, and 3.26% respectively. This economic power allows the US and China to dominate the global fashion industry, potentially leading to imbalances and concerns about equity and sustainability. China is the primary global exporter of clothing. Furthermore, while The U.S. is another major importer.² In accordance to a survey conducted by McKinsey, the fashion business plays a key role in the world the economy as a It is ranked as the seventh-largest economy in terms of GDP, with projected earnings between US\$1.7 trillion and US\$2.5 trillion beforehand the COVID-19 pandemic.³

Each stage of the fashion manufacturing process generates waste, resulting in a surplus of discarded clothing due to the emergence of new fashion trends. Business Insider reports that fashion output contributes to 10% of the overall world the release of carbon dioxide, which is equivalent to the carbon emissions produced by the European Union. annually, an astonishing 85% of textiles are discarded in landfills, leading to the depletion of water supplies and the contamination of waterways. Every year, 500,000 tonnes of the amount of microfiber from washing garments end up in the ocean—that's equivalent to 50 billion bottles of plastic. Forecasts suggest that the sector's emissions are anticipated to increase by over 60% by the year 2030.⁴ The global fashion industry is expanding rapidly, and Indonesia is poised to become a significant player. According to data from Badan Pusat Statistik (BPS), Indonesia's clothing exports totaled US\$7.64 billion from January to November 2021, marking a 19.59% increase compared to the previous year. Textile clothing exports specifically rose by 15.42% to US\$6.12 billion during this period, while knitted apparel exports surged by 44.06% to US\$1.16 billion. Additionally, textile apparel exports saw a notable increase of 20.98%, reaching US\$205.24 million.

¹ Valentina Jacometti, "Circular Economy and Waste in the Fashion Industry," *Laws* 8, no. 4 (2019): 1–13, <https://doi.org/10.3390/laws8040027>.

² Daniel Shane, "China Will Overtake the US as the World's Biggest Retail Market This Year," CNN Business, 2019, <https://edition.cnn.com/2019/01/23/business/china-retail-sales-us/index.html>.

³ McKinsey, "The State of Fashion 2019" (London, 2020), <https://www.mckinsey.com/~media/mckinsey/industries/retail/our%20insights/the%20state%20of%20fashion%202019%20a%20year%20of%20awakening/the-state-of-fashion-2019-final.ashx>.

⁴ UN, "The Fashion Industry Emits More Carbon than International Flights and Maritime Shipping Combined. Here Are the Biggest Ways It Impacts the Planet," United Nations, January 22, 2018, <https://unfccc.int/news/fashion-industry-un-pursue-climate-action-for-sustainable-development>.

Table 1 Total Apparel Export by Type

No.	Clothing Type	jan-nov 2020	jan-nov 2021
1	Apparel (convection)	5.305.769,8	6.123.879,7
2	Knitted apparel	805.484	1.160.368,7
3	Clothing equipment	169.650,3	205.241,6
4	Socks and similar items	98.092	110.754,7
5	Leather apparel	9.389,5	39.425,2
6	Total	6.388.385,6	7.639.669,9

Source: Viva, Buddy Kusnandar, "Nilai Ekspor Pakaian Jadi Menurut Jenis (Jan- Nov 2020 Dan Jan - Nov 2021)," Databoks.katadata.co.id, January 28, 2022,

<https://databoks.katadata.co.id/datapublish/2022/01/28/ekspor-industri-pakaian-jadi-indonesia-tumbuh-1959-periode-januari-november-2021>.

According to CNBC Indonesia (2019), the fashion industry made up about 18.01% of Indonesia's GDP, or IDR 116 trillion. The Creative Economy Agency (Badan Ekonomi Kreatif) is actively implementing strategies to strengthen the ecosystem and stimulate growth within this subsector. Fashion has transcended from a basic necessity to a vital artistic element driving the industry's rapid expansion.⁵ Indonesia's Modest Fashion sector ranks third within the halal industry, showcasing rapid growth in the country's halal fashion market. The active participation of Muslim designers and the presence of events such as the Modest Fashion Project (MOFP), Muslim Fashion Festival, and Indonesia Islamic Fashion Fair (IIFF), which exclusively feature Muslim designers' creations, highlight the sector's expansion. These initiatives significantly boost the visibility and support for Indonesia's modest fashion industry, contributing substantially to its economic growth and development within the halal fashion sector.

Country	GIEI	Halal Food	Islamic Finance	Muslim-Friendly Travel	Modest Fashion	Pharma & Cosmetics	Media & Recreation
1. Malaysia	290.2	209.8	389.0	98.3	43.7	80.2	59.9
2. Saudi Arabia	155.1	51.1	234.2	36.8	22.1	33.4	34.7
3. UAE	133.0	104.4	142.5	78.3	235.6	72.1	125.3
4. Indonesia	91.2	71.5	111.6	45.3	57.9	47.5	43.6
5. Jordan	88.1	39.6	124.6	43.3	18.5	39.1	31.6

Figure 1 Indicator Score Breakdown for the Top 5 Ranking Countries

Source: Dinar Standard, "State of the Global Islamic Economy Report," 2020,

<https://www.shariaknowledgecentre.id/id/.galleries/pdf/research-publication/dinarstandard-2020-state-of-the-global-islamic-economy-report.pdf>

Indonesia, boasting a predominantly Muslim populace, stands as one of the foremost global hubs for halal fashion. The consumption for halal fashion goods in Indonesia in 2019 amounted to a total of US\$21 billion. The increasing affluence of the Muslim middle class in Indonesia is also fueling the demand for halal fashion products. The economy of creativity sector has made a significant contribution of IDR 1,100 trillion to the country's GDP. This

⁵ CNBC Indonesia, "Gairah Industri Fashion Indonesia," CNBC Indonesia, July 14, 2019, <https://www.cnbcindonesia.com/lifestyle/20190712155341-35-84555/gairah-industri-fashion-indonesia>.

