

T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES



**GLOBALIZATION AND THE FAST FASHION PHENOMENON: CASE
STUDY OF TURKEY AND MOROCCO**

MASTER'S THESIS

Hind Ben Zekri

Department of Political Science and International Relations

Political Science and International Relations Program

November, 2021

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**Hind Ben Zekri
(Y1912.110012)**

**Department of Political Science and International Relations
Political Science and International Relations Program**

Thesis Advisor: Assist. Prof. Dr. Murat JANE

November, 2021

ONAY FORMU



DECLARATION

I hereby declare with respect that the study “Globalization and the Fast Fashion Phenomenon: Case study of Turkey and Morocco”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (02/11/2021)

Hind Ben Zekri



FOREWORD

In the first instance, gratitude and praises to God the All-Powerful for His blessing through all my research projects.

This thesis work was inspired to me by a documentary visualized during a course during my master's course, where I was touched by the real working conditions of workers in the fashion and textile industry and the repercussions on the environment. Blinded by the phenomenon of fast fashion and extreme consumption, the harsh reality allowed me to take more interest in this subject and to make it my thesis work. The realization of this thesis was made possible thanks to the help of several people to whom I would like to express my gratitude. First, I would like to express my deep and sincere gratitude to my advisor, Assistant. Prof. Dr. Murat JANE, for giving me the chance to undertake research and provide crucial help through the study process. His patience, his availability and above all his judicious advice, which helped to fuel my reflection. He showed me the methods to do the study so plainly as possible and to communicate the results. The work and study under his direction was a wonderful honor and pleasure. For everything he has provided me, I am very thankful. I would also like to thank him for his kindness and empathy. Second, I would to express my gratitude to Istanbul Aydin University for allowing me to work on this topic and providing me with materials to the success of my university studies. Third, I thank my dear parents, who have always been there for me. I am immensely thankful for their love, their prayers, their care and their sacrifices for my future education. I thank my brother and my dear friends for their encouragement and motivations through my work.

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November, 2021

Hind Ben Zekri

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ABBREVIATIONS

ADEME	: Environment and Energy Management Agency
AI	: Artificial Intelligence
ATC	: Agreement on Textiles and Clothing
EU	: European Union
GDP	: Gross Domestic Product
H&M	: Hennes et Mauritz
ILC	: International Labor Conference
ILO	: International Labor Organization
IMF	: International Monetary Fund
INDITEX	: Industria de Diseño Textil
IPI	: Industrial Production Index
IT	: Information Technology
MNEs	: Multinational Entreprises
NAFTA	: North American Free Trade Agreement
PET	: Polyethylene terephthalate
WTO	: World Trade Organization

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GLOBALIZATION AND THE FAST FASHION PHENOMENON: CASE STUDY OF TURKEY AND MOROCCO

ABSTRACT

In a society deeply marked by the values of capitalism, consuming has become a habit, almost a need felt by most of us. Moreover, as globalization altered the society of fashion by introducing "fast fashion", the real cause of this consumption, we owe it to fast fashion, this segment of the industry of clothing impacts the environment as one of the main polluters on earth, as well as the impact that it has on the labors. The idea of fast fashion is to, quickly, frequently and inexpensively produce micro-trends seen on the catwalks to make them accessible to the public. Back in the days, it was quite rare to see a delivery of clothes, it happened three to four times a year, when the seasons changed, or when we got too big for what we had. This tendency has been begun to change for 20 years. With the advent of the internet and the development of social networks, this phenomenon has accelerated while marketing has increased its expansion. Clothing has become cheaper; trend cycles have accelerated, and shopping has become a form of entertainment. While this concept and change has increased accessibility and lowered the price of clothing, it has also created several problems for the industry.

The aim of this research is to understand the phenomenon of globalization that has on the fashion industry, mainly fast-fashion and how does this segment of the industry of clothing impacts the environment as one of the main polluters on earth. Furthermore this thesis discuss the colossal results that it has on one hand the environment from waste in landfills and unregulated settings, on the other hand the conditions of labors that are calamitous. Through this study, it will be tried to demonstrate the intersection between neoliberalism and fast-fashion, and how globalization is connected in a way with the neoliberalist approach. Globalization has revolutionized the fashion world by creating the concept of "fast fashion". The main argument of this thesis is reflecting consequences and effects of fast fashion industry on the working conditions of labours' and environmental problems in both Turkey and Morocco. And, the research question of this thesis why the effects of fast fashion has negative aspects on social condition of labors and environmental issues. One of the aims of thesis is to comprehend and clarify the working conditions of labors in Turkey and Morocco comparatively. To analyze the impact of globalization on the fast fashion phenomenon, this study relies on a descriptive research through a case study of criterias at the social condition level and the environmental level between Morocco and Turkey.

Keywords: *Fast Fashion, Globalization, Labors, Environment, Consumers*

KÜRESELLEŞME VE HIZLI MODA OLGUSU: TÜRKİYE VE FAS ÖRNEK OLAYI

ÖZET

Kapitalizmin değerleri ile derin bir şekilde simgelenen bir toplumda, tüketilmek bir alışkanlık haline gelmiş ve bu da çoğumuzun hissettiği bir ihtiyaç haline gelmiştir. Dahası, küreselleşme moda toplumunu "hızlı moda" fenomeni çerçevesinde şekillendirmiş, moda sektöründeki tüketimin gerçek nedeni olmuş, giyim endüstrisinin bu segmenti çevreyi dünyanın en çok kirletenlerinden biri olarak etkilemiş ve bunun işçiler üzerindeki etkisini arttırmıştır. Hızlı moda anlayışı, bu trendi herkesin erişimine açık hale getirmek için, hızlı, sık ve ucuz bir şekilde podyumlarda görülen mikro trendler üretmektir. Günümüzde kıyafetlerin teslimini görmek çok nadir rastlanan bir durumdur, yılda üç dört kez, mevsimlerin değiştiği veya sahip olduğumuz kıyafetler için çok büyük bir şey yaptığımız zaman meydana gelmiştir. Bu eğilim 20 yıldır değişmeye başlamıştır.

Bu araştırmanın amacı, moda endüstrisi, özellikle de hızlı moda ve giyim endüstrisinin bu segmentinin dünya üzerindeki en büyük kirliliğe neden olan çevreyi nasıl etkilediğini anlamaktır. Ayrıca bu tez, bir yandan çevrenin çöp sahalarındaki atıklardan ve düzenlemesiz ayarlardan, diğer yandan da işçilerin çok kötü koşullarından kaynaklanan devasa sonuçları tartışmaktadır. Ardından, işçilerin çalışma koşullarını da analiz edecek. Bu çalışmada neoliberalizm ile hızlı modanın kesişimini ve küreselleşmenin neoliberalist yaklaşımla nasıl bağlantılı olduğu gösterilmeye çalışılacaktır. Küreselleşme, "hızlı moda" konseptini oluşturarak moda dünyasında devrim yarattı. Bu tezin ana argümanı Türkiye ve Fas'ta hızlı moda endüstrisi ile işçi çalışma koşulları ile çevre sorunları arasında güçlü bir ilişki olduğudur. Tezin amaçlarından biri, Türkiye ve Fas'taki işçilerin çalışma koşullarını karşılaştırmalı olarak kavramak ve netleştirmektir. Küreselleşmenin hızlı moda olgusu üzerindeki etkisini analiz etmek için bu çalışma, sosyal durum seviyesinde bir kriterler birliği ve Fas ile Türkiye arasındaki çevre seviyesi aracılığıyla yapılan açıklayıcı bir araştırmaya dayanmaktadır.

Anahtar Kelimeler: *Hızlı Moda, Küreselleşme, Emek, Çevre, Tüketiciler*

1. INTRODUCTION

Globalization is seen as a new phenomenon, original in its kind, an economic, political, and social phenomenon. Globalization is thus, defined as the process which aims to make countries and people more and more connected to each other at the level of the planet. Globalization is seen as a process of integration, existing since Antiquity, globalization already created since this era, an evolution by the Romans around the Mediterranean a first globalization begins. At that time, goods and a whole of variety of materials were already circulating and trading between partners. As well as present at that time, globalization accelerated at nineteenth-end century, and throughout the 20th century, this phenomenon took on a considerable scale under the impetus of European countries and the United States mainly.

With the past industrial revolutions, which forever changed globalization, both commercially and financially, such as, technological innovations in transport and communications, as well as the spread of adequate capitalism as theorized by Adam Smith have resulted in an acceleration of exchanges between territories and people. Opening of new maritime routes, enlarging the international trade hasty and railway expansion, multiplication on six of the trade, and emigration. The genesis of globalization, as it is known now, began a couple of generations ago, around the globe of individuals who inhabit new countries and annex enormous colonial territories.

Yet, globalization has meanwhile seen itself evolve with a neoliberal form of a capitalist figure based on the search for productivity gains that world trade allows at the global level. Ever larger margins mean that ever more cost reductions. This has resulted in the developed countries by the dismemberment of the state considered by the neoliberals to be in the hands of a middle class defending its privileges. It was by enforcing capitalist omniscience and placing the employees of these nations in opposition with those of the less advanced countries that neoliberals attained this. Neoliberals in impoverished nations

have succeeded in thwarting nationalism through privatization, opening up markets and putting in place public expenditure controls.

The relationship between neoliberalism and globalization can be defined simply by the way, that neoliberalism is a component of what is called structural globalization. The latter refers to the historical progression of global integration: economic and societal. This is a process, which through vicissitudes has been going on for centuries or even millennia. As a result, this structural globalization preceded the appearance of capitalism, as a formation of historical significance.

Conversely, ideological globalization refers to the particular combination of political prescriptions that came to the fore around 1980 as a necessary consequence of a major advance in structural globalization. The term neoliberalism would therefore refer to the political prescriptions of globalization. Neoliberalism is a variation of the theories of pro-capital that appear to prevail in the financial periods of the capitalist growth. As though its former versions, neo-liberalism seeks not to contribute in commerce and manufacturing but to build a capital-acquisition atmosphere via lending, borrowing and financial speculation.

Thus, the world was introduced to new fields and way of life, especially when globalization reached the textile industry and revolutionized the fashion world, by creating the concept of “fast fashion”. While fashion is considered as a form of expression the personality, its divers from person to person, but still fashion is a huge part of the individual’s culture. The overwhelming purchase of garments is caused by the fast fashion mainly by the ascendant power in the apparel business. Fast fashion is therefore a number of set stores that essentially think that fast fashion is to generate micro-trends, swiftly, often and cost-effectively, visible on a ride way to make them reachable to the consumers.

The fast fashion phenomena arose in the 1990's, which was extremely popular with the H&M or Inditex group, and it is now popular and the particular reason for circumstance it democratized high fashion for knocking off designer brands at scale. Fast fashion may be clearly described as inexpensive and stylish clothing, which samples concepts from cat walking culture and converts them into lightning speed garments in street shops. The recipe for fast fashion is

ascetic: very regular renewal of collections by seasons or even by month or week, with lower prices and reduced stocks.

The process must be fast: brands come up with fresh creations from the catwalks or personalities as soon as the current trend arises. In return, companies overlook the quality of the apparel, which also influences its longevity. Weak materials, chemicals weakening the resistance of the product, fast fashion brands have no choice if they want to keep up. Nevertheless, and as understatement, fast fashion businesses destroy heritage labels, since Zara's Inditex firm is the world's largest dealer in this apparel business. In days of old, a clothing delivery was exceedingly unusual, when the seasons changed 3-4 times a year or when the company became too big for what it had. But that all changed around 20 years ago. This tendency escalated with the introduction of the internet and the creation of social networks and the growth of marketing.

Consequently, the business model is based on volume sales, which allow sufficient profit to be generated. Hence, manufacture carried out in countries where the cost of labor is low. These brands, such as Inditex, for example, are made in Spain, Turkey, and North Africa, where labor law is very different. Fast fashion represents a strong point for the Moroccan industry because of its great experience in vertical production chains and its proximity to Europe. Fast Fashion performers are interested in Morocco thanks to its geographical location, in particular the distance separating Morocco from Spain. However, Turkey remains the main competitor of Morocco, a country renowned for its cotton and polyviscose. Turkey remains a nerve center of production for many European companies, serving as a bridge between Asia and Europe. An advantageous country for textile exporters to Europe, we see in particular the level of wages, which is almost comparable there, however, there are many more fabric producers, a clear advantage for Turkey.

As garment has gotten inexpensive, style phases have sped, and purchases have become a pleasure and a certain shape of entertainment, and this idea and shift have improved availability and reduced apparel prices. The true price of fast fashion cannot be seen in buying. However, its damage to the planet and to humans is immeasurable and the environmental other side of fast fashion is very present. The trade-off for low prices is the pressure on resources. Fill up the

garbage produced and pour it onto the fields and waterways around it. These pollutants pollute water and soil and intoxicate local residents.

However, there are men and women in particular who have produced the garments, which people wear over and above the environmental degradation. Textile workers nowadays labor mostly in South Asia, particularly in Bangladesh and Pakistan, where the lowest average salaries have decreased to very low social minima. In the absence of a contract, work from dawn to sunset, poverty wages, unsanitary buildings, child labor, there are ample failings. The industry can be thoroughly appreciated by way of a literary analysis of the fast fashion supply chain, customer behavior and environmental ramifications. The best way to discuss whether fashion can proceed is a literature analysis that brings into account all facets of the industry. Through this research, the hypothesis is reflecting consequences and effects of fast fashion industry on the working conditions of labours' and environmental problems in both Turkey and Morocco. And, the research question of this thesis why the effects of fast fashion has negative aspects on social condition of labors and environmental issues.

Thus, we first introduce our thesis throughout an introduction to present the main argument that we will be discussing in the literature review. Therefore, we will discuss in the first part of the literature review, globalization in general, as its historical process and variety of factors. As well as the impact that globalization has on the development of the world, as a predominant trend through the eras, without negligent the balance of contrary forces upon society.

The second part will focus on the neoliberal approach, and its mains effects, notably between the domestic and international criteria's. As well as the linkage between this approach and globalization but also the phenomenon of the fast fashion.

The third part on the literature review will focus on the fast fashion phenomenon as how this particular phenomenon emerged and changes the lifestyles of societies. In addition, how globalization affects in a way the process of the fashion industry, although this phenomenon, that is the fast fashion, has huge consequences not only not the environmental side but also a

huge impact on human rights. This will bring us to the perspective of the consumers on how they view this particular industry.

In the last part, a case study will be conducted emphasis Morocco and Turkey main race over the fast fashion, as these two competitors run the textile industry, but also the colossal impact of these two countries in both labors conditions and environmental issues that generates rom the industry of textile thus the fast fashion manufacturing.

Throughout this study, I started with a variety of research aimed at understanding globalization and the fast fashion phenomenon. Essentially, for the theoretical part, I relied on academic articles as well as documentaries, books, websites and some thesis works to have more information on the subject from a historical dimension. Then for the database, I relied on NGO reports for accurate and clear figures and numbers that define the current conditions in this field. Therefore, with the descreptive approach I will provide a better understanding of the phenomenon of fast fashion and the interacted relation that it has with globalization, as through this study the impact of fast fashion upon the criteria's of the environment and the social conditions of workers in a major case study between two countries, namely Morocco and Turkey. This case will highlight the effect of fast fashion and especially in the textile industry, both positive and negative upon these two countries, but also their positions towards the colossal impact of the fast fashion phenomenon.

2. GLOBALIZATION: CONCEPT AND EFFECTS

Some consider that globalization is inbuilt in human: at the beginning of recorded civilization, it would have begun. Cultures around the world have been tendentially exchanging more with one another and along our history. Diverse civilizations have therefore evolved since antiquity trading roads, cultural ties and migration phenomena that have helped to create exchanges amongst people. (Shahzad, 2006, p. 205).

Started a day after America's discovery in the growth of transatlantic trade, globalization, encompassing radiation, intensified during the 19th century and saw an early peak between 1880 and 1914, underneath the impulses of the major European powers. In the 1930s, globalization crumbled shook by the First World War and signified the success of retreat and containment measures. The United States following the Second World War reintroduced globalization near the end of the 20th century. (Shahzad, 2006, p. 204).

