



*sustainability*



*Special Issue Reprint*

## **Sustainable Textile Marketing**

[www.mdpi.com/books/reprint/6243](http://www.mdpi.com/books/reprint/6243)

Edited by  
Hafeezullah Memon  
Xiaoke Jin  
Wei Tian  
Chengyan Zhu

ISBN 978-3-0365-5525-6 (Hardback)

ISBN 978-3-0365-5526-3 (PDF)



We know that sustainability has become an important topic in every aspect of life. The textile, fashion, and material industries must also be sustainable, which could be imparted in their development, production, or even marketing. The textile industry has a huge market, as clothing is arguably the most important human need after food. Recently, this industry has been labeled as a polluting industry, a label that could be overcome by the proper development of textile goods and careful marketing strategies. There are specific roles that government, entrepreneurs, and even universities can play in properly educating people to make the textile industry cleaner and greener. Several journals focus only on one of the aspects of this key problem, i.e., the production of sustainable materials, textile education, or textile marketing. However, herein, we strive to bring different areas together on one platform to cover different aspects, i.e., production, policy, education, and marketing related to textile fashion and textile materials.



Order Your Print Copy  
You can order print copies at  
[www.mdpi.com/books/reprint/6243](http://www.mdpi.com/books/reprint/6243)

MDPI Books offers quality open access book publishing to promote the exchange of ideas and knowledge in a globalized world. MDPI Books encompasses all the benefits of open access – high availability and visibility, as well as wide and rapid dissemination. With MDPI Books, you can complement the digital version of your work with a high quality printed counterpart.



### **Open Access**

Your scholarly work is accessible worldwide without any restrictions. All authors retain the copyright for their work distributed under the terms of the Creative Commons Attribution License.



### **Author Focus**

Authors and editors profit from MDPI's over two decades of experience in open access publishing, our customized personal support throughout the entire publication process, and competitive processing charges as well as unique contributor discounts on book purchases.



### **High Quality & Rapid Publication**

MDPI ensures a thorough review for all published items and provides a fast publication procedure. State-of-the-art research and time-sensitive topics are released with a minimum amount of delay.



### **High Visibility**

Due to our global network and well-known channel partners, we ensure maximum visibility and broad dissemination. Title information of books is sent to international indexing databases and archives, such as the Directory of Open Access Books (DOAB), and the Verzeichnis Lieferbarer Bücher (VLB).



### **Print on Demand and Multiple Formats**

MDPI Books are available for purchase and to read online at any time. Our print-on-demand service offers a sustainable, cost-effective and fast way to publish MDPI Books printed versions.