contribution has been made through 17 specific subsectors, including fashion, gastronomy, and crafts. Of the total GDP, around IDR 175 trillion came from the fashion subsector. Indonesia's large Muslim population holds significant potential, particularly in the realm of Muslim fashion, positioning it as the third largest consumer after Turkey and the United Arab Emirates. Local creative industry players in the fashion field have taken note of the size of the Muslim fashion market. The State Global Islamic Economy (SGIE) has revealed that the annual growth rate of Muslim fashion consumption in Indonesia has reached 18.2% and has topped US\$20 billion. This information demonstrates that Indonesia, with a score of 57.9 on the GIEI indicator figure, comes in third place in the modest fashion category. This ranking highlights Indonesia's significant position in the global Muslim fashion industry, second only to the United Arab Emirates and Malaysia in terms of contribution and consumption of Muslim fashion.⁶ Indonesia aims to become a global halal production center, focusing on developing the halal industry across various sectors, including Muslim fashion. The State of the Global Islamic Economy report for 2019–2020 states that the global market for Muslim fashion is worth US\$283 billion and is expanding at a rate of 6% annually. By 2024, global spending on Muslim fashion is projected to reach US\$402 billion.⁷ Muslim fashion consumption in Indonesia is around US\$21 billion, highlighting significant potential in both global and domestic markets. With an emphasis on Muslim fashion, Indonesia hopes to leverage this potential to grow into the worldwide hub of fashion and halal manufacture.⁸

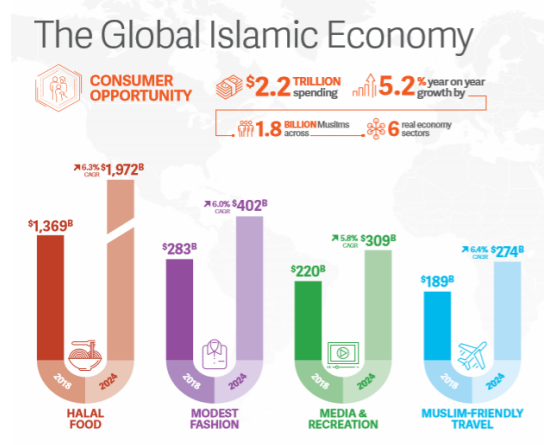


Figure 2 Growth of Halal Sector

Source: Dinar Standard, "State of the Global Islamic Economy Report," 2020.

<https://www.shariaknowledgecentre.id/id/.galleries/pdf/research-publication/dinarstandard-2020-state-of-the-global-islamic-economy-report.pdf>.

The fast fashion industry's rapid growth has led to significant environmental challenges. Its unsustainable model, marked by high production rates, short product lifespans, and the use of environmentally harmful materials, has intensified issues like

⁶ Kemenparekraf/Baparekraf RI, "Indonesia Bersiap Menjadi Destinasi Fashion Muslim Dunia," Kemenparekraf, July 27, 2021, <https://www.kemenparekraf.go.id/ragam-ekonomi-kreatif/Indonesia-Bersiap-Menjadi-Destinasi-Fashion-Muslim-Dunia>.

⁷ Dinar Standard, "State of the Global Islamic Economy Report," 2020, <https://www.shariaknowledgecentre.id/id/.galleries/pdf/research-publication/dinarstandard-2020-state-of-the-global-islamic-economy-report.pdf>.

⁸ KNEKS, "Upaya Menjadikan Indonesia Kiblat Fesyen Muslim," KNEKS, November 10, 2020, <https://kneks.go.id/berita/322/upaya-menjadikan-indonesia-kiblat-fesyen-muslim?category=1>.

pollution, resource depletion, and textile waste accumulation. Drawing on research by Niinimäki et al., several studies support the move to "slow" fashion and highlight the critical importance for reform in the fashion sector. This strategy seeks to lessen adverse consequences on the environment and enhance the fashion production chain's long-term sustainability.⁹ Brewer's research indicates that slow fashion fosters a closer relationship between producers and suppliers and consumers, which in turn improves corporate responsibility along with sustainability.¹⁰ Bernstein's research argues that the need for slow fashion as a cultural movement stems from its ability to eschew fads and curb excessive production levels.¹¹ Previous research has inadequately addressed the topic of sustainable halal fashion and its association with slow fashion trends. The emergence of the slow fashion trend can be enhanced by the inclusion of sustainable halal fashion.

Sustainable halal fashion integrates Islamic values with the principles of slow fashion to address the environmental impacts of fast fashion. It promotes responsible consumption by focusing on quality over quantity and using eco-friendly materials. These practices align with Sustainable Development Goal 12 (SDG 12) on Responsible Consumption and Production by fostering ethical manufacturing, prolonging the lifespan of products, endorsing local production, and pushing for recycling. The growing trend towards sustainability and ethical practices among consumers is projected to drive the market for sustainable halal fashion, resulting in environmental benefits and long-term profitability for halal fashion firms. These practices align with Islamic values of moderation and sustainable consumption. By adopting halal and slow fashion principles, sustainable practices like using eco-friendly materials throughout the product lifecycle and minimizing waste are promoted. This approach fosters a sustainable environment in accordance with Islamic teachings on conscientious consumption. This study's novelty lies in exploring how sustainable halal fashion contributes to the slow fashion trend, an area often overlooked in existing research focused on environmental impacts of slow fashion.

RESEARCH METHODS

The present research utilizes a qualitative methodology by conducting a literature review to expand upon the current understanding of sustainable halal fashion and its impact on the promotion of slow fashion trends. The research employs a content analysis approach with a descriptive qualitative method to carefully depict the integration of sustainability principles and the contribution of sustainable halal fashion to the slow fashion trends. The study employs secondary data sources such as academic journals, books, media reports, online databases, and industry publications.¹² Data gathering entails doing thorough searches in academic databases using keywords associated with sustainable fashion, halal fashion, slow

⁹ Kirsi Niinimäki et al., "The Environmental Price of Fast Fashion," *Nature Reviews Earth and Environment* 1, no. 4 (2020): 189–200, <https://doi.org/10.1038/s43017-020-0039-9>.