Especially during the second half of the 20th century, international trade expanded to the extent that we use the word "globalization". Over two centuries, globalization understood as an increase in commercial, financial, human, forced, or voluntary, intellectual exchanges and a strengthening of interdependence, has never been permanently questioned. However, on several occasions the process accelerated or was able to slow down or even retreat temporarily. Neither the nineteenth century nor the twentieth century was the scene of an unambiguous, growing, and continuous push in the process of globalization (Shahzad, 2006, p. 204).

The globalization mechanism is connected to the capitalist and neoliberal ideologies, according to Campos and Canavazes (2007) countries, individuals, and multinational institutions, which connect socially, sociologically, and politically, are interdependent, meaning that a local occurrence in a single state could influence other parts of the globe. For Dreher, Gaston and Martens (2008), a variety of factors must be taken into account when evaluating and

analyzing globalization, for example tax policy, government spending, economic stability, inflation, union power and the natural world. We may evaluate the globalization of a country with the portion that is attributed to its tariff barriers, international trade duties, economic growth in that region. From a sociological perspective, the degree of globalization can be evaluated, for example by phone and internet communication with other countries, as well as it can be calculated by the volume of personal data shared all over the world. The number of embassies in the world analyses diplomatic globalization state evaluates the political globalization, whether it is a member of any foreign or international treaty organization or part of it. The process of globalization, especially because of the circumstance, which countries needed to find new consumer markets and more specific and economic workers, is linked to capitalism (Benatti, 2016, p. 23).

In general, globalization was not only a singular event, but also a development of changes around the world leading to the growth of global trade from a historical and contextual approach. Moreover, the cultural interactions were notably observed on a societal measure throughout the availability of increasing links among regions and nations, and the amazing growth on the Internet and connectivity.

2.1 A Trend Of Global Development

Globalization does not only take place in space but also in time. If the word is new, the dynamics it covers have often-distant origins and follow variable rhythms where abrupt accelerations and more or less strong regressions alternate (Pim de Zwart, 2018, p. 6). It is an older phenomenon than one might suggest, the role of economics, the weight of demographics, the struggle from political and military powers are depicted in somewhat centuries of the political economy dictated by technical uprising (Zinkina, 2019, p. 14). Throughout history, and especially in the globalized form of the first wave of imperialism, which came about approximately over the past century starting in 1914, Grand-Britain began to dominate the world by the end of the 18th century not only geographical, but as well as technical with inventions like the steam engine, the industrial sewing system and many more.

With that came then, the First Industrial Revolution. The "British" industrial Revolution produced an impressive world trading dual. Steamships and trains could on the one hand, carry goods over several thousand miles in countries as well as through borders. Their modernization has enabled Britain to manufacture international items such as iron, textiles and finished goods in need. Although Britain, as it had the most wealth and technical edge, was the nation most profited from this globalization, some often exported other products. For instance, the creation of a refrigerated cargo ship or a "refrigerated vessel" in the 1870s permitted golden ages in countries such as Argentina and Uruguay. They began to sell meat mass from animals cultivated in their vast lands. Within some regions where other countries were more competitive, their production made advancements as well (Shahzad, 2006, p. 210).

Hence, the world wars set in and brought a circumstance, which was bound to end in a global dilemma. In 1914, the advent of the First World War ended nearly all that the growing western economies, including globalization, was already so accustomed to. The disaster was absolute. Millions of troops were killed, thousands of people were killed in collateral damage, commerce was replaced by the fighting, houses substituted for ruin and nations again closed their borders. During the years between the world wars, the world economy and its ties have been further broken by financial markets that were already linked to the world network. The Great Depression in the United States took the economy to an end in South America and a bank race in many other parts of the country. In 1939-1945, there came another world war. As a proportion of the world's GDP, trade plummeted to 5 percent by World War II – an amount that has been impossible in over hundred years (Bordo, 2003, p. 386 /397).

However, the story of globalization has not concluded. A fresh start for the world economy was marked by the conclusion of World War II. Free trade began to develop again, led by a new hegemon, the United States of America and helped by innovations, like cars and the plane in the Second Industrial Revolution. At first, the Iron Curtain broke the globe into two domains of power. This was achieved on two different lines. Yet globalization became a genuinely global phenomenon when the Iron Curtain collapsed in 1989.

Furthermore, several nations have tried to break down trade walls between countries, encourage free trade and create global organizations, as the World Bank and the International Monetary Fund were founded by the Bretton Woods Conference in 1944 (What are the Bretton Woods Institutions?, 2019). Afterwards, multifaceted consequences have emerged, namely that these consequences are too often sorted for needs. Also, at the origin of a certain phenomenon of valuation of territories: source of wealth, it boosts economic growth, which allows metropolises, regions, states which benefit from it to develop. However, not all regions of the world are integrated into the “global village” of globalization. Some territories are excluded from the world trade circuit and do not benefit from the wealth it generates (Pim de Zwart, 2018, p. 31).

In public rhetoric, development also plays an important part. International organizations continue to use categories like 'developed' or 'least developed' countries and 'development' continues to be a strong, evidently self-evident priority for many citizens, especially in low-income countries. Obviously, the word was deemed useful for correspondence in terms of both foreign strategy and desired or real improvements in a particular organization for all of its vagueness. In a wider context, in many parts of the world, albeit not generally with common implications or aims, the notion of any social change as a target of public or private behavior resonated with societies. The possibility of increasing inequality in the development of successful involvement in the global economy in developed countries is even broader, if only as a function of the increasing inherent structural vulnerabilities of being poorer (Birdsall, 1999, p. 12).

Eventually, throughout ideologies and policy changes, the mindset also grew with the emergence of the evolving views of the population and the intellectual community, and often in unpredictable or conflicting ways. The adoption of fossil fuels, for example, may have helped agriculture in certain territories by replacing wood and manual labor, end slavery in some and almost anywhere, human ethics were already embraced by (Center for the History of Global Development).

However, there is a massive motion of capitalism spread throughout the universe, a movement of capitalism spreading across the globe.(Pim de Zwart, 2018, p. 44). This concept is based on a tight and constant link between the various areas of the globe. In a capitalist system with a worldwide component, it tends to enhance the interdependence of economies. In particular, globalization breed in the unlimited immigration even beyond national framework of fecund assets. Globalization is an extension from the national framework to the global dimension of economic actors' sphere of operation. It means that the many aspects of humankind have a broad interplay. (Zinkina, 2019, p. 36).

In recent 25 years, the procedure of globalization has strengthened spectacularly covered by the merged outcome of free trade zones, emerging countries, the unprecedented development of means of transport and communication, the advent of multinational firms with global strategies and capabilities, development, and interconnection of financial markets. The dislocation of the Soviet bloc and more recently the accession of China to the World Trade Organization further reinforce the phenomenon. The present era is characterized by an intensification of the trade and financial opening of national economies. The rise of interdependence is accelerating the international transmission of crises. Advances in information such as Artificial intelligence (AI) which is an advance that many IT experts are embracing, and communication technologies like Social Media, Platforms, Blogs, and Vlog allow the multiplication of connections between economic agents and promote the dissemination of ideas on a global scale (Zinkina, 2019, p. 37). This pattern has persisted throughout history worldwide, particularly with military victories and extensive expeditions. Nevertheless, due mainly to technical progress in transport and Communication, globalization has increased.

There is no precise definition of global development, although it is generally connected to social progress and worldwide initiatives to eliminate poverty and inequality and increase the world's health, employment and education possibilities. Humanitarian assistance and disaster relief should be aimed at relatively brief emergency remedies, while international development should be permanent and lengthy. The United States and other industrialized nations in and outside Europe have pushed global growth for years. There are no specific

concepts for global development, although it is frequently related to human welfare and international attempts to alleviate poverty and injustice and enhance worldwide health, education, and work prospects. Although humanitarian aid and disaster relief are designed to provide short-term responses to crises, global development is intended to be permanent and long-term. The United States and other developing countries in Europe have been pushing economic growth for years (Horner, 2017, p. 3)

In global development, globalization is the most important trend. For several years, hundreds of theorists and social analysts endorse or reject the standard component of global systems. Many that promote globalization view it as fostering new growth and prospects for jobs for low-income countries optimistically. In addition, many opposed to it contend that globalization, once productive societies in Western countries, is becoming poorer and promoting global interests (Wolf, 2005, p. 397). Another feature of globalization is that it is in constant development, not a one-time, but a succession of phenomena. In this process, the production of communication is essential. The rise of the internet dramatically reduced the distances and instantaneous information speed (Benatti, 2016, p. 20). Technological development has significantly lowered the expense and speed of all Internet driving emerging technology. The advancement of technology has significantly lessened the value and accelerated the speed of all Internet-enabled emerging technology (Nordhaus, 2007, p. 22).

Similarly, E-commerce networks have encouraged seeking buyers, even people who cannot use conventional marketing methods such as advertisements or trade shows, for small producers as a result. As for a web shop called “Anou” set up their goods in Morocco, managed by rural artisans whom some are illiterate, and despite that drew buyers from around the world. The Internet develops these markets by substantially reducing search and data prices. It has many advantages, but the most important one, of course, is that it encourages integration — in emerging and current industries, in social engagement or in government services. Specific participation generally indicates expanding a market through others on the opposite, such as a corporation or a government that now represents more customers. The internet has introduced many advancements in productivity to organizations that while sometimes not

impressive individually, have immense benefits in general. Better coordination and information processing enhance management of the supply chain and preparation of financial assets. Retailers now exchange point of sale data in real time with suppliers worldwide, transferring inventory distribution primarily to their providers. Data tracking, scheduling logistics and Transportation Company strengthens capacity utilization (report, 2016).

Consequently, the Internet is a new invention from the Third Industrial Revolution that much more directly connects individuals throughout the world. In addition, the Internet has also for broader global value networks convergence.

Table 2.1: Indexes of Global Development Trade in percentage of GDP (1990 – 2019).

Years	1990 - 1999	Years	2000 - 2009	Years	2010 - 2019
1990	38.83156382	2000	51.02144884	2010	57.02614233
1991	38.56190893	2001	49.90086666	2011	60.41677187
1992	41.07406259	2002	49.52835552	2012	60.4450243
1993	40.34536631	2003	50.70225241	2013	59.98682612
1994	41.36278201	2004	53.91895979	2014	59.66625162
1995	43.38970288	2005	55.97550959	2015	57.75717043
1996	43.66199437	2006	58.35770029	2016	56.02199226
1997	45.61596137	2007	58.96384966	2017	57.89122712
1998	46.02865724	2008	60.78859362	2018	59.46542448
1999	46.5437322	2009	52.32546272	2019	60.27079393

Source: World Bank. <https://data.worldbank.org/indicator/NE.TRD.GNFS.ZS>

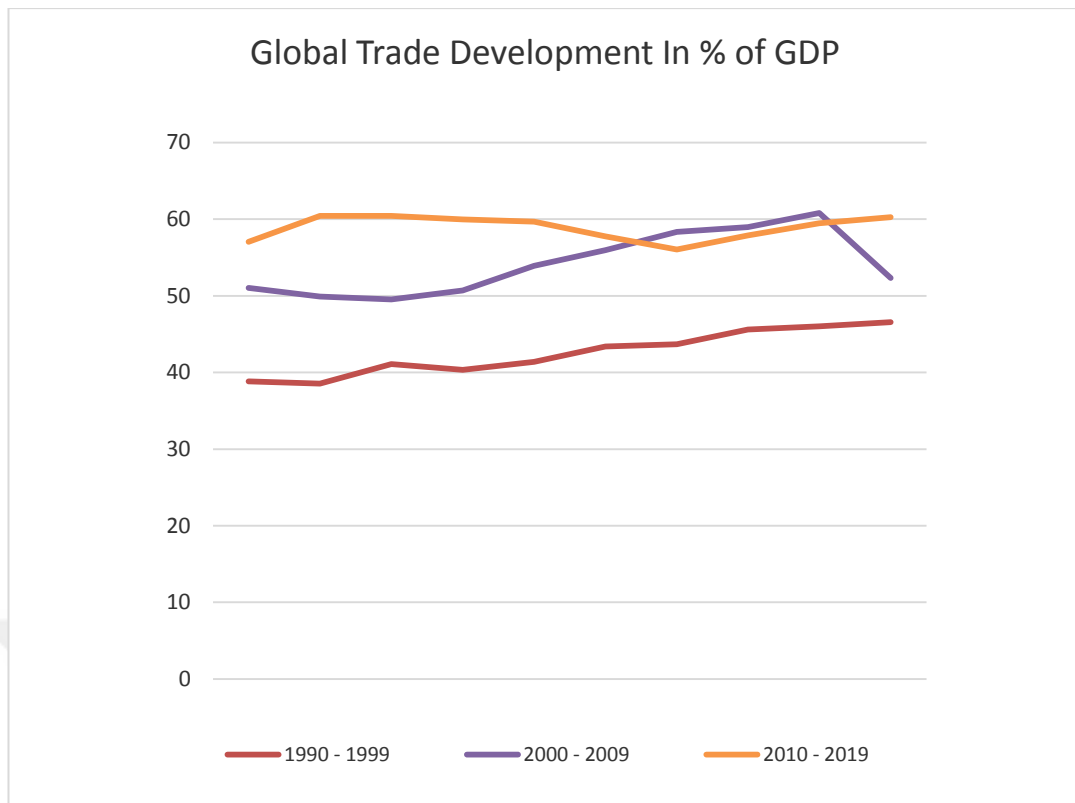


Figure 2.1: represents global development trade in percentage of GDP for three decades (1990 – 2019).

Source: World Bank. <https://data.worldbank.org/indicator/NE.TRD.GNFS.ZS>

The first line chart (1990 -1999), shows us the global trade in percentage of GDP 1990 - 1999, we notice that world trade started the decade at 40% and was around 45%. The second line chart (2000 – 2009), shows us the global trade in percentage of GDP 2000 - 2009; we notice a jump by 10% between the 90's and the 2000's and global trade achieved its first peak in the end of this decade by achieving almost 61% in global trade in percentage of GDP. The third line chart (2010 – 2019), shows us the global trade in percentage of GDP 2010 - 2019, there was a slightly change regarding the previous decade, since it started at 57%.

To sums up, other aspect of globalization, including emerging economies, was the creation of different kinds of advancement. World production is primarily regional and widened, mainly via the use of horizontally stacked manufacturing methods, typically organized at one site and the focus on specific manufacturing sectors, which may be spread beyond state boundaries. This shows that

companies are beyond their specific area and that consequently the marketplace for the company is much stronger than before.

2.2 Effects Of Globalization

In the national market economy of each region, globalization has recently played an important role. However, the growth of every nation also has many controversies about the "side effects" of globalization. However, globalization, which gives enormous opportunities to really grow globally, progresses sporadically (Stiglitz, 2002, p. 15). Some economies integrate quicker than others into the international economy do. Progress is faster while stronger and poverty declines among people who have integrated. The countries of East Asia, which were one of the poorest countries on the globe 40 years ago, are mostly dynamic and affluent due to their outward-looking strategies. As the level of life in these nations grew, they were able to achieve advances in sectors like the environment and conditions for workers financially and accessible to democracy (Hamdi, 2013, pp. 142-144).

As globalization is but one of the influencing the life of people, dialogs have provided an opportunity to address more widely the role of the economy in society and how people have interests and priorities. Within their own environments, people can be expressed and fulfilled. The unequal norms of the global economy are often commonly stated as obstacles to development. Such rules favor the powerful and the influential and ignore the economic policies' social effects. Often the adverse consequences of different countries are quite related (Wolf, 2005, p. 398).

Several disproportionate consequences from globalization are frequently hard to discern. Nevertheless, the issue of repercussions is at the central to the global discussion since the measures that have been offered to remedy the adverse consequences of globalization directly depend upon their assessment. Overall, many claims that globalization is a phenomenon that has arisen because of improved transport and telecommunications, but that large parts of world barriers have broken only after the popularization of the internet. Adding to that the no doubt of the relation of globalization being a positive and negative factor

to the world and due to the big social inequality that this brings (Benatti, 2016, p. 47).

