

ENVISIONING THE 1.5°C LIFESTYLE: NEW APPROACH TOWARDS SUSTAINABLE FASHION COMMUNICATION

*Dr. Pooja Kiyawat**

*Dr. Ankit Singh*** 

ABSTRACT

The authors explore innovative strategies to align fashion communication with the urgent need for climate action. The chapter seeks to examine the recently released Sustainable Fashion Communication Playbook by the United Nations Environment Programme (UNEP), assessing its effectiveness and proposing enhancements to foster a 1.5°C lifestyle—a benchmark set by the Paris Agreement to limit global warming. The chapter highlights the potential of fashion as a powerful cultural force capable of driving significant behavioural changes towards sustainability. By dissecting the Playbook, it identifies key strengths, such as its emphasis on transparency, circular economy, and stakeholder collaboration. However, it also critiques areas where the Playbook falls short, such as insufficient attention to consumer engagement and the lack of actionable guidelines for small to medium enterprises. Through a comprehensive review, the chapter suggests a new framework that integrates cutting-edge communication theories, digital tools, and community-based approaches. This framework aims to empower consumers, brands, and policymakers to co-create a sustainable fashion narrative that not only raises awareness but also motivates concrete actions. Ultimately, this chapter argues for a transformative shift in how the fashion industry communicates sustainability, advocating for a holistic approach that embeds environmental consciousness into every facet of the fashion lifecycle. By envisioning and implementing a 1.5°C lifestyle, the fashion sector can play a pivotal role in achieving global climate goals and fostering a more sustainable future.

Keywords: *Sustainability, Fashion Communicators, Climate Change*

* Assistant Professor, Cyber Law and Information Security, National Law Institute University, Bhopal.

** Assistant Professor of Law, DPIIT-IPR Chair Professor, Head- Centre for Innovation and IP Laws (CIPL), Hidayatullah National Law University, Raipur.

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This chapter is a part of the book, *'Intersectionality Between Climate Change and Sustainable Development Goals: A Socio-Legal Perspective from India'* edited by Dr. Nivedita Chaudhary and Dr. Srishti Chaturvedi.

ISBN: 978-81-967805-2-4 (ebk); ISBN: 978-81-967805-0-0 (hbk); ISBN: 978-81-967805-3-1 (pbk)

The ebook and print version of this book are available at:
<https://dx.doi.org/10.46679/9788196780524>

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