

## **Abstract**

This research explores consumer perception of sustainable fashion, using a mixed-methods approach to examine market dynamics and the factors influencing consumer attitudes toward environmentally and ethically produced clothing. As sustainability becomes an increasingly important consideration in the fashion industry, understanding how consumers perceive and engage with sustainable fashion is critical for brands looking to align their products with consumer values. The study combines qualitative interviews with fashion consumers, industry experts, and sustainability advocates to explore their beliefs, motivations, and barriers regarding sustainable fashion. Additionally, a quantitative survey is conducted to assess consumer awareness, purchasing behavior, and willingness to pay a premium for sustainable products. The findings reveal that while there is growing awareness and support for sustainable fashion, many consumers face challenges such as limited availability, higher costs, and confusion over labeling and certification. Factors such as trust in brand authenticity, the influence of social media, and a shift toward more sustainable lifestyles are identified as key drivers of consumer perception. This research provides valuable insights for fashion brands and policymakers seeking to promote sustainability in the industry. By identifying the gaps between consumer attitudes and actual purchasing behavior, the study offers actionable recommendations for aligning business practices with consumer demand for more sustainable fashion choices.