

Micro Seasonal Fashion Impact in RMG Industry of Bangladesh

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Abstract

The Ready-Made Garments (RMG) industry is a major contributor to the economy of Bangladesh, accounting for over 80% of the country's total exports. In recent years, the industry has faced challenges due to changing global fashion trends and increasing competition from other manufacturing countries. One of the latest trends in the fashion industry is micro seasonal fashion, which has significant impacts on the RMG industry of Bangladesh. The purpose of this study is to examine the impact of micro seasonal fashion on the RMG industry of Bangladesh. It will examine the changes in buyer and consumer behavior and demand patterns, the implications for manufacturers and suppliers, and the strategies adopted by industry players to adapt to this trend. The emergence of micro seasonal fashion has disorderly the traditional seasonal cycle of the fashion industry. Consumers are no longer satisfied with the two-season model of spring/summer and fall/winter, but instead demand new styles and trends every few weeks. This trend has created opportunities for the RMG industry of Bangladesh to cater to the fast-changing demands of consumers. Micro Seasonal Fashion also poses significant challenges for the industry. Manufacturers and suppliers must be able to produce and deliver garments quickly and efficiently, while ensuring high quality and sustainability standards. This requires investments in technology, supply chain management, and training of workers. To address these challenges, industry players in Bangladesh have adopted several strategies, such as diversifying product offerings, investing in technology and innovation, and enhancing sustainability practices. These strategies have helped the industry to remain competitive and meet the demands of fast-changing consumer preferences. The industry must be able to adapt quickly to the changing demands of consum-

ers and invest in technology and sustainability practices to remain competitive. With the right strategies and investments, the RMG industry of Bangladesh can control the opportunities presented by micro seasonal fashion and continue to be a major player in the global fashion industry.

Keywords

Micro-Session, Environmental, RMG, Consumers Demand, Fashion Impact

1. Introduction

Micro-seasons are a relatively new concept in the fashion industry, referring to the idea of dividing a fashion season into smaller, more frequent releases of new styles and collections. Rather than having just two main fashion seasons (spring/summer and fall/winter), micro-seasons break down these traditional fashion cycles into smaller, more targeted releases that occur every few weeks or months. This micro-seasonal fashion is mainly called Fast fashion. Fast fashion is also known as Disposable fashion, Throwaway fashion, Quick fashion, Rapid fashion, Trendy fashion, Cheap fashion, Mass-produced fashion, Low-quality fashion, Fast-paced fashion or On-trend fashion. The concept of micro-seasons has emerged in response to the increasing demand for new and fresh styles, as well as the fast pace of social media and online shopping [1]. Micro-seasons allow fashion brands to release new collections and styles more frequently, responding quickly to changing trends and consumer preferences. This trend towards micro-seasons has raised concerns about the environmental impact of the fashion industry. With more frequent releases of new styles, there is a greater demand for production, which can lead to increased waste and pollution. The pressure to keep up with micro-seasons can contribute to the exploitation of workers and the use of low-quality materials. Micro-seasons are becoming increasingly popular in the fashion industry, with many brands adopting this approach to keep up with the demands of modern consumers [2]. There is also a growing movement towards sustainable and ethical fashion, which seeks to address the negative impacts of fast fashion and micro-seasons on people and the planet.

Fast fashion is a term used to describe a business model in the fashion industry that emphasizes on producing inexpensive clothing quickly to meet the demands of consumers. Fast fashion brands mix out new designs at an incredibly fast rate, often copying styles from high-end designers or trends seen on the runway, and then mass-producing them at a low cost [3]. This business model relies on rapid turnover, encouraging consumers to purchase more and more clothes by keeping up with the latest trends. Fast fashion brands also depend on the exploitation of cheap labor and the use of low-quality materials to keep production costs low. This has led to a common concern about the environmental impact of fast fashion, as well as the human rights abuses associated with its production. Fast fashion has become a significant force in the fashion industry,

with many of the world's largest clothing brands adopting this model [4]. The fashion industry has undergone a significant transformation in recent years, with the emergence of micro-seasons leading to a constant flow of new styles and designs. The problem is compounded by the fact that many clothing items, as well as other consumer goods like technology, are cheaply made and continually redesigned to keep up with the latest trends. The cycle of unconcerned production and endless consumption has severe environmental consequences. Fast fashion, in particular, has become a significant contributor to pollution, with the industry ranking as the second most polluting after the oil industry [5]. The creation of garments requires large amounts of resources such as water, chemicals, and land, which often go unaccounted for and contribute to the harmful side of fashion. Despite the widespread belief that purchasing new clothing for every occasion is harmless, the truth is that fast fashion has a significant environmental cost. From production to disposal, the lifecycle of clothing items contributes to pollution and other harmful impacts on the earth. It is crucial to raise awareness of these issues and promote sustainable and ethical fashion practices to mitigate the damage caused by the fashion industry [6].

