# Catch the FASHION if you can: Big Data, fashion industry, and sustainability

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**Abstract**

The ongoing development of information technologies and Big Data has contributed to the advancement of a number of industries. With no exception, fashion industry has been affected by such development. These technologies have enabled businesses in the industry to be able to respond to the rapid trends of fashion and consumer demands. Especially in the era of social media and fast-changing consumers' preferences, fashion companies need to be agile and responsive to such trends by expediting the process of designing, procuring, and producing their fashion goods. The new business model in the fashion industry, therefore, involve Big Data Analytics and algorithms, to shorten the lead time to bring the goods from the design stage to retail stores. This potentially leads to cost reduction and more revenue generation for fashion companies.

This particular way of doing business in fashion industry might make the companies prosper; however, it worsens the social and environmental issues as a result of these companies' operation. Those issues include, but not limited to, labour exploitation, culture appropriation fashion, massive amount of fashion waste, and significant pollution caused by fashion industry. As one of the problematic industries that cause social and environmental problems, the information and Big Data technologies should be used beyond the revenue generation. They should also be used to balance the prosperity of the business, as well as promoting sustainability of the planet and the society. The talk will be addressing and discussing the interplay between this algorithmic fashion industry and sustainability issues.

*Keywords: Big data, fashion industry, business model*