

UNIVERSITY OF WESTMINSTER

MA Fashion Business Management

Supervisor: Mrs. Samitha Senevirathna

INVESTIGATING CONSUMER ATTITUDES AND PERCEPTIONS TOWARDS FASHION RENTALS, SUBSCRIPTION MODELS AND FASHION RESALE IN SRI LANKA- A STUDY BASED ON SRI LANKAN MILLENNIALS

7FAMN002C.Y – The Fashion Business Project

Assignment 3: Final Report

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Nipuni Jayamaha

UOW Student No: W18097302/1