¹⁰ Mark K. Brewer, "Slow Fashion in a Fast Fashion World: Promoting Sustainability and Responsibility," *Laws* 8, no. 4 (2019): 1–9, <https://doi.org/10.3390/laws8040024>.

¹¹ Jennifer Bernstein, "Sustainable Consumption and Production in an Era of Uncertainty," in *SDGs in the Americas and Caribbean Region*, ed. Walter, Leal Filho et al., 1st ed., vol. 3 (Springer Cham, 2023), 1–23, https://doi.org/10.1007/978-3-031-16017-2_88.

¹² Jessie R. Baldwin et al., "Protecting against Researcher Bias in Secondary Data Analysis: Challenges and Potential Solutions," *European Journal of Epidemiology* 37, no. 1 (2022): 1–10, <https://doi.org/10.1007/s10654-021-00839-0>.

fashion, and sustainability principles to locate pertinent material. The material that has been located is then carefully evaluated to determine its relevance, and relevant data is collected and systematically arranged. Data analysis encompasses thematic analysis, which involves identifying repeating themes and patterns, as well as comparative analysis, which aims to emphasize contrasts among different sources. The findings are consolidated to create a cohesive narrative on how sustainable halal fashion contributes to the trend for slow fashion.

RESULTS AND DISCUSSION

The Evolution of The Fashion Industry and Its Ecological Ramifications

Over the past decade, the worldwide fashion business has undergone expansion, stimulated by several factors. Consumers in emerging countries are motivated to spend more on apparel and fashion accessories due to their rising purchasing power. Furthermore, the occurrence of globalization has significantly contributed to the efficient organization of worldwide fashion commerce. This has facilitated the entry of global fashion labels into new markets and enabled them to access consumers worldwide. Lastly, the progress in technology, namely in e-commerce and social media, has altered the way consumers shop and engage with fashion companies. These technologies enable consumers to have broader and more convenient access to search for the fashion products they desire and engage directly with brands via online platforms.¹³

These elements have played a vital role in driving the growth of the fashion industry, have also contributed to the growth of the overall market size. The most recent global fashion industry analysis from Statista that by 2024, the apparel market will generate US\$1.79 trillion in revenue. This represents an increase of 3.47 percent over the previous six years, as revenue has increased from \$1.58 trillion in 2018 to this amount, or from \$1.73 trillion in the previous year.¹⁴ While the fashion industry has experienced development since 2018, the past few years have been marked by considerable upheaval. In 2019, the total income decreased somewhat by 0.63% to reach a value of US\$1.57 trillion. After one year, this amount experienced a significant decrease of 11.46% and reached US\$1.39 trillion. Nevertheless, it experienced a rebound in 2021, surging by 11.51% to reach a value of US\$1.55 trillion. Subsequently, it saw a modest increase of 1.29% in 2022, bringing the total to US\$1.57 trillion.¹⁵ The fashion business is experiencing substantial changes in consumer behavior and market dynamics due to multiple reasons, including increasing consumer incomes, trade globalization, and technology improvements. These factors are reshaping the whole landscape of the sector.¹⁶ Consequently, this data not only represents financial changes but also a profound shift in the way people engage with the concept of fashion as

¹³ Jill Nash, "Exploring How Social Media Platforms Influence Fashion Consumer Decisions in the UK Retail Sector," *Journal of Fashion Marketing and Management* 23, no. 1 (2019): 82–103, <https://doi.org/10.1108/JFMM-01-2018-0012>.

¹⁴ P Smith, "Revenue of the Apparel Market Worldwide from 2018 to 2028," Statista, February 20, 2024, <https://www.statista.com/forecasts/821415/value-of-the-global-apparel-market>.

¹⁵ Oberlo, "APPAREL INDUSTRY STATISTICS (2018–2028)," Oberlo, 2024, <https://www.oberlo.com/statistics/apparel-industry-statistics>.

¹⁶ Paola Bertola and Jose Teunissen, "Fashion 4.0. Innovating Fashion Industry through Digital Transformation," *Research Journal of Textile and Apparel* 22, no. 4 (2018): 352–69, <https://doi.org/10.1108/RJTA-03-2018-0023>.

part of their daily lives.

Moreover, the fashion business is experiencing significant growth due to the massive worldwide retail e-commerce sales, which reach trillions of dollars. The annual expansion of the e-commerce fashion business is to be expected.¹⁷ By 2023, the global fashion e-commerce market is expected to surpass a value of US\$820 billion.¹⁸ Its potential value may surpass US\$1.2 trillion by the year 2027. Apparel is a major component of the fashion business and makes up a large amount of online consumer spending.

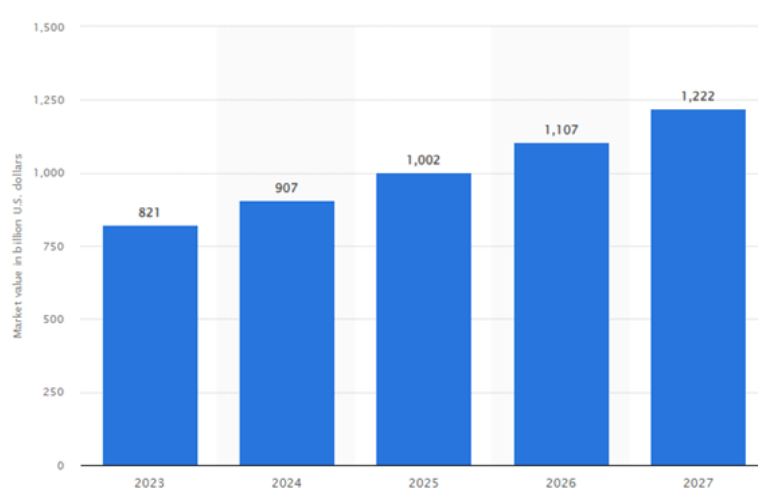


Figure 3 Global Fashion Ecommerce Market Value

Source: Statista, "Fashion E-Commerce Worldwide - Statistics & Facts," Statista, 2023, <https://www.statista.com/statistics/1298198/market-value-fashion-ecommerce-global/>.