Micro-seasonal fashion is a trend in the fashion industry that involves the introduction of new collections at a faster pace, with shorter production cycles and smaller quantities. This trend has been gaining popularity in recent years, particularly in the RMG industry in Bangladesh [7]. The impact of micro-seasonal fashion on the Bangladeshi RMG industry has been significant and has brought about several changes in the industry. In the past, the RMG industry in Bangladesh focused on producing large quantities of clothing items for specific seasons. The industry has shifted its focus to producing.

Bangladeshi RMG industry can be seen in several ways. It has led to the development of new supply chain strategies and manufacturing processes. With shorter production cycles, manufacturers have had to adopt new technologies and processes that allow them to produce smaller quantities of clothing items quickly and efficiently [8]. Micro-seasonal fashion has also had an impact on the workforce in the RMG industry. With the faster pace of production, workers have had to adapt to new working conditions and processes. This has required investment in training and development of the workforce to ensure that they have the skills required to meet the demands of the industry. The impact of micro-seasonal fashion has also been seen in the marketing and sales strategies of the RMG industry in Bangladesh. With the introduction of new collections at a faster pace, marketing and sales strategies have had to be adapted to ensure that consumers are aware of the latest fashion trends and new collections. This has required investment in digital marketing and social media to reach a wider audience.

2. Problem Statement

While the impact of micro-seasonal fashion on the Bangladeshi RMG industry has been largely positive, there are also several problems associated with this

trend. One of the main issues is the increased pressure on manufacturers to produce clothing items at a faster pace, with shorter production cycles and smaller quantities. This can lead to issues with quality control, as manufacturers may prioritize speed over quality in order to meet the demands of the industry. This can result in clothing items that are not up to the required standard, leading to dissatisfaction among consumers and damage to the reputation of the industry. Another problem associated with micro-seasonal fashion is the increased demand for new collections and trends. This can lead to a culture of fast fashion, where clothing items are worn only a few times before being discarded. This can have a negative impact on the environment, as the production and disposal of clothing items can result in significant waste and pollution. The increased focus on micro-seasonal fashion can lead to a lack of diversity in the industry. With manufacturers focusing on producing clothing items that are in line with the latest trends, there may be less emphasis on developing unique designs and styles. This can lead to a homogenization of the industry, with fewer options available to consumers who are looking for more individualistic fashion choices. The increased pace of production can also have a negative impact on the workforce in the RMG industry. With shorter production cycles, workers may be required to work longer hours or in more stressful conditions in order to meet the demands of the industry. This can lead to issues with worker safety and wellbeing, and can also result in increased turnover rates and difficulty in retaining skilled workers. While micro-seasonal fashion has brought about several positive changes in the Bangladeshi RMG industry, there are also several problems associated with this trend. These include issues with quality control, the negative impact on the environment, a lack of diversity in the industry, and potential issues with worker safety and wellbeing. It is important for the industry to address these problems in order to ensure a sustainable and ethical future for the RMG industry in Bangladesh.

3. Objectives of the Study

- To identify the key trends and developments in the Bangladeshi RMG industry, particularly in relation to micro-seasonal fashion.
- To explore the potential impact of micro-seasonal fashion on the environment, particularly in relation to waste and pollution.
- To examine the potential impact of micro-seasonal fashion on the workforce, particularly in relation to worker safety and wellbeing.
- To evaluate the potential impact of micro-seasonal fashion on the social and economic sustainability of the Bangladeshi RMG industry.
- To identify potential solutions that can help to mitigate the risks and challenges associated with micro-seasonal fashion, particularly those that arrange sustainability and ethical production practices.
- To make recommendations to industry stakeholders, policymakers, and other relevant parties on how to promote a more sustainable and ethical RMG

industry in Bangladesh, particularly in relation to micro-seasonal fashion.