Thus, the wave of globalization, which has risen to around half the world's GDP, has contributed to trade, imports, and exports. More individuals than ever are part of the urban poverty owning, and dozens have become part of the international economy. Moreover, a lot of the world's population has benefits. Around the same time, the global influence of climate change is still rising a negative globalization. Pollution in one corner of the world causes severe climate in yet another part of the world.

2.2.1 Globalization's positive effects

To deepen positive effects of globalization, first we can discuss the technological side, as one of the important aspects of the globalizing society is technological developments. Technology must be given a significant amount of credit for the speed and depth of today's globalization. Individual economic institutions including companies, investors, traders and even customers have many new technical technologies, which are continuously emerging, and which allow foreign relations and exchange to be accomplished. These instruments allow them to more capabilities of researching global patterns and results, exchanging, and selling properties and collaborating globally with collaborators. A dynamic force pushes the world into a commonality that converges. People of all kinds of society want everything they have encountered, witnessed, or learned about technology. Organizations can gather information from various locations around the world, which can be used by the organization, by its management (Pim de Zwart, 2018, p. 51).

In the same way that, television and media played an important role in shaping the outlook on the world, from some somewhat comparatively limited national solidarity and truth to a regional and worldwide market. When multinationals set up branches at new sites, they move knowledge from their company to their local business. Information flows from unit to unit, while the growth efforts support the entire enterprise. The individual movement within multinationals is one of the ways in which companies use knowledge sharing (Kamoch, 1997, p. 213).

Therefore, multiple exchanges between countries have been taking place for many years now and these exchanges have undergone very marked developments over time. A country's economy is increasingly connected to that of other nations and nothing can be done about it, because there is a diminishing technological gap between the countries owing to the globalization phenomena. Many firms transfer their products to growing countries and therefore share their expertise and breakthroughs. (Bordo, 2003, p. 390). This allows the economy of the state concerned to be enriched initially and more employment to be created over the long run, to improve the quality of life of the human beings.

In addition, the tremendous increase in living standards in poorer nations is one of the most significant beneficial outcomes of globalization. Abject poverty has decreased since 1990, as per the World Bank. Furthermore, five years ago, in 2010, five years sooner than planned, the first MDG was accomplished to poverty reduction from 1990 to half by 2015. Nearly 1.1 billion individuals have been rescued from severe poverty since then (Bank, 2007).

The same nations have admittance to significant technical advancements without being aware of the problems experienced by industrialized countries. In Africa, for example, the emerging economies have not had a large landline network until the introduction of mobile telecommunications. Many African markets have saved huge installation expenses, thereby skipping fixed line telephone. Telecommunications companies continue to retain outdated and outdated systems in industrialized countries. Globalization also provides a framework in which development and regard for human rights will evolve, by incorporating international resources and technologies and by offering a chance to expand economically and by selling products. In most nations, this is an ethereal goal not accomplished (Hamdi, 2013, p. 144).

Besides the freedom to do business and to trade, freedom of trade and communication is one of the effects of globalization most frequently cited as positive. There is the Internet example, which is one of the biggest instances, affecting nearly everybody. Anyone who, irrespective of where the internet exists, has an accessibility right to all knowledge, with hardly any limitations. This is highly significant for a huge mass who have greater job opportunities worldwide, amongst many other factors. In fact, the Internet is one of the

emblematic stigmas. The naive apology for the Internet seems as excessive as its opprobrium: while it is true that this communication tool is disrupting the ways of working, exchanging and communicating, In comparison with comparable events in the past, new technological influence lends a specific trait to the contemporary globalization procedure (Stiglitz, 2002, p. 53).

There have been significant reductions in the fundamental space-time boundaries. Movement costs for knowledge, persons, products, and capital have decreased substantially all over the world and international connectivity is less expensive and more rapidly and cheaper.

Worldwide competitiveness may also stimulate innovation and inventiveness, enabling firms to remain ahead of their contestants. The price and availability race enhances goods while at the same time reducing expenses. Workers and wealth free spins helps to promote innovations from advanced nations worldwide. In order to achieve innovative financing in an undeveloped nation preceding globalization was exceedingly strenuous (Wolf, 2005, p. 398). In view of the fact, transmission structures have advanced in their house and anywhere in the globe, persons without access to capital may now become a turning point.

Smaller expenses will make it easier to live with less money for residents in both emerging and developed countries. Thanks to enormous cost savings in manufacturing process and transportation, everybody's living costs have dropped. The global trade network also has generated a unique range of food at reduced charge (Crafts, 2000, p. 5).

For instance, industrial nations were the basis of the technological breakthrough that made globalization easier, but the remainder of the global economy was also affected by that change. In certain ways, the worldwide competitive advantage of new technology has been affected by making knowledge a major production element. The spread of these new technologies in underdeveloped nations has also had more direct consequences through multinationals, mostly but not solely (Pim de Zwart, 2018, p. 45).

Next to the technological side, we can discuss the cultural effects that has globalization on it. As it had many positive impacts on society, in one culture

not all best practices were born. The society in which we now live is a product of the bringing together of many civilizations. Citizens of a society, if receptive, prefer to see the faults of culture and acquaint themselves with a culture that is stronger or more accurate (Hamdi, 2013, p. 144). Societies are growing, as people have greeted and developed a completely new world of their own from other cultures and backgrounds. Cooking styles, traditions and ideologies have expanded because of globalization. The same happens to films, music, and other forms of art. They too have traveled from one country to another and made an impact on their society.

There is little doubt that globalization's most apparent impacts are those, which influence the economic sphere. Globalization has resulted in significant growth in commerce and trade, as well as in a rise in financial interchanges (Hamdi, 2013, p. 144). Substantial world economic expansion is the result of the development of the trade. It has enabled fast industrial worldwide growth. In addition, several observers said that globalization, producing many economic riches, contributed to enhance global economic circumstances.

Finally yet importantly, the world economy and technology have a strong connection. Technologies rebalance the global economy and influence every aspect of our daily life thanks to this interaction. Computers with the reorganization of the labor market implement many technical advances. Workers, executives, and leaders continually disagree if artificial intelligence is willing not only in electronics but in other fields to take over people's companies.

However, this globalized economic boom did not come sans controversy. In the next chapters, we shall show the negative impact that globalization has, as it is far from being diverse: income disparities, advancement, trade degradation. The phenomena of globalization benefit more from some players, governments, corporations and individuals while the victims of globalization are occasionally seen.

2.2.2 Globalization's negative effects

Globalization as it occurs nowadays has extremely defeatist ecological and social repercussions. Global warming is a display of this, but as well the grow

in penury and the enlarging economic and social interval linking individuals groups (Stiglitz, 2002, p. 90).

One of the most common complaints of trade globalization is that it results in the move from developed nations to underdeveloped nations of employment, in particular manufacturing industries. Low-skilled employees in a developed country who leave their industrial employment typically find alternative employment at similar salary incredibly challenging (Hamdi, 2013, p. 144). The lack of business is doubly restrictive for the social security systems of these nations in developed economies. As social assistance is being used, and because of employment losses, tax income is decreasing when it is necessary to finance the social preservation structures. (Stiglitz, 2002, p. 92).

Likewise, while economic globalization increases, there are getting bigger and bigger social disparities between wealthy and poor nations and rivalry between countries with great purchasing strength and other countries of extremely low purchasing power, which unavoidably exacerbates the plight of the poor (Hamdi, 2013, p. 142). Hence, restrictions and disparities appear to be generated on all stages. Undoubtedly, outsourcing in rich nations generates unemployment and will lead to over-exploitation in nations where manufacturing is offshore.

The advanced Western world still has the control of international system and money movements amongst states notwithstanding extraordinary development in emerging countries. For instance, institutions like the International Monetary Fund or the World Bank make access to loans easier, as they provide the developing countries around the world with loans. These debts are "credited" and are free of interest. Nonetheless, Western ideals are not ubiquitous and they can have catastrophic financial implications in non-Western nations. Through one state, the economic crisis is no longer simply affecting those countries but affecting the whole of the global economy. Unfortunately, many support for developing nations in the rich world seems to worsen poverty instead of to relieve it (Crafts, 2000, p. 45).

Globalization, certainly, offers access to various traditions, but it also serves to blend civilizations. Several societies have prompted civilizations around the world to imitate life and cultural styles different from their own (Stiglitz, 2002, p. 92). Whenever cultures shed their distinguishing features, global variety is

erased, cultural features vanish and consistent: the outcome is cultural and social poverty, and people are therefore abandoning their rituals, clothing and eating habits, and behaviors, which lead to a general mode. There is therefore the possibility that each region's own cultural treasure may be lost. The word globalization has a negative impact, as critics consider, especially in the developed world, to marginalize less-dominating societies. Any analysts call it the "McDonalization" as reference to the concept of the analyst George Ritzer, of society by corporate publicity drives undermining cultural diversity. Inferring Western culture in all other cultures limits global growth and hinders the expression of the ethnic identity of the person. In developed countries such as Africa, globalization has spread the West and affected local society at the cost of the native customs. In developed nations, several individuals are now dealing with what others do in industrialized countries. Therefore, their history is overlooked, and Western culture is followed. For instance, clothing and lifestyle choices, language. Both this can influence development in one aspect or another, cos of cultural differences it can create misunderstandings (Singh, 2013, p. 3). Language is a crucial ethnic diversity term. Globalization criticism claims that certain languages are ignored and that certain languages are known to disappear. Some claim it is a theory. The common language is English throughout the world. Of course, English is commonly used to encourage business globalization as a second or foreign language, but when the world of business finds more advantages in Spanish or Chinese, they learn it instead. Multiple languages seem to be less relevant as the world's prevailing societies speak English.

Several criticisms have also highlighted to the detrimental impact of globalization. Therefore, huge transit developments that formed the foundation of globalization are also accountable for severe environmental problems: Emission of greenhouse gases, climate change, air pollution (Crafts, 2000, p. 15) Natural assets are being over-exploited and ultimately destroyed in a setting of globalization. This devastation the environment, the ecosystems and the species as a result of their exploitation. Moreover, globalization is a phenomenon that links virtually all the regions of the globe in contact. Often

they are extremely far off from one other and can interchange items in specific that justify the harm (Stiglitz, 2002, p. 93).

World economic expansion and industry development are also important environmental effects both in terms of engines and in terms of the main repercussions of globalization: depletion of natural resources, deforestation, ecosystem degradation (Bank, 2007).

Globalization is therefore a puzzling phenomenon. In reality, in many areas of the economy, technological advances and ideas are increasing, associating and exchanging with other nations across the world are essential. Globalization takes place with the changing world, and thus, the benefits and the inconveniences of it. From the time on, regardless of whether individual or industrial, the Internet has become a regular practice; no open door to other nations all over the world has become very tough to find (Reich, 1998, p. 5).

As a result of globalization, the quality of living in virtually all states has improved greatly. Yet, the best achievements have been obtained by industrialized countries and therefore only a few emerging countries. There is a disquiet; the disparity dividing high-income and low-income nations is growing. Moreover, the amount of individuals living in terrible poverty worldwide is quite worrying. (Reich, 1998, p. 5).

Table 2.2: Effects of globalization

Positive Effects of Globalization	Negative Effects of Globalization
Increased cultural exposure and understanding	Disintegration of global communities
Closer cross-border ties	Encourages cultural homogenization and a global monoculture
Employment and Increased competition (lower prices)	Job insecurity
Foreign trade (greater choice of goods) Technological innovation	Decreased labor conditions (forced overtime) Increased environmental degradation from factories in countries without environmental protection laws

Thus, although it is incorrect to believe that globalization, nor very little can be made to create this event successful, is still at the heart of this difference. The nations with low wage were not as soon as some other economies could merge into another global economy, partially due to various measures they choose to adopt and possibly due of uncontrolled circumstances.



3. THE NEOLIBERAL APPROACH

Neoliberalism first appeared in Austria, Germany, France and the UK, in the interwar era. Neoliberalism was an effort to reach the center in between the failing "laissez-faire" that neoliberals saw and a modern version of neoliberalism full of economic development. It also sought to hinder authoritarian left- and right-wing trends. Neoliberal American origins emerged from the United Kingdom and were perfected in the University of Chicago as a policy. The concept of neoliberalism emerged in the 1940s, spurred on by economists such as Milton Friedman of the Chicago School of Economics, recalls Ronald Labonté. "The idea of giving free rein to the market and to individuals, as the best way to promote economic development, comes from what some people fear above all about the tyranny of governments," he explains. Intellectuals, as well as experts, agree in defining "neoliberalism" as an economic doctrine, developed by Friedman. "Neoliberalism was only a theory until the 1970s and 1980s," notes Ronald Labonté. Nevertheless, at the time, there was high inflation and high unemployment rates as the world galloped from one economic crisis to another. It is under these circumstances that this theory has prevailed, particularly following the election of right-wing governments in three of the great economic powers of the United States, the United Kingdom and Germany. We can also designate it by another name, namely monetarism, which was widely practiced by Reagan and Thatcher. This name consists in devaluing its currency according to trade so that the latter are favorable to the actors in charge of trade (Labonte, 2016, p. 314). In addition, they considered that the economy is too complex a sphere of activity to be managed by politicians and that it was better to let the markets do their work.

Moreover, what began in the 1980s is only the economic side of a larger liberal paradigm, which we must place in a broad historical perspective. Originally, the distinctions were not clear between the proponents of liberalism; while today the liberal paradigm is split into two entities: liberals for Keynes and neoliberals

for Friedman. Some perceive the market as being capable of producing regulations but while admitting that it must nevertheless be tamed because, it also generates perverse effects on which political leaders have a duty to act. For the others, namely the "neo-liberals", the liberal vision expressed above is far too moderate to claim to be truly part of the liberal legacy. Only absolute faith in the market is worth defending because the state is potentially liberticidal, which leads to restrictions that it is supposed to assign to the market - in accordance with what is prescribed by the liberals - necessarily induce confidence to public authorities which has little to do with the liberal heritage. As far as the neoliberals are concerned, those who believe in the virtues of the market are the only ones to subscribe to the continuity of the liberal paradigm (Rajaoson, 2016, p. 3)

Therefore, neoliberalism is an economic thought that has taken a great place in the history of ideas and in our existence. At the micro level, through its intrinsic mechanisms, Neoliberalism involves the person in a specific social connection: its projects need to be lucrative and structured to be able to locate provenance of funding that embargo de facto attempts and which requires a period of maturation or whose objective is not lucrative. At the meso level, companies specializing in mass distribution or in the construction industry provide their services by drastically reducing their operating costs. The reduction of the wage bill, the relocation of their various sectors or subcontracting, are measures that companies endorse in order to be able to face the competition. At the macro level, international financial institutions and businesses act as market relays, and all the more so when influencing government decisions. Thus, the public authorities seem to base their policies on neoliberal presuppositions, whether they agree with them or not (Rajaoson, 2016, p. 6). Similarly, neoliberalism has promoted a value chain, starting with conceptual activities in academics and different research institutions and feeding into different institutional platforms, which maintain and promote different facets of the neoliberal ideology as well as the development and reproduction of strategic advisers and developers who strive to sustain and implement the paradigm's political implications;

Truly, neoliberalism is not an accident of history. It is in the very logic of the accumulation of capital. It has the necessary legal institutions globally, namely

the World Bank, the IMF and the World Trade Organization. There is nothing democratic about the first two bodies, as decisions are taken within the Board of Directors, where countries are represented according to the capital they have. Moreover, the United States is the only state in the world to have the right of veto. Actions are consequently made in the benefit of the capitalists, the northern nations, who in principle prefer the current system. Additionally, the exploitation of the wealth of the South by the capital of the North has never been greater in history, it is more important than in the days of colonialism. While the world has increased its wealth sevenfold over the past 50 years, never in history have so many people been poor or living in extreme poverty (Bressán, 2011).

