

Professional Development Letter from Professor Catherine Gelb (FBM) Fashion Business Management

Fast Fashion , Social Media and the Environment

Dear Committee,

I am submitting this letter as thanks for the funding from Survey Monkey in the continuing gathering of data for my research on Fast Fashion. My interest and study is in fast fashion and how social media affected the rise and fed the sales of fast fashion companies. This phenomenon was the basis of my study and I wanted to track the changes that I was seeing back in 2016. How Gen Z customers consumed fast fashion at the same time as they were being photographed on a daily basis on social media. I found this correlation fascinating. The second part of the study is on the respondent's interest in sustainability in clothing and whether this matters to the group. This study began in 2016 and was repeated in 2018. The results from the time frame of two years was interesting in outcomes not realized in the initial study. One example has been the rise of thrifting, and consignment as a way for the study group to participate in sustainability. The phenomenon of "resale" has taken the study to a whole new avenue as discussed in my 2018 research paper. I have included both papers if the committee has additional interest in the outcomes.

I have issued my last survey this summer of 2021 and will analyze the results for the consumer of today once I have received a equal data group (approximately 385) responses from the survey. I will not guess on the outcome but I believe I will see significant differences in the primary research based on current trends and changing mores over the last 3 years. It has to be noted that the global pandemic has created a big shift in the demographic and psychographic of the primary respondents of the research study. Of course this cannot be proven until the study is completed and will be part of the 2022 paper. This summer the responses have been coming in slower than expected. I am working on other methods to gather my data group of approximately 385 respondents for completion of the six year study.

Again both studies culminated in 2 published papers which were attached to my original application. Once the third part of my research has been collected, I will gather and analyze the data and compare to the 2 prior studies. My assessment plan to evaluate the outcomes of my research will be through Survey Monkey. They have good resources that calculate and evaluate the data by question from all three time periods. My study is to report on the changes amongst my research group. I will be reporting on the changes over the past 6 years in an academic paper to be published potentially in spring 2022. I cannot believe the changes in the consumer over these past six years and I am anxious to report once the research is completed. I will add an additional report to this letter once all research has been completed and the final paper is potentially published.

Thank you for funding my research.

Professor Catherine Geib