4. The Key Gaps

There is lack of research on the long-term sustainability of micro-seasonal fashion in the Bangladeshi RMG industry. While the trend towards faster production cycles and smaller quantities may be beneficial in the short term, there is a need to investigate the potential long-term environmental and social impacts of this trend. For example, research could explore the potential for increased waste and pollution because of the faster pace of production and increased demand for new collections. The works is the need for more research on the impact of micro-seasonal fashion on worker safety and wellbeing in the RMG industry in Bangladesh. While some studies have explored the impact of this trend on the workforce, more research is needed to better understand the potential risks and challenges facing workers in this industry. This could include research on issues such as stress, fatigue, and the potential for increased accidents and injuries because of the faster pace of production. More research is essential on the role of technology in facilitating micro-seasonal fashion in the Bangladeshi RMG industry. While some studies have explored the impact of technology on manufacturing processes in this industry, more research is needed to better understand how technology is being used to support micro-seasonal fashion, and the potential risks and challenges associated with this trend. The potential study is required for micro-seasonal fashion to promote diversity and inclusivity in the RMG industry in Bangladesh. While some studies have explored the potential benefits of this trend in terms of promoting new and unique fashion styles, more research is needed to better understand how micro-seasonal fashion can be used to promote diversity and inclusivity in the industry.

5. Review Motivation

The RMG industry is a crucial sector in Bangladesh, contributing significantly to the country's economy and providing employment to millions of people. It is important to understand the impact of new trends and developments on this industry, particularly those that may have potential negative consequences. The trend towards micro-seasonal fashion has gained significant traction in recent years, with many fashion brands and retailers adopting this model to keep up with the demands of consumers who want faster and more frequent releases of new clothing collections. There is a need to understand the potential impact of this trend on the environment, the workforce, and the long-term sustainability of the industry. Bangladesh is a country that is particularly at risk to the negative impacts of fast fashion, with concerns around worker safety and wellbeing, environmental pollution, and the social and economic sustainability of the industry, there need to explore the potential risks and challenges associated with micro-seasonal fashion in this framework.

6. Significance and Advantages of the Study

The research on the impact of micro-seasonal fashion on the Bangladeshi RMG industry is significant and carries several advantages, both for the industry and for society as a whole. The study will provide valuable insights into the potential risks and challenges associated with micro-seasonal fashion, particularly in the context of the Bangladeshi RMG industry. The study will help to promote sustainability and ethical production practices in the industry, which is crucial for addressing the negative impact of fast fashion on the environment, the workforce, and the social and economic sustainability of the industry. The study will help to raise awareness among consumers about the potential negative impact of micro-seasonal fashion on the Bangladeshi RMG industry and the environment. This can help to promote a more conscious and responsible consumer culture, where consumers make informed choices about the clothing they buy and consider the social and environmental impact of their purchases.

7. Influence of Social Media in Micro Seasonal Fashion

Social media plays a significant role in promoting micro-seasonal fashion trends. Social media influencers, bloggers, and celebrities are often seen wearing the latest micro-seasonal fashion trends and sharing their outfits on their platforms [9]. This creates a demand for fast fashion and encourages consumers to purchase clothing items that are only in style for a short period. As a result, fast fashion industries produce more garments to meet the demand, which contributes to environmental problems such as the use of harmful chemicals and the generation of waste. Some influencers are starting to promote sustainable fashion and encourage their followers to buy less and invest in high quality, timeless pieces. Social media has a significant influence on micro seasonal fashion by shaping consumer preferences, creating trends, and promoting fast fashion.

Influencers are individuals who have a large following on social media and are often paid to promote brands and products. They can have a significant impact on micro seasonal fashion by displaying the latest trends and promoting fast fashion. Hashtags are used on social media platforms like Instagram and Twitter to categorize posts and make them easier to discover [10]. Brands and retailers can use specific hashtags to promote their products and create hype around new micro seasons. Social media platforms like Facebook and Instagram offer targeted advertising options that allow brands and retailers to reach specific audiences with their micro seasonal collections. User-generated content is content created by social media users that feature specific products or brands. It can be a powerful tool for promoting micro seasonal fashion as it provides social proof and authenticity. Social commerce is the integration of social media and e-commerce. Social media platforms like Instagram and Facebook now offer shopping features that allow users to buy products directly from the platform, making it easier for consumers to purchase micro seasonal fashion items.

