

FINAL FASHION BUSINESS PROJECT REPORT

UNDERSTANDING THE CONSUMER DEMAND FOR TEXTILE AND FASHION PRODUCTS MADE FROM RECYCLE PLASTIC WASTE IN SRI LANKA

MA in Fashion Business Management

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ABSTRACT

This report mainly investigates the materials made from the recycled plastics and their demands among the consumers. Specially focusing on the Sri Lankan based Fashion and textile industry by uptake of the plastic recycling technology to the textile manufacturers. On the other hand, it gives more attention to the consumers to buy products made from the recycled plastic materials to reduce the environmental threats because of the huge waste of plastics.

This study represents the drivers and barriers of the adoption on materials made from the recycled plastics. And also, this exploratory the nature, literature reviews, comprises of industrial and market in Sri Lanka.

The literature reviews give the main idea about the nature of the current material made from recycled plastic in fashion and textile industry in Sri Lanka. Moreover, explore the world-wide procedure to make the products from the recycled plastics and how can it connect to the Sri Lankan fashion and textile market too. After gathering the information about the consumer awareness regarding the world huge threat of plastic waste and evaluate their attitude towards the recycled plastic made products.

Moreover, two or more different apparel manufacturing companies who are leading Sri Lankan apparel manufacturing clusters will interview or collect the data regarding the insights of their current practices for recycling products development, study their level of environmental consideration to manufacture the products and test their readiness toward the new innovation techniques to develop the materials from the recycled plastics. So further research study is proposed on this basis.