Preface

Sustainable or Green fashion (also called Eco fashion) is one of the most happening trends in the field of sustainability. The fashion industry is facing a severe threat due to its vulnerable environmental impacts and ruthless social impacts. One of the ways to address this threat is to inculcate "Green" or "Sustainable" or "Eco" practices in the entire fashion industry supply chain and in the entire life cycle of fashion products. Green fashion enforces environmental and social responsibility considerations from the creation and production processes of a fashion product and ensures the same till the entire life cycle of the product under question. This is again a very vast topic and includes a huge list of elements. The agenda of Green fashion is pretty big and we try to cover it in two volumes. This is the first volume of the Green Fashion book, which aims to cover a good range of topics with the aid of nine lively and well-written chapters.

This book disseminates the knowledge on Green Fashion to the readers via nine informative chapters in Volume 1: *Cubreme® and Sustainable Value Creation: A Diagnosis; Facets of Indigo: Combining Traditional Dye Methods with State-of-the-Art Digital Print Technology, A Sustainable Design Case, Understanding Consumer Behavior in the Sustainable Clothing Market: Model Development and Verification; The Feasibility of Large-Scale Composting of Waste Wool; Sustainable Value Generation Through Post-Retail Initiatives: An Exploratory Study of Slow and Fast Fashion Businesses; Hanji, the Mulberry Paper Yarn Rejuvenates Nature and the Sustainable Fashion Industry of Korea; Sustainable Production Processes in Textile Dyeing; and Developments in Sustainable Chemical Processing of Textiles*.

We are highly confident that readers of the book will get a lot of very useful information pertaining to Green fashion from this contribution. We would like to record our sincere thanks to all the authors who have contributed the nine chapters in this book for their time and priceless efforts spent.

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