8. Literature Review

The concept of micro-seasonal fashion has gained popularity in the RMG industry in Bangladesh. The impact of micro-seasonal fashion in the Bangladesh RMG industry has highlighted several key benefits [11]. It allows industries to respond more quickly to changing consumer trends, as they can release new products on a more frequent basis [12]. Micro-seasonal fashion can help to reduce waste in the industry. Traditional seasonal collections often result in excess inventory; as unsold items are discounted or discarded at the end of the season [13]. By producing smaller and more targeted collections, industries can reduce the amount of unsold stock and therefore reduce waste. Micro-seasonal fashion can help to improve working conditions for garment workers in Bangladesh. Traditional seasonal collections often require workers to work long hours under tight deadlines, which can lead to exploitation and unsafe working conditions [14]. By producing smaller and more frequent collections, industries can spread the workload more evenly throughout the year, reducing the risk of worker exploitation. Some researchers have also raised concerns about the potential drawbacks of micro-seasonal fashion in the Bangladesh RMG industry [15]. The shift towards micro-seasonal fashion could also require industries to invest in new technologies and supply chain infrastructure, which could be costly and time-consuming. This could put smaller industries at a disadvantage, as they may not have the resources to keep up with larger competitors.

Much of the existing research on micro-seasonal fashion in the Bangladesh RMG industry has been conducted from the perspective of the manufacturers and retailers, with less attention paid to the experiences of workers in the industry [16]. Further research is needed to explore the impact of micro-seasonal fashion on worker wages, working hours, and job security, among other issues. Previous research has primarily focused on the potential benefits of micro-seasonal fashion, such as reducing waste and improving responsiveness to consumer trends [16]. Less attention has been paid to the potential drawbacks of this approach, such as the potential for increased pressure on suppliers and workers, and the challenges of implementing new supply chain technologies. Present research on micro-seasonal fashion in the Bangladesh RMG industry has been conducted in the context of larger industries with more resources [17]. Considerable of the existing research on micro-seasonal fashion in the Bangladesh RMG industry has focused on the apparel sector, with less attention paid to other sectors of the industry, such as textiles or accessories [18].

9. Research Questions

The study questions of the impact of micro-seasonal fashion in the RMG industry can vary depending on the specific focus of the study. The study conducted the current state of micro-seasonal fashion adoption in the Bangladesh RMG industry, and how has this changed over time. The key drivers of micro-seasonal fashion adoption in the Bangladesh RMG industry, and how do these differ

across different types of factories were considered. The benefits and drawbacks of micro-seasonal fashion adoption for the Bangladesh RMG industry, and how do these vary across were analysis in this study. Micro-seasonal fashion adoption impact worker wages, working conditions, and job security in the Bangladesh RMG industry were also analyzed. The environmental and social implications and how can these be mitigated; the challenges and opportunities of implementing and how can these be addressed; micro-seasonal fashion adoption impact the competitiveness of industries and how does this compare to traditional seasonal fashion models; the role of technology in enabling and what are the key technological challenges and opportunities were find out in this review.

10. Findings

Research on the impact of micro-seasonal fashion in the RMG industry has identified several key findings. Micro-seasonal fashion allows industries to be more active and responsive to changing consumer trends, which can improve their competitiveness in the market. By producing smaller quantities of clothing, micro-seasonal fashion has the potential to reduce waste in the RMG industry. Implementing micro-seasonal fashion requires a high level of flexibility and responsiveness in the supply chain, which can be challenging for some industries. The adoption of new technologies, such as data analytics and automation, is often necessary to enable micro-seasonal fashion in the Bangladesh RMG industry. There is some concern that micro-seasonal fashion may increase pressure on workers, as industries may require faster production and turnaround times. While micro-seasonal fashion has the potential to reduce waste, it may also have other environmental impacts to consider, such as increased transportation and packaging. Industries that are successful in implementing micro-seasonal fashion often rely on detailed market research to identify trends and preferences among consumers. The impact of micro-seasonal fashion adoption can vary across different types of industries, depending on factors such as company size, market focus, and production capabilities. The micro-seasonal fashion has the potential to bring significant benefits to the Bangladesh RMG industry, but that are also challenges to be addressed.

