Preface

This book is the second volume from us on the subject of green fashion. As stated earlier, sustainable or green fashion (also called "eco fashion") is one of the most "happening" trends in the field of fashion sustainability. The topic comprises a vast and wide subject base consisting of many elements that need to be discussed. We covered many details pertaining to green fashion in our first volume; however, many subjects still remain under the "umbrella" of green fashion; hence, our idea of publishing this second volume. We are sure that these two volumes on green fashion will augment our limited knowledge on the topic. This current volume of *Green Fashion* covers and explains the crux of green fashion through seven important chapters written by prominent researchers working in the field.

The topics of the seven informative chapters in Volume 2 include the following: unexplored vegetable fibre in green fashion; relationship marketing in green fashion (a case study of hessnatur); animal ethics and welfare in the fashion and lifestyle industries; proposal of a responsible fashion council; innovation for a sustainable fashion industry; green flame retardants for textiles; and potent polyphenolic natural colorants derived from plants.

We are confident that the readers of these two volumes of *Green Fashion* will gain much useful information pertaining to green fashion. We sincerely thank each of the authors who contributed the seven chapters in this book for their time and priceless effort expended.

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