In 2024, the fashion sector is dealing with several unpredictable factors, such as sluggish economic expansion, ongoing inflation, and diminishing customer trust.¹⁹ This circumstance has compelled the fashion business to seek new opportunities for augmenting its revenue. McKinsey's analysis predicts that the global fashion industry would experience a modest growth rate of 2-4% in 2024, with differences observed across different countries and regions. The luxury goods sector, although still expected to yield significant profits, will experience a deceleration in growth (3-5%) as a result of diminished consumer buying power following the epidemic. Europe and China are expected to have a slowdown, whilst the United States is projected to have a little increase.²⁰

¹⁷ Mariusz Grebowiec and Piotr Pietrzak, "The Determinants of the Decision Making Process for Purchasing Fashion Products in the E-Commerce Industry in Light of Research," *EUROPEAN RESEARCH STUDIES JOURNAL* 26, no. 1 (2023): 390–410, <https://doi.org/10.35808/ersj/3119>.

¹⁸ Statista, "Fashion E-Commerce Worldwide - Statistics & Facts," Statista, 2023, <https://www.statista.com/statistics/1298198/market-value-fashion-ecommerce-global/>.

¹⁹ Baruc Corazón, "Reshaping the Fashion Industry," IE University, 2024, <https://www.ie.edu/insights/articles/reshaping-the-fashion-industry/>.

²⁰ Statista, "The State of Fashion 2024: Finding Pockets of Growth as Uncertainty Reigns," Statista, 2023, <https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion#/>.

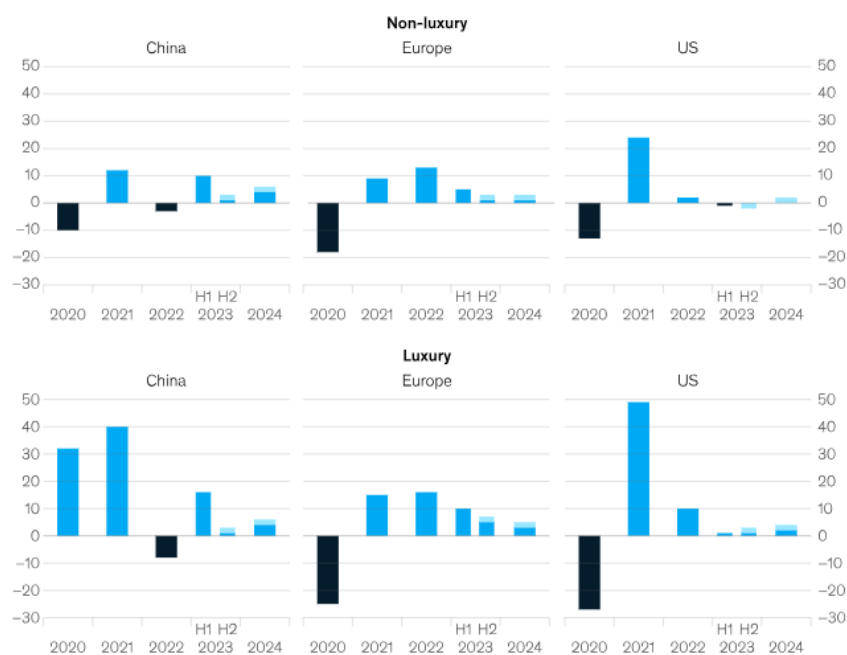


Figure 4 Year-over-year Growth in Fashion Retail

Source : Statista, "The State of Fashion 2024: Finding Pockets of Growth as Uncertainty Reigns," Statista, 2023, <https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion#/>.

Regrettably, this occurrence has adverse effects on the environment. A significant number of fashion enterprises have embraced the "fast fashion" paradigm, which is distinguished by the swift and cost-effective manufacturing of garments, frequently accompanied by substandard quality.²¹ These fast-produced clothes adhere to the most current fashion trends and are in high demand, often selling out rapidly on the market. This approach encourages rampant consumerism as individuals consistently buy inexpensive clothing to keep up with ever-changing fashion trends. Furthermore, producers use synthetic materials and chemicals in substitute of organic materials to decrease production costs, hence promoting increased consumption by lowering prices.²²

²¹ Hind Ben Zekri, "Globalization And The Fast Fashion Phenomenon: The Impact Upon Labors, Environment And The Consumer Behavior," *MAS Journal of Applied Sciences* 6, no. 3 (September 28, 2021): 651–60, <https://doi.org/10.52520/masjaps.102>.

²² Shalini Rukhaya et al., "Sustainable Approach to Counter the Environmental Impact of Fast Fashion," ~ 517 ~ *The Pharma Innovation Journal*, no. 8 (2021): 517–23.

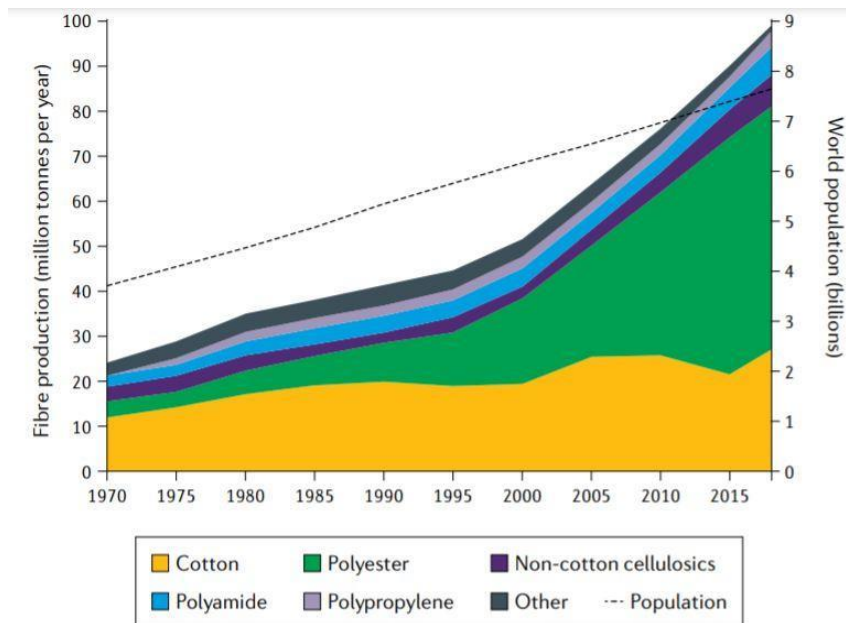


Figure 5 Global Population Growth and Textile Production by Fiber Type

Source : Mulhern Owen, “Impacts of Fast Fashion on the Environment,” Earth.org, 2020, https://earth.org/data_visualization/impacts-of-fast-fashion-on-the-environment/.