Studies have also identified the potential benefits of micro-seasonal fashion in terms of increased quickness and reduced waste, as well as the challenges of implementing this approach, such as supply chain management and worker impact. Recent research places more emphasis on the potential impact of micro-seasonal fashion on worker experiences and the environmental implications of this approach. Research highlights the importance of market research and technology adoption in enabling micro-seasonal fashion in the Bangladesh RMG industry, which has received less attention in prior studies [19]. The current research on the impact of micro-seasonal fashion in the Bangladesh RMG industry builds on prior studies by providing a more detailed and nuanced understanding of the benefits and challenges of this approach, and by identifying new areas for

further research [18]. Micro-seasonal fashion has the potential to increase profits for industries by providing more options to consumers and reducing waste. This can lead to a stronger RMG industry and greater economic benefits for Bangladesh. The fast fashion industry, of which micro-seasonal fashion is a part, is known for its negative impact on the environment. Some may argue that the adoption of micro-seasonal fashion in the Bangladesh RMG industry should be discouraged due to its potential environmental impact. The fast-paced nature of micro-seasonal fashion can create pressure on workers to meet tight deadlines and produce high quantities of clothing. The adoption of micro-seasonal fashion can lead to innovation and technological advancement in the Bangladesh RMG industry, which can improve the competitiveness of the industry as a whole. The adoption of micro-seasonal fashion is driven by changing consumer preferences for more frequent and varied clothing options. Some may argue that the industry should adapt to these preferences in order to remain relevant and competitive.

11. Micro Season Impact on RMG business

Fast fashion trends lead to a need for faster production times and lower prices. This means that industries are under pressure to produce garments quickly and cheaply, often leading to poor working conditions for workers in the RMG industry. This has been a major issue in Bangladesh, where worker exploitation and unsafe working conditions have been reported in the past. The fast fashion industry tends to prioritize trends over quality and longevity of garments. This means that consumers are often purchasing cheaply made garments that will only last for a few years before needing to be replaced, leading to a constant cycle of consumption and waste. This creates a market demand for cheap garments, which can be produced in countries with lower labor costs, such as Bangladesh. This puts pressure on Bangladeshi manufacturers to produce low-quality garments at a low price, which can negatively affect the reputation of the industry and the country as a whole.

The demand for fast fashion can also influence the environment. The production and disposal of garments can lead to pollution and waste, and the use of synthetic fabrics can release microfibers into the water supply, which can have harmful effects on both the environment and human health. This can lead to a negative perception of the Bangladesh RMG industry and a decrease in demand for their products.

The adoption of micro-seasonal fashion in the Bangladesh RMG industry can increase competition among industries, which can lead to greater innovation and efficiency. Micro-seasonal fashion can reduce waste in the RMG industry by producing clothing in smaller batches and responding more quickly to changes in consumer demand. Some may assume that the adoption of micro-seasonal fashion will lead to a greater dependence on fast fashion, which is often associated with negative environmental and social impacts. The fast-paced nature of

micro-seasonal fashion can create pressure on workers to meet tight deadlines, which can lead to worker burnout and exploitation. The adoption of micro-seasonal fashion can increase demand for customization and personalization in clothing, which can lead to greater consumer satisfaction and loyalty.

Micro seasonal fashion refers to the concept of introducing small and frequent changes in fashion trends throughout the year [20]. The RMG industry in Bangladesh is a significant contributor to the country's economy, and micro seasonal fashion is an emerging trend in this sector.

Micro seasonal fashion introduces new trends frequently, which increases the demand for new designs. This trend has a positive impact on the RMG industry as it creates new business opportunities for manufacturers, designers, and retailers. The demand for micro seasonal fashion creates an opportunity for manufacturers to produce garments in smaller quantities. This allows them to optimize their production processes and reduce waste. As a result, the industry becomes more efficient, and the cost of production decreases. Micro seasonal fashion enables the industry to respond quickly to changing consumer preferences. As trends change frequently, manufacturers and designers can quickly adapt to new demands and produce garments that cater to consumers' changing preferences. The introduction of micro seasonal fashion increases competition in the RMG industry. As more players enter the market, manufacturers and designers must stay on top of the latest trends and offer unique designs to stand out. This creates a healthy competition that benefits the industry and consumers. Micro seasonal fashion allows manufacturers and retailers to better manage their inventory. By producing garments in smaller quantities and responding quickly to changing trends, they can avoid overstocking or understocking of products. This reduces the risk of losses due to unsold inventory.