Most academics acknowledge therefore the advantages of the economic system, albeit neoliberal or otherwise. Due to the marketplace, the amount of services and products generated and the prices at which they are sold are met in a particular balance for producers and purchasers subject to the rule of production and consumption. The industry emerges to disperse the output of a firm without forethought. Neoliberalism does not, nevertheless, acknowledge these advantages, but maintains that the macroeconomics should become a fundamental legal position, whereby the system must govern every element of society and culture since this idea has various consequences and influences the globe.

3.1 Effects Of Neoliberalism

According to the neoliberals, the society is only the total of customers whose relationship is confined to buying, selling and competing operations. An “invisible hand” which would thus ensure the maximization of the well-being of all would guide everyone, seeking personal enrichment. Water, air, and sea should be privatized. Nonetheless, more important than anything, for the neoliberals, the market can only exert its beneficial effect on the condition that the competition is perfect, that is to say that the prices are determined only by supply and demand. Hence, the market economy would have all the advantages, whereas State involvement, which could only create distortions, is burdened by all the vices (subsidies, taxes, restrictions). According to the neoliberals, any

attempt to challenge this vision of society, resulting from a law of nature, is, of course, unnecessary, and senseless.

The neoliberal ideology is adopted to varying degrees by national governments. In the international context, the World Trade Organization (WTO) that plays a particularly important role in promoting these ideas as it develops international agreements governing trade with the utmost discretion institutionalized the agenda of economic reform. These agreements, generally, General Agreement on Trade in Services, Agreement on Trade-Related Aspects of Intellectual Property Rights, Agreement on Agriculture, aim to free the international market from obstacles preventing investors from making maximum profits, where, when, and how they see fit, to the detriment of the population and the environment. The International Monetary Fund (IMF), the World Bank and the North American Free Trade Agreement (NAFTA) are also powerful tools for promoting neoliberal ideology. Development from neoliberalism is dependent on personal profits from capital-intensive industrialization and resource costs. By economic policy, policymakers preserve the interests of the wealthy who progressively seize public properties by limiting regulation to business creation and defense and protection of private property. Neoliberal economic development encourages trade, investment, and deficit globalization. Thus, democracy, fairness, economic equality, and liberty are subordinated, and racial inequality is fueled by the weak community (Arrighi, 2006, p. 13).

A main consequence of neoliberalism is the establishment of an economy based on capital and finance, and no longer on labor. In the past, the best way for an individual and a society to become rich was through work. Nonetheless, it is increasingly less appreciated here, resulting in salaries being lower and employment becoming increasingly insecure, whereas investment and simply economic interactions are enriching. That is how the wealth of a handful is consolidated, whilst the overwhelming majority is left to fend for themselves. (Labonte, 2016, p. 317).

Concretely, at a political level, neoliberal development was a threat to a national lifestyle—and thus, the defense of that style of life any leadership, including the United States and the United Kingdom, entered tyrannical stages. In certain nations, this has been seen as a reason to launch protests for regime reform. In a

more general term, reasonably successful penalties and bonuses are used around the supply chain to ensure that the capitalist agenda is respected or promoted. However, neoliberalist politics has influenced many people, especially in the quasi sections of the developed world, as the socioeconomic profits have been fraudulent and still subject to discussion, with recession, degradation of jobs, environmental abuse, increased poorness and marginalism of nationalities and households in particular. However, it is evident that there are huge benefits for certain financiers and companies and for some developing countries. Nevertheless, neoliberalism seems to have peaked as the alleged advantages became more doubtful and ideology has been questioned from some sources. In the developed countries, the empirical evidence supporting neoliberalism is ambiguous and especially bleak in the developing world. The social repercussions of economic reforms in the developing world have eroded the social security networks, without suitable commercial alternatives. The development of structural reform and reconstruction programs in emerging economies, especially in Africa, did not provide the optimum result in sustainable or egalitarian development as a goal. Neoliberalism in these regions has led to the rejection of any appearance of growth or tactical planning that they tried to do before the recent changes of the economy, so that governments are at present in shambles. At theoretical level, neoliberal theories and regulations about the State's position begin to be questioned with inputs from the modern political economy, the knowledge economy, the economics of risk and instability. Additionally, global protests have emerged to oppose economic practices at the social and political level (Chomsky, 1999, p. 21).

Then, neoliberalism has many effects on an economy. Its first impact is an imbalance in the distribution of income; the 1% elite is gaining more wealth while a privatized economy is growing, whereas the middle class is developing, and more people are living in poverty. Neoliberalism's second issue is the rational marketing of products and services. Marketing increases people's abuse and deterioration, since it is no longer available openly what should be available to all social classes, such as education, health care and infrastructure. The growing business presence in the government is a third result of neoliberalism. In capitalist politics, the income begins to produce the goods and services

created by the government that privatizes the economy. Neoliberalism's last impact is the future economic disruption caused by financial reform after the 2008-2009 economic crisis. Therefore, neoliberal reforms have had consequences on debt crisis, extreme environmental destruction and decline of economies, monetary instability, and increasing jobs, increased costs of food and fuel and declining incomes. The social consequences of the "austerity policies" of cutting benefits for vulnerable people and that public expenditure on health, healthcare and education have compounded these social consequences. Unexpected mass protests worldwide opposed human relocation due to massive projects and environmental destruction. This were brutally suppressed by the governments (Vombatkere, 2016).

In sum, neoliberalism was generated to increase economic prosperity throughout the war, but, the middle class and working class began to shrink under poverty and the rich gained richer as the economy grew and the government moved to liberalize the economy. The imbalance in the allocation of income causes the larger gaps between the working and the wealthy classes is a major issue of the neoliberal agenda. In the present economy, some of the consequences of neoliberalism are still seen. In the United States and the United Kingdom, for example, colleges become more privatized and higher education access is limited to the middle and working classes. If the capitalist economy progresses, the middle class finds it harder to achieve the formerly free, making them struggle twice as much but for less revenue. The poorer class sinks further into debt when jobs are more difficult to obtain and their social services are declining. Neoliberalism is also not the right policy of the economy today. Although it has had consequences up to now, it is very clear that neoliberalism causes a greater income difference between rich and poor.

3.2 Neoliberal Globalization

Neoliberal globalization is a kind of capitalist development assumed on the search for productivity incomes that world trade allows at the planet level. We can see it through the "record" performances achieved by large multinational companies with the aim of enriching their shareholders. Ever larger margins mean ever-lower costs. This has resulted in developed countries by the

dismemberment of the state considered by the neoliberals to be in the hands of a middle class defending its privileges. They have achieved this by establishing the omnipotence of the market and by putting workers in these states in competition with those in under developed countries. In poor countries, neoliberals have succeeded in thwarting nationalism through privatization, opening up markets and establishing public expenditure controls through the WTO. The result is the propensity for a bipolar society with a limited percentage of quite affluent and an overwhelming majority of impoverished people to arise, both in the developed and in the other nations. Due to the revenues of a circumstance, the huge wealth of minority increases that allows the exploitation of an unfair competition. Such as, for example, the balance of power favorable to the large multinational companies vis-à-vis the producers of materials, raw materials or agricultural products. Adding to that, the power of large-scale retail purchasing centers compared to manufacturers of everyday consumer goods, the power of marketing and advertising, which allows products or services to be sold at much higher prices costs by playing on the psychological impact of brands and on the effects of fashions, corruption or political pressures. Therefore, the supporters of neoliberalism have broadened the media to make a war machine capable of removing all political consciousness from the people, making them sensitive to advertising hype and making good consumers (von Werlhof, 2017).

The expressions "neo-liberalism", "globalization" are presented as characteristics of a new stage in the development of the capitalist mode of production. The political economy of "globalization" studied and described by Lenin as early as 1916. However, it is justified to assert that the imperialist political economy has entered a new phase of development since the years 1968-1973 and the repudiation of the Bretton Woods agreements, the abolition of gold convertibility of the US dollar and other currencies, and the adoption of the floating exchange rate regime. However, this new phase of imperialism is only the exacerbation of the contradictions already present in classical capitalism. According to critics of neoliberal globalization, the capitalist commercial (mercantile) mode of production, based on trade and colonization, would have evolved into neocolonial industrial capitalism, marked by

protectionism and the construction of tariff barriers in order to protect domestic markets from foreign competition (Colas, 2004, p. 71).

As it is, neoliberal globalization is the primary aspect of globalization. Neoliberal policies have been criticized for aiming to create an economic environment that would allow benefit to be gained by reducing investment costs, reducing social welfare and emphasizing individualism. Analysts argue that with the emergence of neoliberalism, the whole world is fundamentally governed by economic rationality — that is to say, commodity logic and the accumulation of wealth from finance. In contrast, the worldwide linkages of economics, culture provides a scenario in which incidents that arise in remote locations have an effect on local situations, thanks to recent technological developments relating to connectivity, transport and finance. This increased cooperation and convergence between individuals, businesses and government has been motivated by neoliberal trade policy. People who advocate for human rights and societies over companies and money started to conceptualize and work for an alternate form of globalization, which is also called "globalization from the bottom" or "globalization at the basic level" (Rai, 2005).

3.3 Neoliberalism And Fast Fashion

The trade liberalization connects neoliberalism and fast fashion. The trade liberalization affects the fast fashion in two different ways. The first process is to provide more customers with access to a wider range of shopping. We simply get less new items to purchase every year in a world in which we can only make a reasonable purchase from products that come from our own country than any designer on earth could offer through our own local shop. The other process is that neoliberalism brings economic disparities to completion. It is predominant to consider that there have been centuries of inequalities between countries around the world. Complete poverty is close to exclusion. Neoliberal opponents often maintain that markets are broader than states, and that governments frequently struggle to contend for foreign investment with the most restrictive labor rules and lower wages (Hoskins, 2014, p. 18). These weak expectations have an impact on sales, and others claim that cheap costs make it possible for many consumers to purchase clothes as impulses, not because they desire it, but

just because they want the need to wear something that appeared in a magazine or in an advertisement. Few firms such as American Apparel use solely American designs and factories and pricing is not much higher than the market. Free trade has a price impact, but it is not as dramatic as one would expect. Moreover, the availability of adequate logistics technologies and transport progress have helped them to sub-contract output to peripheral suppliers, which henceforth have been opposed by domestic and foreign producers and their respective employees. This approach allowed businesses to minimize risks and costs, and to have more agile employees available. Similarly, the industry has launched a robust promotional strategy to promote consumption. The sub-contributing of the supply allows for substantial marketing tools by individual firms (Bressán, 2011, p. 31).

As Gereffi (1994) has pointed out, this pattern has had a major effect on the organization of the industry. In his opinion, the rise of wide retail chains and marketed companies resulted in a shift from suppliers to purchasers. Although before such events, major manufacturers dominated the sale of their goods to a vast number of comparatively small and medium-sized shops, today they dominate the market by impose their own laws on a plethora of small and medium-sized manufacturers (Gereffi, 1994, p. 97).

This goes without saying that instead of using merit, fashion depends heavily on abstract advantage and was, thus, the "spirit and life of trade." Fashion runs a process for more than three centuries. High street stores swap stock too many times a year and produce new clothing regularly. Short stock runs ensure that the purchasing burden is raised, since these goods are not traditionally sold in season. Rapidly changing stock mass volumes require that they be sold at a low price, which in turn means that they have to be manufactured as efficiently as possible. Retailers are also selling clothing not of the finest quality to ensure they are not worn out and that you are required to purchase new clothing. Consequently, a deregulated, subcontracted trendential industry has been created, which relies on the maximum benefit for any season sales of billions of short-term units. This increase in pressures from quick turnarounds and low cost means that people and resources are naturally used intensively across the supply chain (Hoskins, 2014, p. 18).

In sum, it should be balanced by society in how much fast fashion due to free trade, how much it owes integral marketing to fashion magazines, and the extent to which it owes social media, and how much we want to be fashion knowledgeable. As it would not threat our world or us order to impose higher norms on the manufacturing chains of firms, which sell products and goods to us. This could easily be afforded and would improve the lives of billions of people of the world. However, other nations should not be abandoned, or taxes imposed to do so.



4. THE FAST FASHION PHENOMENON AND GLOBALIZATION

There is a bitter truth behind the fashion industry, and precisely behind the fast-fashion phenomenon, and modest of society that has the knowledge of it. In his documentary, “The True Cost” (2015), Andrew Morgan criticizes the phenomenon that has become a huge problem on the society and the impact that it has not only on society, but also on the environment and specially on the workers (Zeynep, 2017, p. 11).

As Hoskins argues, Fashion is a 'favorite' child of capitalism. In order to keep sales flourishing, capitalism needs constant innovation. Fashion produces it, or better, as if there was no tomorrow, epitomizes this endless turnover and intake. In terms of human and capital, the cost of supplying modes to customers is enormous. The fashion is a worldwide pattern, rather than a peculiar Western fascination. It is of universal value, thus. It is inevitable and apart from those who prosper from the conglomerated high-end couture/high-street fashion industry financially, directly, and dramatically, everyone and everything in its field suffers (Hoskins, 2014, p. 13).

This particular phenomenon has a deep connection between fashion, consumerism, mass media, globalization, and capitalism (Zeynep, 2017, p. 11). This industry takes part in human rights violations to the impact it inflicts on the environment. The fashion industry today is different from before, particularly in the appearance of the industrial revolution that changed the world to a completely new beginning.

The industrial revolution was clearly related with the fashion industry because the apparel of the industry improved by some of the major inventions, such as the water frame, the power loom and so on were important to the development of a new fashion (Benatti, 2016, p. 25).

In sum, there will be a comment on fast fashion in a thorough way the emergence of this industry as the specific changes that occurred upon on it, but

also the globalization interaction that swapped the phenomenon that it is the fast fashion. In the same way, that this particular phenomenon brings to the society not only a beneficial impact but also huge detrimental impact.

4.1 History Of Fast Fashion

Pretty nearly all apparel were handmade for consumers, whether to produce at home or order by customers and tailors, before the establishment of the clothing industry. The sector was intended to deal with client processes as the globe developed (Linden, 2016, p. 14). The trade created a new demand, the opening of novelties stores around 1830-1840 which would become the Department Stores from 1860, enabled women of all classes to be able to dress at a lower price and to have a larger wardrobe compared to previous generations (Cobb, 2003, p. 32).

A brief overview of Britain began at the end of the 17th century also represents the rise of the fashion industry. By virtue of the British Growing Process and Industrial Revolution, it was possible to introduce fully prepared clothes; this industrial revolution introduced new technologies, such as sewing machinery. It spawned a series of rapid changes in women's clothing. The related history of the British and United States textile industry reveals how the clothing industry has become a vital area for economic growth. Many nations have been supported by the textile industry to obtain sufficient support to become an industrialized society (Beckert, 2014, p. 97).

Stage by stage, the industrial revolution transformed activities across the world. Clothing has become easier, faster, and cheaper to manufacture. Clothing workshops have sprung up to meet the needs of the middle classes (Beckert, 2014, p. 97).

Initially, during the mid-19th century, commercial production of cloths started when certain producers started producing clothes that needed no cleaning or modification. Fashion was not an institutionally formed business until the 20th century, when local customers' networks increasingly became manufacturers. During the First and Second World Wars, factories were established out of need. Nevertheless, wars and social upheavals, such as the development of

advertising, brought about radical changes in the history of this industry (Beckert, 2014, p. 98).

Secondly, following the American South wave, which was able to focus on cotton cultivated through slavery to provide Britain with raw cotton exports, the American export was encouraged by the production of modern technologies in European factories and mills. The price of cotton decreased with an increase in the availability of raw cotton and new technology to allow the low economic class to buy cheaper fabrics (Beckert, 2014, p. 98).