Up to 60% of the production of clothing is made up of synthetic materials, including polyester, nylon, acrylic, and elastic fibers. Polyester, the most prevalent substance, is produced from petroleum and several constituents. Annually, the fashion sector consumes 98 million tons of petroleum alone for the production of polyester, accounting for approximately 1% of the global oil supply. It is anticipated that the previously mentioned quantity will continue to increase, potentially reaching 300 million tons by 2050, thus accounting for approximately 26% of worldwide carbon dioxide emissions. Currently, the impact has already reached an amount of 10%, surpassing the combined emissions of all airplanes and ships. Additionally, three times as much atmospheric carbon is released during the production of polyester as there is during the creation of cotton.²³

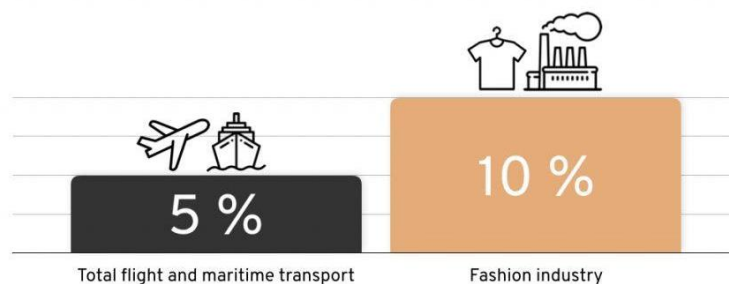


Figure 6 Comparison of CO2 Consumption

Source: IUCN, “Marine Plastic Pollution,” International Union for Conservation of Nature and Natural Resources, 2021, <https://www.iucn.org/resources/issues-brief/marine-plastic-pollution>.

²³ Ellen McArthur Foundation, “A NEW TEXTILES ECONOMY: REDESIGNING FASHION’S FUTURE,” 2017, <https://www.ellenmacarthurfoundation.org/a-new-textiles-economy>.

The production of synthetic and chemical materials in the fashion sector not only causes environmental damage, but these materials are also inherently resistant to decomposition, leading to the release of a significant amount of microplastics that contribute to approximately 35% of ocean pollution.²⁴ During the process of washing polyester clothes, little fibers are released, forming microplastics that eventually make their way into rivers and oceans. Microplastics are not recyclable, thereby posing a threat to marine wildlife. Additionally, these chemicals also find their way into the food we consume, posing a risk on our health.²⁵

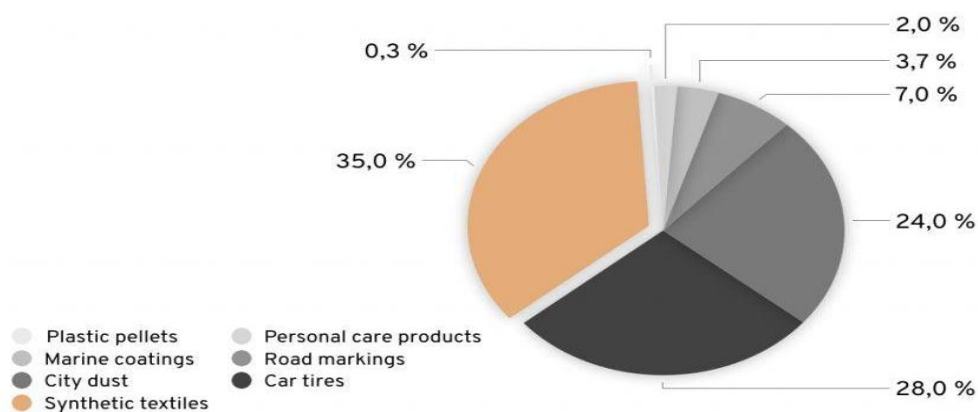


Figure 7 Percentage of Microplastics in Water

Source : IUCN, "Marine Plastic Pollution," International Union for Conservation of Nature and Natural Resources, 2021, <https://www.iucn.org/resources/issues-brief/marine-plastic-pollution>.

Over the course of the past decade, there has been a notable global expansion in the fashion sector, propelled by reasons including rising consumer buying power, the globalization of commerce, and developments in technology. Consequently, there has been a rise in the overall worth of the international fashion industry, accompanied by an expansion in the sales of fashion products through online platforms. Nevertheless, this expansion has adverse repercussions for the environment. The fashion business produces an enormous quantity of textile waste, contaminates water and soil, and contributes to climate change. In the fashion sector, the manufacturing of synthetic and chemical materials poses a challenge for nature to decompose, leading to the formation of microplastics that contaminate the ocean and pose a threat to both animals and humans. Despite the obstacles of sluggish economic development, ongoing inflation, and waning consumer confidence, the fashion sector remains poised for future success. Nevertheless, the fashion industry must discover methods to achieve sustainability and minimize its negative impact on the environment.

²⁴ IUCN, "Marine Plastic Pollution," International Union for Conservation of Nature and Natural Resources, 2021, <https://www.iucn.org/resources/issues-brief/marine-plastic-pollution>.

²⁵ Heloisa Westphalen and Amira Abdelrasoul, "Challenges and Treatment of Microplastics in Water," in *Water Challenges of an Urbanizing World*, ed. Matjaž Glavan, 1st ed., vol. 1 (Rijeka, Croatia: BoD – Books on Demand, 2018), 71–82, <https://doi.org/10.5772/intechopen.71494>.