12. Environmental Impact of the Micro-Seasons in Fashion

The fast fashion industry has a significant impact on the environment, starting with the production of competitively made garments that require huge amounts of resources such as water, land, and chemicals. Cotton production, for example, involves the use of harmful pesticides that have been linked to serious health issues [21] [22]. Even after the production process, fast fashion continues to harm the environment through the release of harmful chemicals and microfibers that end up in water systems, causing health concerns. Consumers often overlook the impact of fast fashion on their health and the environment, as clothing is worn directly on the skin and can lead to rashes and other health issues. It is important to promote sustainable and ethical practices in the fashion industry to mitigate the damage caused by fast fashion.

The fast fashion industry causes significant harm to the environment from the production of cheaply made garments with harmful chemicals to the huge amount of waste generated. The industry relies on an abundance of cotton, which is produced using unhealthy levels of pesticides. Garments are also dyed with

harmful chemicals that can cause harm even after production. The trend of fast fashion results in clothing only lasting about five weeks, leading to the disposal of 11 million pounds of garments in the US alone [23]. While many people donate their clothes to thrift stores, the vast majority end up in landfills. To fight this, people can buy locally produced and organic products, reuse old clothes in creative ways, and embrace timeless fashion.

13. How to Achieve the Micro Season Goal?

The supply chain in Bangladesh can be improved by reducing the time taken in each process, eliminating bottlenecks and ensuring smooth coordination between various stakeholders. The Bangladesh garment industry can invest in advanced technology such as computer-aided design (CAD), automated cutting machines and other software that can improve the manufacturing process, reduce errors and enhance efficiency. The workforce can be trained and upskilled to improve their efficiency, speed and quality of work. This will reduce the time taken to complete the manufacturing process. The lead-time for production can be shortened by reducing the time taken to source materials, cutting and sewing, and quality control checks. This can be achieved by ensuring good relationships with suppliers, reducing transportation time and improving communication between stakeholders. The Bangladesh garment industry can adopt rapid manufacturing methods, which involve small batches of production and quicker turnaround times. This can reduce the time taken to bring a product to market, improve the responsiveness to consumer demands and reduce waste.

One of the main advantages of improving port facilities is that it can significantly reduce the lead-time for importing raw materials and exporting finished products. This is crucial for achieving the micro-season goal, as it requires a fast turnaround time for producing and delivering new collections. By reducing the shipment time through better port facilities, industries can respond more quickly to the changing demands of consumers and retailers. Better port facilities can increase the capacity and efficiency of cargo handling, allowing for more frequent shipments and higher volumes. This can improve the overall productivity and competitiveness of the industry.

To achieve the goal of micro-seasons in the Bangladesh ready-made garments industry, reducing shipment time is essential. This can be achieved by implementing a more efficient supply chain management system. This would involve better coordination and communication between suppliers, manufacturers, and buyers. One way to reduce shipment time is to use air freight instead of sea freight, as air freight is much faster. However, this can be expensive and may not be feasible for all types of garments. Another way to reduce shipment time is to establish production facilities closer to the target markets. This would help to reduce lead times and transportation costs. It would also enable manufacturers to respond quickly to changes in demand and fashion trends. Implementing new technologies such as 3D printing and digital printing can also help to reduce

production time and improve supply chain efficiency. These technologies can enable manufacturers to produce smaller batches of garments quickly and with less waste.

14. Develop Micro Seasonal Fashion Product

Micro-fashion designing is a growing market in the sustainable fashion industry, offering an alternative to fast fashion. Instead of mass production, micro-designers create small batches of clothing using eco-conscious and secondhand materials. This approach allows them to develop close relationships with their customers and maintain quality control over the entire production process. Micro-designers specialize in sustainably handmade and reworked garments, using secondhand materials acquired from thrift stores, donations, and repurposing. They also practice upcycling, zero waste, and slow fashion to create exclusive and one-of-a-kind items. These practices promote a sustainable supply chain and provide an environmentally and socially responsible alternative to fast fashion. Micro-scale fashion labels produce items in small quantities, reducing overconsumption and waste. Since these businesses lack the financial resources for mass production, the level of waste and excess remains low. While research on micro-fashion designing is limited, its growing popularity suggests that it has the potential to become a significant force in the fashion industry.