With the great economic improvements that occurred, the industrial revolution and people have developed a sense of fashion. Understanding or being able to afford fashion was a luxury only for high classes in society or royals but following the change in economic influence introduced by the Industrial Revolution, a middle class began to emerge and invest money in the luxuries of the mode industry. Mode has become a status symbol and closer to humanity as well. The industrial revolution has also created societal changes with regard to jobs, aside from bringing much progress to society and much of the changes have not been. Montagna (2006) suggested that conditions were very unpleasant when people had to work, usually in badly enclosed, chaotic, dusty, and poor lighting working areas. In comparison, employees had twelve to fourteen hours a day to work (Benatti, 2016, p. 25).

Outside the sphere of Western influence, clothing traditions have endured more. They were frequently materialistic in their variety because of invasions and migration and did not affect the look of the dress substantially. Nevertheless, traditional attire has been changed when the West has gained a significant role. In Latin America, the Spaniards enforced their unique lifestyles. However, several features of traditional dress have persisted throughout Africa, the Middle East and South East Asia (Cobb, 2003, p. 42).

The subsequent social and cultural developments signaled the emergence of less restricted and unilateral standards of clothing. The richest aristocracy in the fashion industry just once participated. Demographic and socio-economic trends lead to more clothing and a changing customer variety (Beckert, 2014, p. 98).

Somewhere at turn of the millennium, transformations in the fashion business and the formation of designers as a taste arbitrators came into existence. In the sixties and seventies, young adults created different styles and apparel became a means of expression. However, there was always a contrast between high fashion and high-end fashion But in able to thrive in the industry, conventional retailers used their capacities to anticipate customer appetite and fashion preferences often defined as ready to wear even before the income growth period, taking into account the fundamental framework of fashion industries until the late 1980s. A relatively low manufacture of uniform models has been the foundation of positive result in the fashion industry and has not changed often due auxiliary design constraints such as Levi's 501 denim, and even if constantly evolving high fashion has been exemplary. Consumers were evidently less prone to trends and the fashion and favored simple clothes at that period (Brooks, 1979., p. 58)

In contrast with normalized clothing in the 1980s, Bailey and Eicher (1992) identified a dramatic surge in the importing of attire fashion to women (Bailey, 2001, p. 32). This decreased the need for conventional yet basic clothing, as customers became increasingly aware of fashion. The feminine legwear industry, for example, has implemented simple garment colors and patterns to co-ordinate with each tool (Donnellan, 1996, p. 6). This shift in mode-oriented clothing sadly has, led to a growing demand slowdown, which is necessary because mode clothing has not been sold over the forecast season (OTA, 1987).

Since the 1980s the traditional fashion clothing development process has had four phases, mainly fashion leaders' emergence and popularity; general awareness and growth; widespread adoption and finally fashion's regression and unsustainability. In addition, during this period the fashion season was focused mainly on fashion shows, design fairs and trade shows, consisting of the core settings of the spring/summer and the autumn/winter variations that generally contributed to a full year seasonal growth (Vertica Bhardwaj, 2010, p. 168).

In the early 1990s, meanwhile, marketers started concentrating on improving their production portfolios with updated results and boosting their reactions to the "new" patterns of the clothing styles. (Barnes, 2006, p. 71).

Which bring us to the late 1990s and into the 2000s, where low priced fashion gained its summit (Linden, 2016, p. 15). The differentiation of textile production and a transition in market behavior has contributed to the fast fashion industry. As a result, fashion-aware shoppers were introduced to unique runway-inspired designs and models. Companies like Zara, H&M, Mango, New Look and Top Shop have introduced those concepts quickly to lure customers and develop shops in at least three to five weeks' time with their versions of the pathway concepts (Barnes, 2006, p. 259).

With the production of fast-fashion, customers may buy high fashion content at a fraction of the price. The shopping experience was very narrow before fast fashion. Thus, the fast fashion products are of limited value and are reusable since just several washes last. Online shopping has taken off and fast fashion retailers like H&M, Zara have taken over in mainstream fashion. These companies have rapidly and cheaply recreated the appearance and design aspects of largest fashion houses. (Swinney, 2011, p. 3).

Now that anyone can shop for trendy clothes whenever they want, it is easy to see how the occurrence has spread. Although, of course, this fast-fashion style has become so omnipresent that it has become the standard in the fashion production as was the case for ready to wear garments (Linden, 2016, p. 45).

Now that the process is established, brands are using techniques to push the society into consumerism in order to sell collections quickly. We can first think that these multinationals meet a very strong consumer demand for clothing. The reality is quite different; brands will create their own demand. For each new collection, companies will spend astronomical sums on their marketing strategy. This is why clothing advertising is absolutely everywhere - on the streets, on TV, on social media, and even more so today with influencers going to influence their community to push to buy (Zeynep, 2017, p. 6).

The other side is that of the seasonal sales. The sales were originally designed to sell inventory, not to be a buying argument. However, fast fashion brands do not have many stocks since with each new collection the series are limited. Discounts at -50, 70 or 80% were invented by fast fashion to encourage consumption. The primary purpose behind the sales is not to sell at such low prices, and so on, 50% of clothes are now sold on sale. In fact, some brands do

not hesitate to produce clothes specifically for sale. Furthermore, since the garment is sold cheaper, the quality is lower (Zeynep, 2017, p. 7). The low quality of fibers and materials allows them to offer prices among the lowest on the market, reduced production costs associated with higher expenses inevitably lead to an expand in the fabrication of brands and an enlarge in the purchase of clothing from the share of consumers (Benatti, 2016, p. 30).

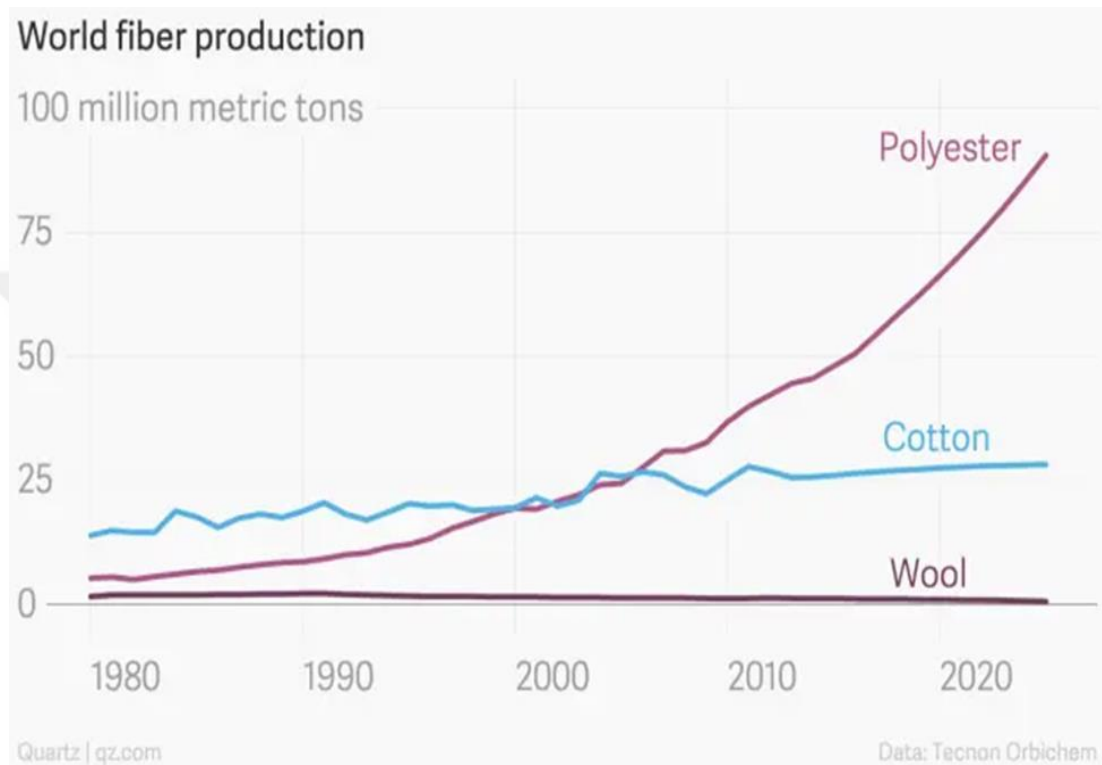


Figure 4.1: represents World fiber production through 1980 and 2020.

Source: Graphic searched from <https://qz.com/414223/if-your-clothes-arent-already-made-out-of-plastic-they-will-be/>

As cotton, the most common natural fiber in the world, is being made, polyester has entered the vortex. Since it is affordable and easy to combine with other fabrics, it has vastly improved the appearance, feel of the clothes, and has not been harmful to the environment than wool. It has helped us to keep on pumping out cheap products without glitches. Therefore, our clothes are made up of excess polyester, as it is an easy material to work with.

Nonetheless, the real price of fast fashion cannot be seen in the purchase. However, its damage to the planet and to humans is immeasurable. As the production of conditions regularly show a lack of ethics, all and sundry in

connection with remuneration and working circumstances, in 2013 the world was faced with reality, the tragedy at the Rana Plaza factory in Bangladesh killing more than 1,000 workers, brought to light the dark scenes of the so-called "fast-fashion" textile industry. It is no surprise that the consequences of fast fashion are dire (Zeynep, 2017, p. 10).

Hence, throughout its history, the fast fashion and fashion industry has constantly developed and develop the society, emerging from globalization, consumers have very quickly popularized fast fashion. While neglecting all account the effects emerging from this phenomenon.

4.2 Globalization And Fast Fashion

In the 1980s, globalization emerged in the apparel manufacturing. Initially by the introduction of technology of cyber, transnational companies and mass media electronics was offered to customers. These three main developments have radically altered the production, selling, and marketing, purchasing, wearing, and discarding of fashion. In regarding, the globalization of fashion has opened up an untapped market that has been fueled by the massive demand for trendy clothes and here where fast fashion steps up to play. Fast fashion enables quick access to designs and speeds the ready-to-wear process. Some of the later turnaround times go from concept to shelf about two weeks.

The Taylorism method was too static and costly for the new developments of the market as fashion production, it was influenced by economic globalization and replaced by flexible production. The constant, innovative development is a core feature of the scalable development that economists Charles Oman described, as "Flexible production requires shifts in the supply chain. It is a complex and constantly changing method, partially because it is focused on continued creativity in manufacturing and product functionality" (Oman, 1994, p. 8). This model enables fashion companies to create more customized goods to suit their customers' requirements. Inditex, which involves, inter alia, Zara, has brought this versatility to the next stage with the reasonably timed system (JIT).

The fashion world saw the emergence of a new business model called fast fashion during the last two to three decades. It thrives with its low-cost

production, which keeps output costs low and makes it possible for manufacturers are efficient and affordable to supply fashionable items. Almost everyone can wear the latest trends through this process. As fashion trends changes, the customer can alter her or his present wardrobe (Ledezma, 2017, p. 72)

Consumers had never before exposed to so many products at so very cheap prices. With all these alternatives, it has become almost second nature, as large shopping centers are increasingly packed with numerous new fast-fashion shops. Well, this phenomenon is no accident: it forms part of the influence of globalization. In the fashion industry, globalization, in particular, is one of the most important impacts of globalization; it is mainly the quick transition in this industry. The fashion industry has opened itself to numerous new trends, influences and production methods as a result of globalization. As a result, fashion trends are becoming easier for customers around the world. The way fashion trends are communicated, and clothes are created has been transformed by globalization. Due to the fact that, fast fashion is popular and inexpensive, tendencies not only fluctuate from above, but also from up top. The increasing popularity of sneakers as a workable shoe is a great example of this trendy statement. Fast fashion is a more affordable choice for high fashion, so the fashion industry has been prepared to adapt to fast demand and buy customers' culture (Ledezma, 2017, p. 72)

Therefore, western countries saw the biggest advantages in terms of mass retailers and resources to provide an endless trend supply in shops and online. Partly due to the globalization of fast fashion, is the rise of the "mallrat," and shopping for fun was introduced as well as the online shopping became way easier to access to fashion sales. The merits of globalization in the retail industry are to be seen as a change in middle class trends from the purchasing of outsourced goods to domestically made products under the influence of post-materialist philosophies. The concern, however, is that in contrast with the other classes the middle-class demographic is seen to decline. Moreover, the transition of production from emerging to advanced countries was another effect of globalization, which was primarily affected by modern and old media around the world. This was the concept of economies of scale. The explosive growth of

fast fashion owing to globalization involves alterations in the fashion business. Fast fashion boosts manufacturing efficiency using a worldwide assembly line, while simultaneously lowering prices, in line with the rapid development of new trends. This leads to the purchase of more and more products by customers that enable the rapidly growing industry. This may mean short-term saving for consumers, but it may be a catastrophic long-term damage to the fashion industry (Ledezma, 2017, p. 73).

Nonetheless, if they are to market their apparel goods at a cheap price, firms must take shortcuts elsewhere. It is difficult to find a reasonably large collective that operates at such low wages in developing countries with extensive labor regulations. The businesses are turning to overseas jobs instead. Fashion retailers like McDonald's and Starbucks have been pushed to think internationally to account for a cross-section of foreign customers who they now attract. Consumers no longer need to visit overseas to discover the best labels, as countries now blanketed the world through department stores. Yet globalization has improved this industry by reducing the expense of travel and connectivity and increasing people's accessibility to modern fashions around the world. In contrast with the early nineties, this has also boosted output tempo. Modern networking platforms like internet forums have allowed new technical technologies to be produced and disseminated, that have made development successful in all countries. Globalization has also led to further transfers of ideas and knowledge on textile goods and supply availability, leading to an increase in product demand (Collins, 2007, p. 396).

The Logistics Center is linked in real time to more than 1000 Inditex stores worldwide and each store must update on the most popular items, colors, and sizes. Then these things will be restored two days' week and different clothes will be delivered according to customers' tastes. This entails substantial storage and repair reductions, both raw and manufactured products, and making it financially sustainable for them to refresh fashion trends and market them at low costs. Furthermore, globalization, in order not to forget to cut prices and to become more competitive in the global market, many apparel firms have moved their manufacturing to emerging countries like India where labor costs are smaller (Martinussen, 1997, p. 34).

Globalization, through manufacturing, dispensation and trading channels, influences the fashion industry. The big effect of globalization is keeping people up to date with any new trend in mode through old and new media such as radio, TV, newspapers, Twitter, mobile telephones and so on. As a result, Western mode seeks to mimic cultural fashion in every nation around the world. To emphasize secularism, for example, Women living in France have been prohibited from using the headscarf as a specific religious sign. The government regard that it was wearing a headscarf, which adversely affect immigrants, which was called cultural assimilation Western culture (Huntington, 1997). This ethnic assimilation has a major influence on the fashion industry of globalization (Huntington, 1997, p. 25)

Globalization allows international markets and civilizations to affect local markets and cultures. As fast fashion enables the supply chain to be optimized, as globalization has made it easier to access international markets and low-cost work. Fashion is getting quicker, cheaper, and even easier. The growing influence of globalization, which has affected the fashion industry directly, is among the most prime outcomes of globalization for many insiders (Ledezma, 2017, p. 74). The app Shein, for instance, does not have actual stores, but orders vast quantities of clothes from numerous manufacturers. Shein offers discounts due to the huge volume ordered. Shein or other fast fashion companies such as Inditex or Primark, which are mostly third-world economies, were able to deliver those prices because their labor is very poor in countries such as Bangladesh and the price rises as demand rises.

Thus, to discuss the association between fashion and globalization, on the one hand, globalization makes it possibly easier for manufacturers, while offering apparel for all ages, to increase their manufacturing prices and become more competitive in the global market. On the other hand, globalization has created major ethical and ecological issues in the fashion industry; however, it is a complex and multidimensional phenomenon consisting of many parts, not all of which are positive. As the effects of fast fashion continue to challenge not only the fashion houses but also has a huge impact on labor and the environment.