Fast Fashion vs Slow Fashion

Before exploring further, it is important to understand the differentiating characteristics of these two paradigms, particularly when comparing fast fashion and slow fashion, which represent different methods within the fashion industry.

Table 2 A Comparison between Slow and Fast Fashion

Characteristics	Fast Fashion	Slow Fashion
Key Focus	Latest trend	Quality, sustainability, durability of clothing
Production Models	Mass production, short cycles	Batch/small quantity, focus on quality
Type of Material	Often synthetic, low-quality materials	Natural, sustainable, recycled materials
Environmental Impacts	High pollution, large carbon footprint, lots of waste	Low-waste production, focus on sustainable sourcing
Clothing Lifecycle	Single-use, encouraged to replace quickly	Made to last, meant to be stored for many years
Price	Very cheap	More expensive, reflects quality and ethics

Source : Miguel Afonso Sellitto et al., "Comparing Competitive Priorities of Slow Fashion and Fast Fashion Operations of Large Retailers in an Emerging Economy," *Global Journal of Flexible Systems Management* 23, no. 1 (2022): 1–19, <https://doi.org/10.1007/s40171-021-00284-8>.

Fast fashion is an established paradigm in the apparel industry that prioritizes providing products that align with current trends while being readily available, sometimes at significantly lower prices.²⁶ An essential feature of this business model is the focus on staying abreast of swiftly evolving fashion trends. This is evident in an exceptionally rapid manufacturing cycle, frequently quantified in weeks or even days, during which creative concepts are swiftly created, distributed, and sold to final consumers.²⁷

The production process of fast fashion typically prioritizes economies of scale and mass production. Cost and time efficiency are crucial factors in this business strategy, sometimes leading to production being outsourced to nations with low labor costs in order to maximize profits. In the fast-fashion industry, prioritizing quantity above quality is the norm. Materials are chosen primarily for their capacity to be produced in large quantities at a low cost, rather than considering factors like sustainability or high-quality. Fast fashion often uses synthetic, poor fabrics such as polyester or nylon, selected for their cost-effectiveness and capacity to imitate the feel and appearance of natural materials. However, the utilization of these substances often leads to significant ecological consequences, such as the

²⁶ Benjamin J. Richardson, "Keeping Ethical Investment Ethical: Regulatory Issues for Investing for Sustainability," *Journal of Business Ethics* 87, no. 4 (2009), <https://doi.org/10.1007/s10551-008-9958-y>.

²⁷ Felipe Caro and Victor Martínez-De-Albéniz, "Fast Fashion: Business Model Overview and Research Opportunities," in *International Series in Operations Research and Management Science*, vol. 223, 2015, 237–64, https://doi.org/10.1007/978-1-4899-7562-1_9.

contamination of water and air, as well as issues related to pollution during the manufacturing process and waste management. Due to its short life cycle and rapid consumption, fast fashion clothing has an enormous adverse effect on the environment. Many buyers frequently regard these clothes as expendable commodities, purchasing and disposing of them rapidly in reaction to shifting fashions. As a consequence, there is an increase in the amount of textile waste and a greater demand for natural resources, leading to major environmental damage, degradation of land, and emissions of greenhouse gases.²⁸

Table 3 Pros and Cons of Fast and Slow Fashion

	<i>Fast Fashion</i>	<i>Slow Fashion</i>
Pro	Latest trend	Durable
	Cheap	Sustainable
	Easy to find	High quality
Kontra	Not environmentally friend	Slightly more expensive
	Not durable	Standard and classic models
		Can be recycled or repurposed

Source : Sanvt, "Fast Fashion vs. Slow Fashion," SANVT Journal, April 21, 2020, <https://sanvt.com/blogs/journal/fast-fashion-vs-slow-fashion?country=ID>.

On the other hand, slow fashion embodies an alternative perspective to fast fashion, characterized by a mindset that prioritizes quality, sustainability, and ethical principles within the fashion industry.²⁹ Slow fashion is a philosophy that focuses on producing meticulously crafted clothing, with a strong emphasis on a thorough production process and high quality. This encompasses the utilization of sustainable and recyclable natural materials, together with the adoption of environmentally conscious and morally upright industrial methods.³⁰ As an alternative, slow fashion is gaining traction in Indonesia. This movement emphasizes quality, sustainability, and ethical principles in the fashion industry. Slow fashion focuses on producing meticulously crafted clothing with high-quality production processes, using sustainable and recyclable natural materials, and employing environmentally conscious and morally upright industrial methods.³¹

Local designers and brands, such as Novita Yunus with her Batik Chic label, are adopting sustainable practices like eco-print techniques and natural dyes from leaves,

²⁸ Ellen Mearthur Foundation, "A NEW TEXTILES ECONOMY: REDESIGNING FASHION'S FUTURE."

²⁹ Faustine Binet et al., "Fast Fashion and Sustainable Consumption," in *Fast Fashion, Fashion Brands and Sustainable Consumption*, ed. S Muthu, 1st ed. (Springer, 2019), 19–35, https://doi.org/https://doi.org/10.1007/978-981-13-1268-7_2.

³⁰ Jodie West, Clare Saunders, and Joanie Willet, "A Bottom up Approach to Slowing Fashion: Tailored Solutions for Consumers," *Journal of Cleaner Production* 296, no. 1 (2021): 263–87, <https://doi.org/https://doi.org/10.1016/j.jclepro.2021.126387>.