15. Interpretation

Order quality over quantity in the production process will solve the problem. Manufacturers can focus on producing high-quality clothing items that are designed to last longer, rather than ordering speed and quantity. This can help to reduce the risk of defects. Promotion of sustainable and ethical production practices will solve the problem. Manufacturers can focus on using environment friendly materials and production methods, as well as ensuring that workers are treated fairly and their rights are protected. This can help to reduce the negative impact of micro-seasonal fashion on the environment and the workforce. To address the issue of fast fashion and the negative impact on the environment, manufacturers can also consider alternative production models, such as circular fashion. This involves designing products with the intention of reuse and recycling, which can help to reduce waste and promote sustainability. Addressing the lack of diversity in the industry, manufacturers can focus on developing unique and individualistic designs and styles, rather than simply following the latest trends. This can help to promote diversity and inclusivity in the industry and provide consumers with more options to choose from. Addressing the potential issues with worker safety and wellbeing, manufacturers can focus on providing better working conditions and promoting a positive work culture. These include ordering quality over quantity, promoting sustainable and ethical production practices, promoting circular fashion, developing unique and individualistic designs and styles, and improving worker safety and wellbeing. By implementing

these solutions, the industry can move towards a more sustainable and ethical future.

16. Conclusion and Future Work

Micro seasonal fashion has a positive impact on the RMG industry in Bangladesh. It introduces new trends frequently, which increases demand for new designs and creates new business opportunities for manufacturers, designers, and retailers. This trend also enables manufacturers to produce garments in smaller quantities, optimizing production processes and reducing waste. Additionally, it allows the industry to respond quickly to changing consumer preferences, increases competition, and improves inventory management. These factors contribute to the growth and development of the industry, making it more competitive and efficient.

Previous research has primarily focused on the impact of micro-seasonal fashion on industries, with less attention paid to the experiences of workers in the Bangladesh RMG industry. Further research is needed to explore the impact of micro-seasonal fashion on worker wages, working hours, and job security, among other issues. While micro-seasonal fashion has the potential to reduce waste by producing smaller quantities of clothing, there may be other environmental impacts to consider, such as increased transportation and packaging. Further research is needed to explore the full environmental impact of micro-seasonal fashion in the Bangladesh RMG industry. Micro-seasonal fashion requires a high level of flexibility and responsiveness in the supply chain, which may require the adoption of new technologies. Further research is needed to explore the technological challenges and opportunities of implementing micro-seasonal fashion in the Bangladesh RMG industry. Much of the existing research on micro-seasonal fashion in the Bangladesh RMG industry has focused on larger industries with more resources. Further research is needed to explore the potential impact of micro-seasonal fashion on smaller industries, which may face greater challenges in implementing this approach. While much of the existing research on micro-seasonal fashion in the Bangladesh RMG industry has focused on the apparel sector, there are other sectors of the industry, such as textiles or accessories, which may also be impacted by this approach. Further research is needed to explore the potential impact of micro-seasonal fashion on these other sectors of the industry. While micro-seasonal fashion has the potential to improve responsiveness to consumer trends, there may also be social implications to consider, such as the potential for increased pressure on suppliers and workers.

Further research can be conducted to understand the specific impact of micro seasonal fashion on the RMG industry in greater detail. This could include analyzing data on consumer demand and market trends, as well as studying the supply chain and production processes in the industry. It would also be beneficial to examine the social and environmental implications of micro seasonal fashion in the context of the RMG industry. This could include researching the

working conditions of laborers, the sustainability of production practices, and the impact on local communities. A comparative analysis of the impact of micro seasonal fashion in Bangladesh with other countries could be conducted. This would help to understand the unique characteristics of the RMG industry and the potential for growth and development in the future. Further research on the impact of micro seasonal fashion in the RMG industry could provide valuable insights into the opportunities and challenges faced by the industry, as well as the potential for sustainable growth and development in the future.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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