4.3 Impacts Of Fast Fashion

Fast fashion has metamorphosed the way we purchase and dispose of clothes, affordably and popularly. Through selling vast volumes of clothes at low costs, fast fashion has proved to be a powerful marketing strategy, which has led clothing demand to increase. Although this transformation is at occasions called 'democratization' of the way buyers get all the new trends, the health threats associated with cheap clothes are concealed in the entire lifecycle of each garment, both in the human and environmental sphere. The environmental and the social risk incurred in textile production are widespread: from increases of water-intensive cotton to the release of unregulated tint in local water supplies to low wages for employees and bad working conditions. Just as, the impact of fast fashion on the planet is enormous. Drying to cut costs and increase manufacturing time prohibits environmental effects from being reduced. The adverse effect of fast fashion is the use of hazardous and inexpensive fabric tint – following agriculture, the fashion sector is the second most important source of pollution of clean water on earth. There are human costs as well as the environmental cost of fast fashion. Fashion industry affects employees working in unsafe settings with poor salaries and without regard for fundamental human rights.

The textile sector therefore, has devastating worldwide socio-environmental effects. The apparel industry is one of the major sectors affecting climate crisis and strengthening global socio-economic disparities. The 'fast fashion' conglomerates are key players in such disasters.

4.3.1 Impact of fast fashion on the environment

Two collections each year were usually made in the fashion business: the summer and the winter collections. Yet the fast and easy fashion has been growing since the early 2000s. Currently, every year, 100 billion garment products are created, 60% above 15 years ago (Benatti, 2016).

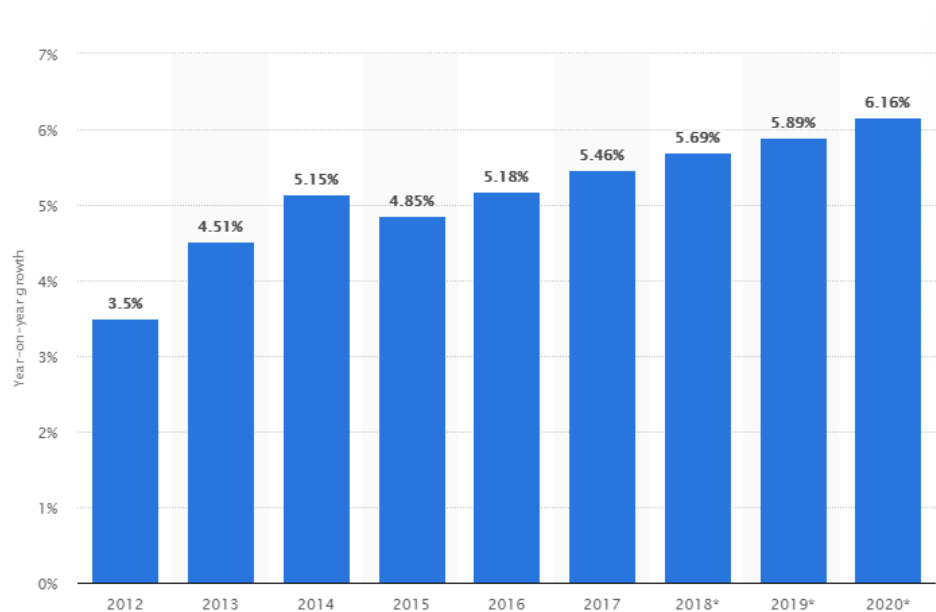


Figure 4.2: represents Global apparel market growth 2012-2020.

Source: Statista 2021 <https://www.statista.com/statistics/727541/apparel-market-growth-global/>

As represented in the graphic, a growth of approximately 5.46 percent is noticed from 2017 compared to previous years, as it follows by growth rate of 6.16 percent that is expected in 2020. The reputed "fast-fashion" trend refers to the extensive and enormous replenishment of the collections. Different collections are therefore provided at even lower costs in retailers weekly basis. In the midst of social and environmental concerns the economic factor is paramount. Available fashion meets the desire of consumers who want more and at less expense. The issue of excessive consumption is compounded by decreasing fabric quality and fleeting trends. Mass manufacturing and excessive consumption are at the foundation of the textile industry's socio-environmental calamity.

Greenpeace found that 40% of our clothing were barely wear or never. Since the styles and new collections are continually evolving, our own apparel easily fades, and we get the sense that we want something new. New collections are continually offered: Fresh clothing production has doubled between 2000 and 2014, with 100 billion freshly made clothes becoming eye watering for the first time in 2014. This tremendous widening in the last twenty years is attributed in

part to broad fashion stores, which at the time expanded their offerings to five or more from two collections a year.

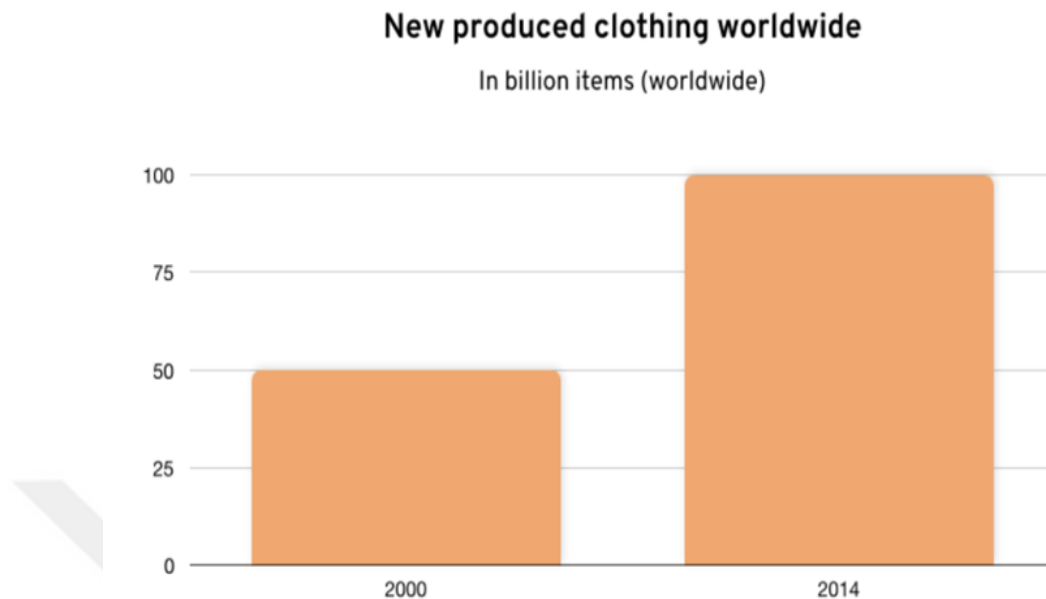


Figure 4.3: represents a difference in clothing production between 2000 and 2014.

Source: *Greenpeace. (2017): "Konsumkollaps durch Fast Fashion"*

Therefore, fast-fashion stores need to rely on their garments for inexpensive fabrics. This fast-mode production version of low-cost products is highly troublesome because in many respects it is environmentally unsustainable. First, textiles are the main source of environmental pollution and lead to a lot of damage to the environment, especially as a result of emissions of carbon dioxide. These chemicals are mainly produced by-products of global transport and the use of severe wastes, which are necessary for the cheap production of fast-fashion products. The release of toxic chemicals and colorings during the quick supply chain is often a dangerous activity for the environment. Demands for fast fashion continue to develop in dyes and corrosive solutions for the pollution caused in textile industries. All these variables have caused significant environmental harm over the years, and fast fashion is the seed source (Claudio, 2007, p. 449).

In addition, cheap fabrics also improve the fashion effect. Among the most common textiles is polyester. It comes from fossil fuels which cause climate change and can produce microfibers which, when washed, affix to the increased

plastic content of our seas. Yet natural materials, meanwhile, might be a challenge for fast fashion needs. The production of cotton in underdeveloped nations takes immense volumes of water and insecticides. Although successful, the fashion sector is the second-largest polluting business in the world and creates numerous non-corroding chemicals in especially in fast fashion. As per the results from the research on the impact of textile and environmental fashion by the ADEME 'fashion upside down' more than 100 billion clothing pieces are sold worldwide every annum. In addition, behind production of wheat and rice, the textile sector is the third largest water using business in the planet. As matter of fact, 4% of the world's drinking water is utilized by textile manufacturing over 1.2 billion tons of greenhouse gas, or 2 percent of the global greenhouse gas emissions, by the textile industry. (Greenpeace, 2017).

However, it should be noted that the yarn that makes the fabric is created under conditions such as, the need for more than 5,200 liters of water to harvest 1 kg of cotton. This society has destroyed and devastated the Aral Sea in Central Asia. Indeed, the clothing industry employs the most often manufactured synthetic materials, in other words synthetic materials such as polyester. Polyester really accounts for 70% of the manufacturing of petroleum raw material. Moreover, 31% of the plastic pollution in seas is attributed for this production. That is 500,000 tons restored to the waters with micro-plastics. Then vegetable materials like cotton, which account for 1/4 of world main agricultural production resources. As fertilizer and pesticide usage is excessive and subsequently enormous amounts of water are produced, which is critical for the producing of cotton, the environmental effect of growing traditional cotton is worrying. Lastly, animal resources are sought for which textiles are commonly utilized (sheep, goat, alpaca), fur (rabbit and mink), leather and silk (calf, cow or lamb). It is all too frequently at the expense of animal mistreatment and excessive breeding. Cotton is also delicate and so has to get several fertilizers and insecticides. In India, a cotton farmers experience a standard of three incidents of pesticide poisoning during a season. Then there is the matter of the procedure and fabrication of the raw resources, which in the process of production is one of the major sources of water pollution by the manufacturing industry through the use of chemical compounds in the multiple

phases of production. Debris and untreated water are released into the seas indiscriminately. Bleached with chlorine, the cotton fiber produces extremely white t-shirts. The formation of genetic mutations is promoted by chlorine. Then heavy metals such as plum and chromium are teared into the fabric. These are all highly hazardous compounds. With most textile, manufacturing companies do not treat what they reject in nature; they subsequently dump these hazardous chemicals into rivers and potentially reach groundwater. Moreover, the rivers provide a supply of water in certain nations for local people who cook or wash with them (Nathalie R, 2016, p. 5).

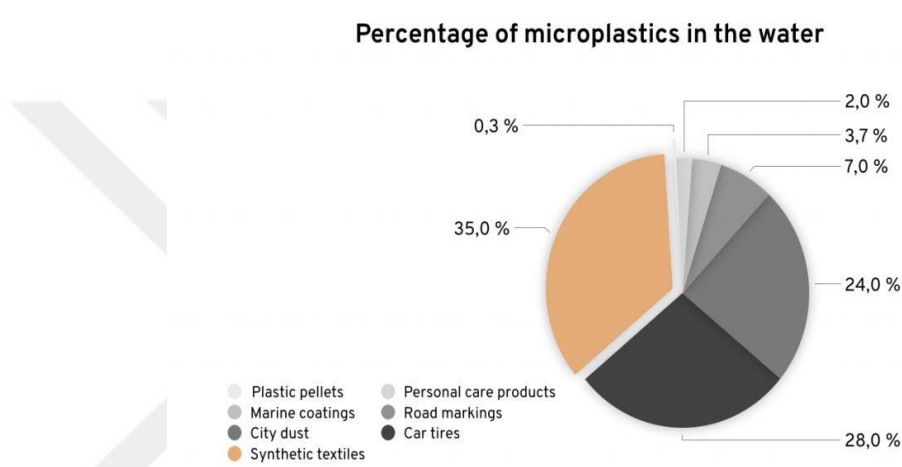


Figure 4.4: represents percentage of micro plastics from different factors in the water.

Source: IUCN. (2017). Primary Microplastics in the ocean. (2017)

The fashion industries are blameworthy for 35 % of the micro plastics in the water and is the largest cause of micro plastics in the oceans. As polyester fabric is washed, small fibers are extracted, which further end up as micro plastics in the wastewater and eventually even in the lakes and oceans of the planet. Since micro plastics are not biodegradable, they are extremely harmful for animals. However, micro plastics have become more and more troublesome for people. Due to the fact that the micro plastics are consumed by the animals, they also penetrate our food chain and thus our bodies.

Nevertheless, textile sector emissions does not cease in the chain of manufacturing. In fact, 12% of the water usage of a clothing is made after the purchase, during the preservation, during the cleaning of the clothing. Because of this, it is 500,000 tons of microfibers, which are too small to be filtered in

wastewater treatment plants, non-biodegradable that are found in the ocean each year, which come to swell the continent of plastic discovered between Asia and America, the equivalent of 50 billion plastic bottles. Some textile fibers, such as polyester, are difficult to recycle. Clothes often end up in landfills and take decades to decompose. They can be incinerated, but this releases a large amount of CO₂ into the atmosphere, accentuating the phenomenon of global warming (Greenpeace, 2017).

The output of 60% of the apparel consists of synthetic materials – primarily polyester, polyamide (nylon), polyacrylic and elastane. The plastic fiber most widely used is polyester. Polyester comprises in Terephthalate of polyethylene (PET), of which petroleum, hard fuel, calcareous and natural gas comprise basic content. Every year, polyester processing alone takes 98 million tons of crude oil. This now accounts for approximately 1% of worldwide oil produced. And the trend continues to grow. If the fashion industry continues on this road, by 2050, consumption could grow to 300 million tons, representing 26% of human carbon dioxide emissions in 2050. (Greenpeace, 2017)

In the figure (10) number actually amounts to 10%, more than all foreign flights and sea shipments (5 percent). In general, polyester production (= 6 kg of CO₂ on a T-Shirt) produces 3 times more CO₂ than cotton production (= 2 kg of CO₂ on a T-Shirt).

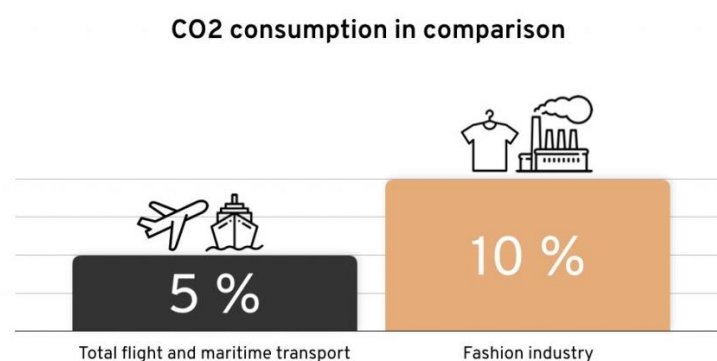


Figure 4.5: represents CO₂ consumption in comparison between Fashion Industry and the total flight and maritime transport.

Source: Ellen Macarthur Foundation. (2017). A New Textiles Economy. & EEA Europa. (2016). “Luft und schiffsverkehr im Fokus”.

Since the name suggests, this fast fashion industry must also maintain rapid transportation. In addition, for this, large corporations transfer manufacturing to southern nations in order to achieve profitability. On instance, they can move from the area of cotton to the shop, i.e. 1.5 times worldwide. As a consequence of manufacturing and transport, the 1.2 billion greenhouse gas emissions created by the textile sector originate therefrom. These pollutants correspond to the cumulative air and maritime global emissions (Foundation., 2017).

On average cleaning and rejection rates, at our own garbage sites as well as in underdeveloped countries, lead to enormous waste. Initially, 6% of the textiles produced every year are interface trash and finish on sites where our garments are produced in poor countries. While 80% of consumer clothes may be repurposed in big cities, they usually end discarded in dumps. The most important thing in the USA alone is that the bulk of the clothing are manufactured from non-biodegradable materials and fill about 125 million cubic meters per years. On the other hand, however, wasted clothing affect also fast fashion brands. Indeed, for prices to remain affordable, brands must produce in mass. Thus, the unsold products are stored but this has an expensive cost: the rent of the storage warehouses and the taxes on the storage. Furthermore, recourse is extremely common to incinerate unwanted items. Manufacturers themselves often discard their output and lead to waste apparel (Wagner, 2020).