³¹ Antonella Moretto et al., "Designing a Roadmap towards a Sustainable Supply Chain: A Focus on the Fashion Industry," *Journal of Cleaner Production* 193 (2018): 169–84, <https://doi.org/10.1016/j.jclepro.2018.04.273>.

demonstrating a commitment to cultural heritage and environmental sustainability.³² In addition, the idea of a fashion bank, which encourages the reuse and trading of second-hand clothing, aligns with the slow fashion philosophy by prolonging the durability of items and minimizing textile waste.³³ Indonesia's youth, particularly Gen Z, show high awareness of environmental issues, with about 79% considering the climate crisis a serious issue. Many donate or resell clothes they no longer need, indicating a shift towards more sustainable consumption.³⁴

On the other hand, fast fashion focusing on the rapid and cheap production of clothing to meet the latest fashion trends, has seen significant growth in Indonesia. By 2022, the fashion market in Indonesia is estimated to generate USD 9.30 billion in sales, and it is predicted that the number of users would reach 117 million by 2025.³⁵ User penetration is predicted to increase from 31.6% in 2022 to 40.8% in 2025. The fashion sector contributes approximately 17.6% of the total value added to the creative economy, amounting to IDR 225 trillion, and creates 17% of the 25 million jobs in the creative economy sector, with an export value of USD 16.5 billion in 2022.³⁶

In conclusion, fast fashion and slow fashion in Indonesia illustrate two very different approaches to clothing production and consumption. Fast fashion makes a substantial contribution to the economy and creates numerous possibilities for employment. However, it also presents environmental and social difficulties. Conversely, slow fashion offers solutions with a focus on sustainability, ethics, and quality, supported by local initiatives and the awareness of the younger generation. With growing environmental awareness and a push for sustainable practices, the future of the fashion industry in Indonesia may see a blend of these two approaches, creating a more balanced ecosystem between economic benefits and environmental responsibility.

Halal Fashion's Contribution to Supporting the Slow Fashion Trend

The Indonesian fashion industry is evolving in an era of growing sustainability and environmental consciousness. The recognition of finite natural resources and the desire for sustainable manufacturing have prompted the necessity for fashion that not only provides aesthetic appeal but also takes into consideration its effects on the environment and society. Halal fashion encompasses garments that strictly comply to Islamic principles, encompassing values such as modesty, ethical manufacturing practices, and the utilization of approved materials. Halal fashion adheres to religious rules and also supports broader ethical

³² Joan Aurelia, "Slow Fashion, Cari Untung Tanpa Singkirkan Etika," *Tirto*, December 9, 2017, <https://tirto.id/slow-fashion-cari-untung-tanpa-singkirkan-etika-cBeC>.

³³ Muhamad, Fikri Asy'ari, "Fashion Bank, Solusi Aksi Iklim Menghadapi Dampak Buruk Fast Fashion," *Garuda Nyala Fajar Indonesia (GNFI)*, May 21, 2024, <https://www.goodnewsfromindonesia.id/2024/03/21/fashion-bank-solusi-aksi-iklim-menghadapi-dampak-buruk-fast-fashion>.

³⁴ IDN Media, "Indonesia Gen Z Report 2022," IDN Research Institute, May 7, 2022, <https://cdn.idntimes.com/content-documents/indonesia-gen-z-report-2022.pdf>.

³⁵ InvestIn Asia, "Clothing and Fashion Industry in Indonesia: Outlook and Potential," InvestIn Asia, October 12, 2023, <https://investinasia.id/blog/clothing-fashion-industry-in-indonesia/>.

³⁶ Kemenparekraf/Baparekraf RI, "Indonesia Fashion Week 2024 Perkuat Ekosistem Fesyen Tanah Air," Kementerian Pariwisata dan Ekonomi Kreatif / Badan Pariwisata dan Ekonomi Kreatif, May 27, 2024, <https://kemenparekraf.go.id/berita/siaran-pers-menparekraf-indonesia-fashion-week-2024-perkuat-ekosistem-fesyen-tanah-air>.

considerations, including environmentally sustainable production methods. Halal fashion products must be devoid of any ingredients or procedures that are deemed haram (prohibited) in Islam, including the utilization of specific animal-derived substances.³⁷ The Global Islamic Economy Report 2023 provides evidence of the growing trend in Indonesia towards sustainable halal fashion. Indonesia has ascended to the 3rd position in the worldwide halal fashion sector, surpassing its previous ranking of 4th in 2022.³⁸ Indonesia, having the highest number of Muslims globally, presents a substantial market opportunity for this phenomenon.

In order to stimulate the expansion and progress of the halal sector on a national scale, the Ministry of sector has deliberately integrated the advancement of the halal industry as a fundamental component in the National Industrial Policy Framework (Kebijakan Industri Nasional-KIN). Presidential Regulation Number 74 of 2022, which pertains to the National Industrial Policy, formally establishes the guidelines for the period from 2020 to 2024.³⁹ This generates a consistent need for products that adhere to halal standards in the domestic market, consequently driving the growth of sustainable halal fashion. Consumers who opt for halal items also have a keen interest in the sustainability aspects of fashion production. This provides a chance for the sector to produce goods that comply with both sharia standards and environmental principles. The Indonesian government has demonstrated its dedication to promoting the halal and sustainable fashion industries by implementing regulations like the Indonesia Halal Fashion Road Map 2021–2025 and the National Industry Grand Design 2025.⁴⁰ The Halal Fashion Road Map aims to position Indonesia as a global leader in halal fashion by 2025, focusing on developing clear halal standards for textiles and fashion items, supporting local designers with training and resources, enhancing global awareness through international exhibitions, and encouraging innovation in sustainable materials and production techniques.⁴¹ The National Industry Grand Design 2025 aligns with broader economic goals, emphasizing sustainability and innovation across various sectors. Key elements of this plan include increasing the value-added component in industrial production to enhance efficiency and reduce waste, promoting sustainable practices in manufacturing, investing in human resource development to ensure high-quality production standards, and enhancing infrastructure to support sustainable industrial growth.⁴²

³⁷ Hussain, Mohi-ud-Din Qadri, *The Global Halal Industry: A Research Companion*, 1st ed., vol. 1 (London: Routledge, 2024), <https://doi.org/https://doi.org/10.4324/9781003441540>.

³⁸ Dinar Standard, "State of the Global Islamic Economy Report 2023/2024," Salaam Gateway, April 17, 2024, <https://cdn.salaamgateway.com/reports/pdf/5d80cd862c4ac9b62237d21da976647a9b466c6f.pdf>.

