

Narrative Inquiry: Reviving Circular Fashion System

Goal #1

To think deeper about the research questions.

Goal #2

Build problem-solving and critical-thinking skills.

Goal #3

Understand how qualitative study is conducted.

Goal #4

Learn how to review articles.

Introduction

There are challenges for emerging designers and small and medium-sized fashion-related companies due to the advanced technologies, fast-growing digital business, and ongoing pandemic. Especially, new technologies fascinate our imaginations and seem very promising for both fashion retailers and their customers (Poncin et al., 2017). However, the emphasis on technological innovation can result in neglect of customers' and fashion enterprises' connectedness and affirmative experiences to this technology. Thus, this study explores challenges and opportunities in the fashion industry related to the circular fashion system and technology for emerging fashion designers, fashion manufacturers, and retailers to revive fashion systems and enterprises.

Student Voice

"Engaging in the research project focused on fashion technology has been an amazing journey that has extremely transformed my undergraduate experience at Texas Tech University."

-- Skylar Blount

Faculty Voice

"Skylar has been doing an exceptional job conducting research to actively explore the circular fashion narratives of its stakeholders. This funding truly assists us in transforming our understanding of the fashion industry and how its sustainability can be achieved through disruptive technology."

Dr. Julie Chang

Impacts/Results/Products/To Date Progress

Learned how to conduct research:

- project development
- literature review
- data analysis
- discussion

Team

Faculty: Dr. Julie Chang
Students: Skylar Blount

Top 3 Transformative Priorities

Supported More Than One Undergraduate Researcher

Potential for Continuation Post-Grant

Leveraged Existing Support



TrUE
Transformers