As a result, Fast Fashion has a devastating effect on the environment, at every level. All the repercussions caused by a simple purchase are much more serious than one thinks. To avoid or at minimum decrease the environmental effect of fashion consumption, suggestions are beginning to be introduced. As for some industry, actors are realizing the importance of choosing sustainable fashion. As well as eco-responsible, initiatives have been emerging in recent years. Among them is Upcycling. This phenomenon is talked about more and more; the idea is so popular. It is simply a matter of reusing used materials or products to create quality products. Alternatively, some simple everyday life initiatives like, in buying less by wearing more than often old clothes than following trends, or either way in buying used clothes, as in second-hand shops or vintage stores also we start to see the emergence of websites that propose of buying used clothes from users at affordable prices. There is also the concept of choosing

quality over quantity, because good quality will last longer and therefore no need to buy again in a short term. Just as choosing clothes made of cotton instead of polyester, as cotton is more environmentally friendly and biodegradable (Wagner, 2020).

Thus, criticism of fleeting fashion speaks for itself. Such a business model, it is easy to imagine, eats up large amounts of raw materials and energy, in addition to generating an astronomical amount of unsold products.

4.3.2 Impact of fast fashion on labors

Apart from the impact on the environment, there are effects on the workforce, principally as women and men make these clothing. Textile workers usually labor in South Asia, especially in Bangladesh or Pakistan in particular. Considering Bangladesh is after China the world's second-largest exporter of clothes, salaries are the lowest in the world, whereas societal limits are relatively small. (ILO I. L., 2018), although in some countries such as Morocco or Turkey working conditions are more favorable than in these South Asian countries. In contrast, these poor countries are confronted with a lack of contract, a job from dawn to sunset, poverty wages, or even unsanitary buildings, or worse, child labor.

As salaries remain modest and are even continually reduced as companies push industries for even lower wages. Companies enforce their demands on manufacturers that put them at risk for workers' health and safety. As they handle dangerous products, for a mere euro in exchange, while fast fashion firms benefit a lot. Upwards of 60 million people, operate in the garment business, as per the ILO (International Labor Organization). Exports from some countries amount to 80% only for textiles (ILO I. L., 2018). Since fast fashion, retailers only deal with the lowest possible level and since only a limited bill is available for apparel, stores have to sell huge amounts of garments every year to generate a profit (Ledezma, 2017, p. 77). In reality, they have about full control over works salaries as being the most dominant player in the fashion sector and are solely responsible for exploiting the industry. In order for clothing to be manufactured at a low price, factories are looking for labor markets with huge urban workers at very low incomes and with little or no

welfare, health, or insurance requirements. Manufacturers often seek countries that lack or have no independence, which are either banned or restricted by organizations such as trade unions and which have a state system able to tackle any disagreement, such as protests or requests for a minimum wage increase (Hoskins, 2014, p. 15). In April 2013, the tragic collapse of a building in the textile sector in Bangladesh, the Rana Plaza, was one of the biggest industrial disasters in Dhaka history which left 1,138 workers injured and 2,500 others who were seriously injured as a result of the collapse of a Death Trap building containing clothing factories. Primark had twice inspected the site as a safe workplace and was approved (Robert, 2004, p. 103).

There is one obvious winner in terms of production volumes of the global clothing export contest, China. The scale of Chinese fashion is evident if one takes into account the fact that only half of China's production is generated by the next six exporters, namely, Turkey, Bangladesh, India, Vietnam, Indonesia, and Mexico. This notwithstanding the fact that the cheapest place to make clothing is no longer China. Wages are only increasing steadily, but producers remain, as China is a stable source of quality products (Olivier Cattaneo, 2010, p. 159). Textile workers, those contracted out in Bangladesh and other poor countries by big fashion labels for their economic appeal, have become the collateral damage of fast fashion. While they are the first links in the process of making our clothes, these workers are exploited and underpaid.

The working conditions and safety standards in this industry have been denounced for years by NGOs. Nonetheless, little has changed, first, in terms of safety at work. Numerous violations of health and safety conditions are observed in the clothing premises. Excessive mass of the industrial machinery, the floors congested and the high danger of collapse are the primary concerns with safety measures. Quite often, the very basic facilities such as evacuation exits and safe electrical equipment are not available. As well as the employees of fastest fashion production centers are forced to work in environments with little or no ventilation and therefore inhale toxic chemicals such as sand and fiber dust, which are known to be they cause non-curable illnesses later in life. For example, for leather goods, the treatment of leather is also very harmful to health: employees use chromium, which is a product that is very carcinogenic to

humans. Studies have shown that the use of these chemicals and adhesives cause infections or burns to the skin or lungs. In order to avoid fungus development and damage throughout shipping, the treatment is usually coated with formaldehyde. Exposure to this substance, i.e. excessive garment intake, may induce serious allergy responses. Workers also face another dangerous process, the technique of sanding jeans, and a technique which consists in projecting sand at very high pressure to obtain a worn appearance and which is above all very dangerous for the health of the workers. Nevertheless, following pressure from NGOs, which revealed the widespread use of this technique, brands like H&M or Levi Strauss were the first to ban it in September 2010. Besides most fashion, companies require shifts of approximately 14 to 16 hours per day, every day of the week. When demand increases, they may be required to work until 2 a.m. or 3 a.m. In some cases, when they are forced to work overtime, but they are paid very little for that overtime. Thus, with their salaries being very low, they cannot afford to turn down an opportunity to earn a little more, even at the expense of their health. Workers are also exposed to psychological and physical violence when they fail to achieve their goals. In extreme cases, they are even asked to drink hot water as a punishment (Hoskins, 2014, p. 18).

In the edifying documentary “The True Cost”, a Bangladeshi worker who has worked in the textile industry since she was 12 delivers a poignant testimony: “People have no idea how difficult it is for us to make their clothes. They just buy them and wear them. I think these clothes are produced by our blood”, she said before adding in tears, “I do not want anyone wearing something that was produced by our blood. We want better working conditions and that the world be aware of it.” (Zeynep, 2017, p. 10).

Secondly, in terms of salary, the pensions of employees in the sector remain dramatically low. Remuneration is a very sensitive subject, especially for brands in the textile industry: the brands are indeed not transparent. In addition, wages paid to workers may vary from company to company and from country to country. If developing countries like Bangladesh, Sri Lanka or Cambodia have become the Eldorado’s of the big Western fashion brands for subcontracting, it is quite simply because the remuneration costs are very low. The “minimum subsistence” (or the “living wage”) rely on the social and economic factors of

the country and is calculated to reach the essentials demands of the person and his family in terms of housing, food, education and medical care. In Bangladesh, where labor is the cheapest in the world, the minimum wage of 50 euros constitutes 21% of the subsistence minimum for a worker who works six days a week, between 12 and 16 hours a day. A very meager booty for a country, which exported 30 billion dollars of textile products in 2018. In addition to a very low minimum wage, there is no maternity leave, retirement, health insurance, or even unions to defend workers. While in Cambodia, the 73 euros represent 25% of the subsistence minimum, the situation in Eastern Europe is no better, although the basis for calculating the subsistence minimum is higher because it reflects the higher cost of living. Thus, in Bulgaria, the 139 euros of the minimum wage represent 14% of the subsistence minimum (767 euros). In Slovakia, the 292 euros equal 21% of the 1360 euros calculated for the subsistence minimum (Mareš, 2015).

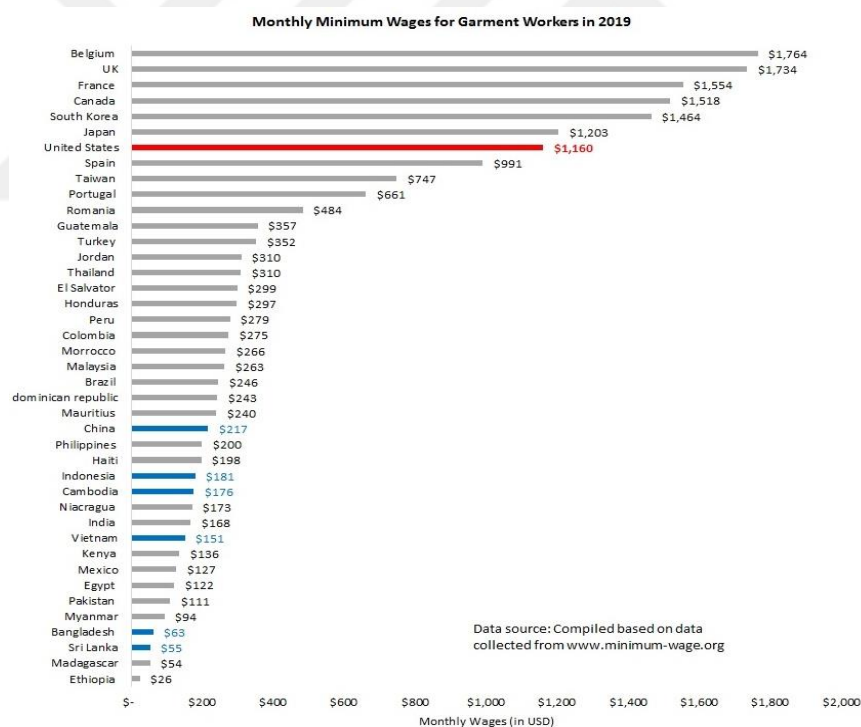


Figure 4.6: represents a major difference in monthly minimum salaries for apparel workers.

Source : <https://www.minimum-wage.org/international>

As stated in the graphic above, worldwide from a low of USD 26 in Ethiopia to USD 1,764 in Belgium in 2019. These numbers reflect the results of a Public

Radio International survey of 2017, which also indicates that the minimum wage level of garments employees worldwide is significantly changed. The misery of workplaces though is that employees privileged enough to receive the base salary nevertheless manage to live, as in many nations the basic income generally barely provides part of fundamental necessities. Consequently, salaries definitely constitute one of the greatest difficulty in the textile business. The companies are accountable for managing the providers but also for the payment, they give, since they enter into the agreements.

In the same way, young women with comparatively little expertise represent a large proportion of workers in the garment industry, where in many developed countries is also one of the very few agreed contractual forms for women. On average, women form 68% of the working force in the garment sector, 45% in the textiles industry and 46% in the apparel and footwear sectors, with women representing as much a 90% of the workforce in those industries in certain countries (UNIDO, 2013). Working conditions in the garment sector and some activities in the industry may be a special difficulty for women. Women are more often involved in informal and domestic work than men (Silberman, 2013, p. 2). The confluence of financial concerns and work for women is difficult for long and irregular working hours and safety hazards. Women have poor wages, minimal negotiating rights, and an absence of equitable compensation for positions at work both within and outside the workplace. In such industries, maternity rights are either minimal or nonexistent and various forms of abuse and harassment (ILO, 2009).

Additionally, the most exploited in the textile industry are children. 111 million children less than the age of 15 are at dangerous employment worldwide, according to the World Health Organization. In addition, 15% of slum youngsters 6 to 14 years old work a full time job in Bangladesh. Out of school, they work 64 hours per week for 30 euros per month (WHO, 2002). UNICEF states that child exploitation has a life-threatening cycle: regrettably, they cannot receive an education or take part in training to ensure their career while they are employed for lengthy hours of work. Consequently, they will endure in their poor condition and will not be able to enhance their lengthy level of quality of life (Unicef, 2013). During the production chain of the clothing

sector, child labor appears mainly in two stages: during the production of raw materials, such as cotton growing for example, and during the making of clothes in factories. Some production site managers say they are aware of the presence of children in the building but believe this is not legal. It is noticed in the graphic below, the lack of data in Asian countries. It is because in these poor countries no laws exist to protect these children, because on the contrary, there are many factors contributing to child labor: non-existent laws, financial situation, poor school infrastructure, and a lack of social dialogue (ILO I. L., 2018).

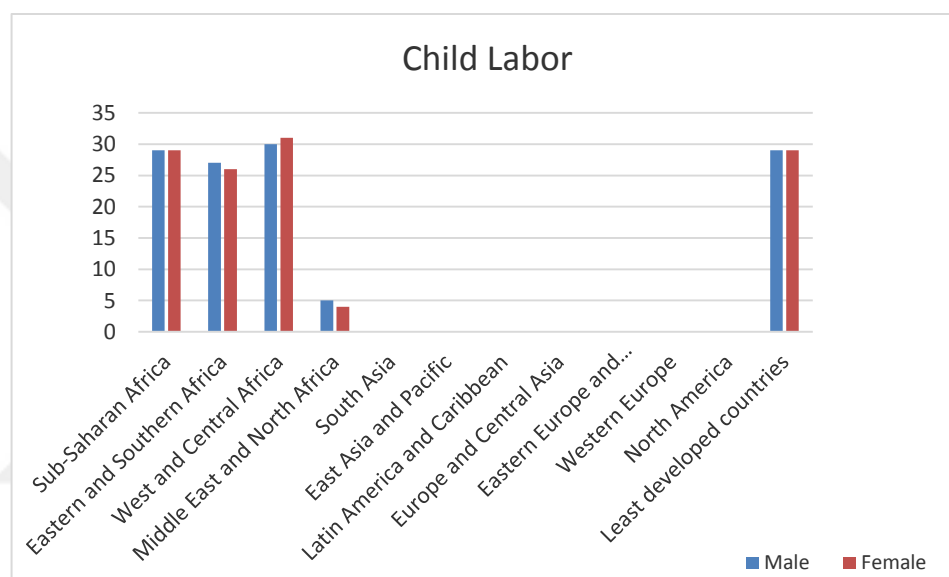


Figure 4.7: represents percentage of child labor throughout the world.

Source: UNICEF global databases, 2019, based on DHS, MICS and other national surveys.

Table 4.1: represents Percentage of children aged between 5-17 years in child labor.

SUMMARY OF COUNTRIS	Child Labor% in GENDER	
	FEMALE	MALE
Sub-Saharan Africa	29	29
Eastern and Southern Africa	26	27
West and Central Africa	31	30
Middle East and North Africa	4	5
South Asia	-	-
East Asia and Pacific	-	-
Latin America and Caribbean	-	-
Europe and Central Asia	-	-
Eastern Europe and Central Asia	-	-
Western Europe	-	-
North America	-	-
Least Developed Countries	29	29
World	-	-

Source: UNICEF global databases, 2019, based on DHS, MICS and other national surveys.

In the table above, data cite the latter year obtainable throughout the interval in the column heading (2010 – 2018). This sign (-) indicates that data is not available.

Thus, working conditions regarding safety, wages and child labor are strongly to be reviewed in the fast fashion industry. This sector employs millions of people and unfortunately, there is still a lack of regulations. In addition to the awareness of the abusive practices of major brands vis-à-vis workers in the textile industry in southern countries, this theme also calls into question the mode of consumption.

4.4 The Fast Fashion Consumer

The typical customer now buys 60% extra clothing and retains it the quantity than half the last 15 years. Like the iconic Swedish H&M, large fast-mode businesses continue to develop tremendously which saw the number of its stores increase from 613 in 1999 to 5076 in 2019 (H&M, 2019). Throughout the past, the business markets changed a lot, as the sector changes, the consumer changes as well. Most industries now classify their goods to address the consumers' needs. These industries will attempt to study and forecast what customers will

want to buy over the next season and in certain years. Although the idea of consuming more and of thinking of clothes as disposable and the obligation to renew their wardrobe each season, has emerged in the minds of consumers (Joung, 2014, p. 688/689). According to Salomon and Rabolt (2004) the consumer behavior definition is “the study of the process involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy their needs and desires” (Solomon & Rabolt, 2004, p. 24).

Many as a relatively mundane act see buying an item of clothing, and the impact on our wallet can sometimes be minimal. Due to certain strategies implemented by Fast Fashion brands such as Zara, which is the most significant example in this area, the purchase of a garment can also become an impulse or even compulsive purchase. What makes the shift to more responsible fashion consumption difficult is that it would not be fair to say that fast fashion only has its downsides. By making, the act of buying a garment banal or impulsive, fast fashion gives the consumer the impression of having strong purchasing power. Thanks to the low prices of fast fashion, Western societies have been able to generalize a new mode of fashion consumption. The trends have become accessible to the less well-off thanks to these low prices. Previously, it was very difficult to follow trends, to dress "fashionably" without having a full wallet. Fast fashion was thus able to serve as a factor of social equality through clothing. Today very different social classes consume H&M or Zara for example. It has made a lot of people feel better about themselves through their clothes. We could then point out that in a way; fast fashion has made some people happier by having an impact on their self-confidence. It is certain that after having immersed a good part of his life in the consumption of Fast Fashion, it is difficult to give it up. Often misinformed, one can wonder if another mode of clothing consumption is possible or if this massive system is simply imposed on us.