³⁹ Kemenperin, "MENPERIN: INDONESIA NET EXPORTER PRODUK HALAL," Kementerian Perindustrian, 2023, <https://halal.kemenperin.go.id/menperin-indonesia-net-exporter-produk-halal/>.

⁴⁰ KNEKS, "Master Plan Industri Halal 2023-2029," KNEKS, 2022, <https://kneks.go.id/storage/upload/1698379014-Master%20Plan%20Industri%20Halal%20Indonesia%202023-2029%20Summary.pdf>.

⁴¹ Indonesia Investment, "Masterplan for Acceleration and Expansion of Indonesia's Economic Development," Van der Schaar Investments B.V. Delft The Netherlands, 2024, <https://www.indonesia-investments.com/projects/government-development-plans/masterplan-for-acceleration-and-expansion-of-indonesias-economic-development-mp3ei/item306>.

⁴² BAPPENAS, "President Joko Widodo Launches 2025-2045 RPJPN to Emphasize 2045 Golden Indonesia Vision," MPresident Joko Widodo Launches 2025-2045 RPJPN to Emphasize 2045 Golden Indonesia Vision, Ministry of National Development Planning/Bappenas, June 15, 2023, <https://www.bappenas.go.id/index.php/en/berita/luncurkan-rancangan-akhir-rpjp-2025-2045-presiden-paparkan-visi-indonesia-emas-2045-e29ju>.

Nevertheless, there are certain obstacles that need to be addressed. An instance of this is when the general public lacks comprehension of the principles behind sustainable halal fashion and slow fashion, which can result in a decrease in consumer enthusiasm for these products.⁴³ Moreover, the reliance on imported textile raw materials renders the sustainable halal fashion business sector susceptible to price volatility and the accessibility of raw materials in the global market.⁴⁴ The fast fashion industry poses an enormous obstacle due to its capacity to provide consumers with products that are not only more affordable but also more accessible.

It will need a number of deliberate, well-thought-out strategic actions to overcome the challenges. First, exert substantial endeavors to enhance public comprehension and consciousness regarding the notion of sustainable halal fashion and the significance of embracing an environmentally conscious lifestyle.⁴⁵ This should be achieved through a variety of communication and education methods that cover various layers of society, from the general public to fashion stakeholders. Secondly, promote the cultivation and utilization of indigenous raw materials. In order to decrease reliance on imports, it is necessary to enhance the progress of locally sourced raw materials that are both high in quality and environmentally sustainable.⁴⁶ This would not only bolster the country's economic autonomy in the fashion sector, but also ensure consistent supply and mitigate the adverse effects of the importation process.

Third, improve efficiency in the production process. There is a need to enhance the utilization of contemporary technology and adopt eco-friendly production methods in order to manage production expenses and enhance the quality of products.⁴⁷ Fourth, An essential factor in fostering the growth of sustainable halal fashion is the establishment of strong cooperation among the government, businesses, and non-governmental organisations.⁴⁸ The cooperation of various organisations will provide a conducive environment for the progress of creative, research-based, and environmentally-friendly fashion products that comply with halal standards.

By meticulously adhering to this series of steps, it is expected that significant progress would be made in the sustainable halal fashion sector, hence encouraging the embrace of slow fashion trends. The initiative will yield significant economic, social, and environmental advantages for Indonesian society, while also presenting fresh prospects for the global expansion of the sustainable fashion sector.

⁴³ Heena Amir and Alija Abdukic, "The Spiritual Nature Based On Ethics In The Halal Entrepreneurial Industry," *Turkish Online Journal of Qualitative Inquiry (TOJQI)* 12, no. 10 (2021): 6212–36.

⁴⁴ Agnes Theodora, "Pemerintah Dorong Kemandirian Bahan Baku Industri Tekstil," *Kompas*, 2021, <https://www.kompas.id/baca/ekonomi/2021/05/22/pemerintah-dorong-kemandirian-bahan-baku-industri-tekstil>.

⁴⁵ Mohamad Saleh et al., "The Influence of Islamic Values on Sustainable Lifestyle: The Moderating Role of Opinion Leaders," *Sustainability* 15, no. 11 (2023): 1–20, <https://doi.org/10.3390/su15118640>.

⁴⁶ Rajkishore Nayak, Tarun Panwar, and Long Van Thang Nguyen, "Sustainability in Fashion and Textiles: A Survey from Developing Country," in *Sustainable Technologies for Fashion and Textiles*, ed. Rajkishore Nayak, 1st ed., vol. 1 (Sawston, United Kingdom: Woodhead Publishing, 2019), 3–30, <https://doi.org/10.1016/B978-0-08-102867-4.00001-3>.

⁴⁷ Ozlem Sandikci, "Religion and Everyday Consumption Ethics: A Moral Economy Approach," *Journal of Business Ethics* 168, no. 2 (2021): 277–93, <https://doi.org/10.1007/s10551-019-04422-2>.

⁴⁸ Muhammad Ikram, "Transition toward Green Economy: Technological Innovation's Role in the Fashion Industry," *Current Opinion in Green and Sustainable Chemistry* 37, no. 1 (2022): 60–67, <https://api.semanticscholar.org/CorpusID:250401131>.

CONCLUSION

The fashion sector has undergone substantial expansion due to factors such as heightened consumer buying power, the globalization of trade, and developments in technology. Nevertheless, this expansion has resulted in adverse environmental effects, as the adoption of fast fashion methods has caused significant pollution, substantial carbon footprints, and a surge in textile waste. To address these challenges, it is essential to acknowledge the importance of sustainable halal fashion in advancing the slow fashion movement. This entails giving priority to the elements of quality, sustainability, and ethical principles in both the manufacturing and utilization of clothing. By implementing strategic initiatives such as enhancing public awareness, utilizing local resources, optimizing production processes, and fostering collaboration among stakeholders, the fashion industry can achieve sustainable growth while considering its beneficial effects on the environment and society. Efforts to foster the expansion of sustainable and ethical fashion not only yield commercial advantages, but also advance environmental sustainability and social welfare on a broader scale, both inside Indonesia and worldwide.

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