Therefore, when we speak about a global world, we have to take into account the cultural distinctions between nations and continents, people from different countries require different goods and desire them. As information and trends move enormously across the world, which makes it possible for consumers to

choose even more and thus, buy more often. While the world is becoming more homogenous, the taste and desires of the whole world are quite different. Every culture has its own unique view of what is recreation, employment, gender, etc., so adapting goods to these cultural diversities is very interesting. Nevertheless , we saw the procedure of globalization wherein regional gaps get smaller and smaller over the years, with Internet users from around the globe interacting and purchasing the same items (Benatti, 2016, p. 40).

In addition to that, the culture, the gender or age of the individual, will influence not just the tastes, the purchasing power, the profession, the comparison classes, but as well the behaviors and activities, the category and the awareness of the environment. All these considerations are critical for identifying a target market (Keiser, 2005, p. 75).

However, consumers can sometimes feel guilty but powerless about the vastness of this industry. Our guilt can emerge from the feeling of not doing what it takes to be in accordance with our principles, which would like us to move towards making our consumption patterns more responsible. In turn, this guilt can cripple us and make us feel even more helpless. Nonetheless, the sense of helplessness one can feel can also stem from the fact that this massive industry consists of a global channel that is felt to have no impact. The textile production of fast fashion can then seem very remote to us. The empowerment of consumers and their sensitivity to this problem also seem to play an important role in changing the operating system of the textile industry at a time of the globalization of trade. To avoid new tragedies of the Rana Plaza type, it does not prevent it from being primarily up to the States to regulate this trade, the only truly restrictive scale for multinational fashion companies.

5. CASE STUDY: TURKEY'S AND MOROCCO'S FAST FASHION AND TEXTILE INDUSTRY

Until the 1980s, the clothing industries were characterized by the mass production of standardized designs that hardly changed from season to season. Mostly raw material and completed goods were produced reasonably near to end users. In the United States of America and in several European nations, the textile industries were flourishing. Operations were controlled by provision, production cycles predictable, supply source typically steady and provincial and two seasonal collections. In the nineties, distributors in the textile industries began to develop their product lines. The formula of pairing more fashionable models, creating distinct brands and seeking lower production costs overseas has proven to be profitable. Strong competition pushed distributors to regroup, which increased the bargaining power of buying companies. Companies began moving production operations abroad and outsourcing manufacturing processes in pursuit of cheap labor and production opportunities.

The rivalry between manufacturers and retailers is now stronger than ever, most apparel businesses in developed nations create and promote their items simultaneously outsourcing fabrication to businesses in established developing countries. Over the past twenty-five years, the number of collections per year has increased dramatically, with some fashion brands presenting up to 20 collections each year. The industrial manufacturing of textiles involves an enormous quantity of capital and a huge number of energy and natural resources, such as water, are required for manufacture and processing. In speaking, the textile sector needs a better qualified labor. The global economy of today is confronted with numerous manufacturing, in particular the textiles industry. Geographical location and fast market fluctuations. In developing nations, millions of employment have been generated, especially for women, in the textile sector, and certain countries have received major advantages (AMITH, 2019).

The textiles and clothing sector is of particular relevance to developing countries because of its economic and social role. Consequently, global commerce in textiles and apparel products continues to flourish, with the rise of extremely competitive producing countries contributing to this. As far as the export market is concerned, the fast fashion category continues to expand, driven by the increase in yearly collections. In terms of the national market, its expansion is based on the development of integrated models from manufacture to distribution. With its long heritage of textile manufacture from the Ottoman Empire, Turkey remains a major nation in worldwide apparel and clothing industry.

5.1 Morocco's Globalization, Fast Fashion And Textile Industry:

Even though its challenge continues to thrive, globalization is an inevitable need. The OECD movement makes the creation of a dynamic both pressing and difficult for the least developed nations to progress and thrive in the short and medium term. In this perspective, we find Morocco's implementation and strengthening of the organizational structures of firms in which economic success is determined. The Shereefian Kingdom is not yet a real emerging country but it is taking the path, thanks to its policy of specialization in industry and services. In addition, political stability is rare in the Arab world. Nevertheless, with reference to economic openness, Morocco has achieved considerable advance. In the past two decades, by signing many free-trade agreements binding on 55 countries, Morocco has strengthened its commercial links with a few friendly and adjacent nations, giving it access to a market of more than one billion consumers.

Therefore, the benefits provided to underdeveloped nations by globalization, such as Morocco, are generally capital investment profitability, enough so advanced countries can engage in developing countries and boost environmental regulation; but also increase the trade agreements among countries and cooperation among countries is increasing; and democracy ideologies are spreading. Globalization has consequences, which enhance the proportion of migrants in nations, therefore it makes an alternative for individuals in need to find employment in order to make a living and they

usually return towards their own regions and reinvest such that intercultural connections develop and cultural diversity actually occur. The international open market is free to trade in commodities and investment, which means that international concepts and goods are being used more, innovative techniques and technology are being adopted as part of a larger mindset, and incentives for local companies have been reduced. These are several consequences that globalization has caused between the countries (Cohen & Jaidi, 2006).

Likewise, Abhay Burande has conducted analysis in order to clarify the benefits of globalisation, especially Morocco, and said "globalization in the developing countries enhances economic prosperity and opportunities. The civil freedoms are improved and resources are used more efficiently. All the free-trade countries are profitable. Consequently, these emerging nations have lower pricing, more jobs and a better standard of living. Some emerging regions are worried that development may be made at the detriment of other developed areas. Such skepticism, however, is pointless as globalization is a great opportunity, in order to enhance living quality and condition of life through capabilities and advancements. Liberals regard globalization as an effective means of eliminating hardship and allowing impoverished people to have a strong presence in the financial system" (Burande, 2018).

As the previous colony, under the French regime from 1912 to 1956, Morocco became independent, with many structural characteristics that affected its growth during the next decades. For more than 20 years, neoliberal adjustment has taken place in Morocco. Particularly in the decade of economic reforms, most of the public section has been leased between the early 1980s and the early 1990s, public services have been decreased, tariffs dropped, and exports encouraged considerably, including health services and education (R, 1986). Morocco has also begun a significant privatization project. Neo-liberal policies have been continuing with IMF guidance and a series of World Bank and European Union funding since the formal end of the 1992 Structural Adjustment. In the continuing neoliberal changes in Morocco today, other organizations, notably many European countries, the USAID and UNDP, also played a major role (Davis, 2006, p. 5).

Morocco has taken advantage of numerous possibilities, notably economic, social, cultural and environmental issues, through globalization. Given that globalization is the fundamental component of the world's economic development, Morocco also challenged employment, living conditions and social progress by creating disparities both within and between states. It increased the whales and strengthened the minnows. Morocco has knowledgeable how to make use of globalization and thus make the most of it, which has made satisfactory advance, and has gained great advantages and challenges through the development of international trade, investment and capital flows, as well as the increased interaction or implementation of the national economic models. It is an improvement in succession and a method where the geographic proximity in the facility is much less essential. This present phase of globalization has been pushed by domestic and international policies that have helped open economies. Several countries have embraced free trade financial models in the years following the Second World War, and notably during the last two decades, significantly expanding their local production capacity and providing numerous new opportunities for international commerce and trade. Governments have also achieved substantial reductions in trade barriers and international accords for the promotion of trade in commodities, services and investment. Manufacturers have created external facilities and formed wholesale and retail relations with global organizations to take advantage of new prospects on global markets. A worldwide industrial and economic marketing strategy is consequently a distinguishing element of globalization (Borki, 2014).

However, some sectors also developed in Morocco, while other businesses stalled, in particular in the generation of electricity and cement. With reducing in labor, crop yields reduced; agricultural production appears to lack the requirements in Morocco and an inadequate infrastructure in the farming business implied slight job-sharing needed for scale economies, and yet, following the implication for agriculture of new technologies, there were a decent standard of training for workers in use of technological advances (Cohen & Jaidi, 2006).

In the global market, the textile industry is relevantly an important sector, and Morocco, even though is not colossal participant in the textile retail, it has begun to harvest development and is set on to work both in the international level as the domestic one. If the Moroccan textile sector has not experienced the announced Berezina, it is thanks to the development of fast fashion, an industrial and marketing concept where Moroccan subcontractors benefit from the advantages of proximity and flexibility. Indeed, Morocco who with its geographic location attracts the biggest fast fashion companies. Namely, “Inditex”, in other words, this company brings together the most influential brands today, such as Zara, Massimo Dutti, Mango, Bershka, Pull and Bear and many others. It is about this new industrial and marketing strategy, consisting of going beyond the logic of the seasons, to launch in an almost continuous flow of new articles, in a large distribution circuit and at accessible prices. Having strongly boosted global consumption and brought out major names, the concept represents a great opportunity for Moroccan textile manufacturers, with a major advantage: proximity to the leading country in the field, Spain. The country has indeed the largest brands operating in the sector.

Therefore, thanks to its proximity to Europe, clothing made in Morocco can be available in European stores within 72 hours, especially as the colonial past justifies the country's close trade ties with France and Spain. The manufacturers of the Inditex brand are among their main customers. Often the same producers have promoted investments in sustainable production in the hope of attracting more buyers from other countries. Therefore, it is no surprise that Morocco is of great inventiveness to fast fashion players. Many clothing workshops in Morocco work for fast fashion suppliers, mainly for Inditex, but also for French and Italian brands such as La Redoute, Monoprix, Coin, Miroglio etc. They have established themselves over the years as true specialists in Fast Fashion and collaborate with other clothing workshops in Portugal, which also have solid experience in this field but with higher salary costs. Produce in mass and in record time, be able to adapt to rapid shelf changes and have the means to deal with aspects related to raw materials and sourcing. These are the new slogans in force in the textile industry, a sector so important for the Moroccan economy.

Moreover, with regard to the ecosystem, the textile sector has indeed embarked on a process of improving its response to markets by reducing delivery times to Europe, by road and sea by two weeks that is a reduction in half of a normal cycle of shipments. Local suppliers of raw materials who grouped together in supply hubs made this possible. The agility of the “Tangier Med” port is also largely to be underlined. Because it allowed the Moroccan textile sector to have a dedicated corridor, customs clearance in less than an hour, opening to shipping firms exclusively committed to the shipment of trucks and increasing port vessels' rotation capacity at the rate of 6 to 8 connections per day. Another advantage of Morocco is its excellent linguistic competence. The official language is French, but Spanish is also widely used in the north of the country. Thus, proximity is an advantage, but it is not the only one, indeed, the quality of the product is as good, as is the level of social compliance, which is very important for retailers (Henkel, 2017).

Due to its economic and social function, textiles and apparel sector is of special importance in developing nations. As a result, world trade in textile and clothing goods is booming, aided in this by the emergence of very competitive producer countries. Regarding the export market, the Fast Fashion segment will continue to grow, driven by the multiplication of the number of annual collections. As regards the national market, its expansion is dependent on the development from manufacturing to delivery of integrated models. With respect to the Export market, the objective is to establish market outlets in the categories of Fast Fashion, to conquer new markets in Denim and Sportswear, and ultimately to encourage the development of an agent for the sourcing of Moroccan firms, still focused on subcontracting. Thus, the SWOT analysis of the sector in Morocco can be summarized as follows:

Table 5.1: represents the SWOT analysis of the textile sector in Morocco

Strengths	Weaknesses
Mastery of European standards and knowledge of these markets, which makes it possible to meet the requirements of deadlines, prices and services	Predominance of under-capitalized and family-oriented SMEs
Experience and knowledge of 20 years in the field of clothing for export.	Mark of integration of the level of the textile sector and delay in upgrading
Proactive sector development policy	Morocco is perceived as a country of subcontracting with a tendency to "minute sales" (basic product with low benefit) hence a strong dependence on foreign contractors.
Opportunities	Threats
Free access to the American market for a range of Moroccan products	An Asian surge in the traditional markets of Morocco since the dismantling of the ATC (the agreement on textiles and clothing)
Increasingly clear orientation of national operators towards a logic of Co-contracting with European manufacturers	Depreciation of Asian currencies, especially the Chinese Yuan, against the Moroccan Dirhams
Investment niches in promising opportunities	Delay in upgrading companies in the sector leads to a net loss of market share

Source: The textile and clothing sector in Morocco presentation by hajar Iyaichi.

Namely that the "Textile-Clothing" sector is characterized by the existence of companies with foreign participation, participating up to 33% in production. Also, the predominance of exporting companies, as well as the existence of large companies, participating up to 61% in production. Moreover, it should be noted that more than 90% of exports are destined for Europe. France with a rate of 38%, Spain: 29%, Great Britain: 17% and Germany: 6% (WTO, 1995).

Additionally, the textile apparel sector is a representation of Morocco's economy, being the country's biggest industrial employer with 27 percent of employees. It therefore constitutes a barometer for substantial adjustments to certain of Morocco's management methods. It contributes to the creation of 7% of the national industrial benefit. Therefore, the clothing industry in Morocco today represents more than the clothing industry in Morocco today represents more than 1,600 companies and 200,000 jobs with exports of 2.65 billion euros

in 2017, Morocco aims to create 100,000 jobs and increase the volume of exports to 4 billion euros (AMITH, 2019).

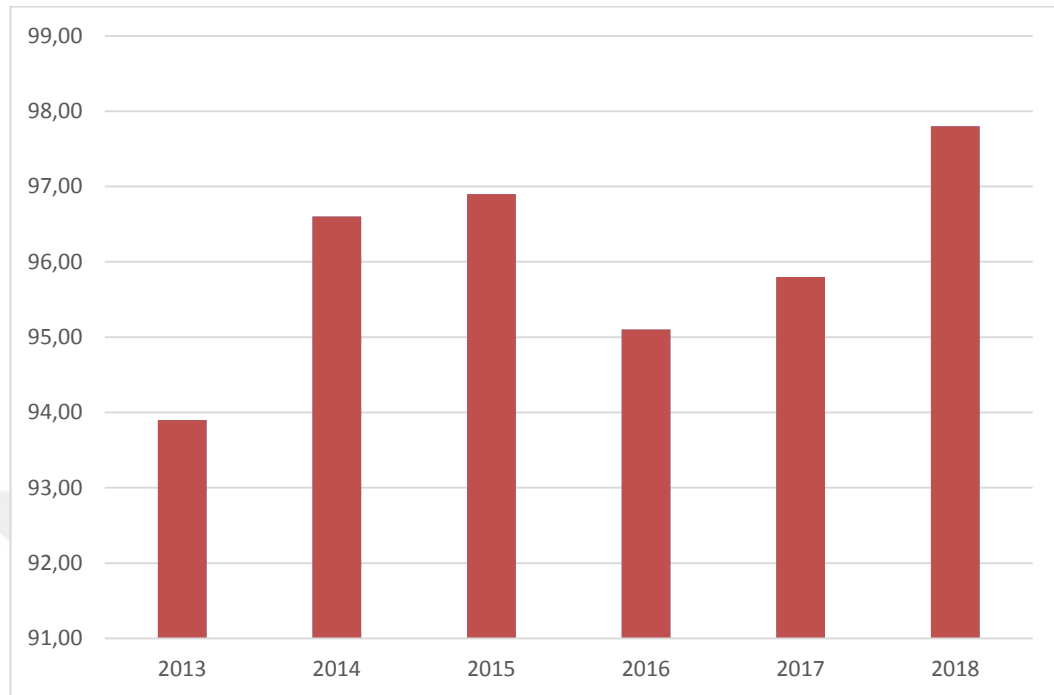


Figure 5.1: represents the manufacture index of the textile industry in Morocco from 2013 to 2018.

Source: Statista2021 <https://fr.statista.com/statistiques/916785/industrie-textile-indice-production-maroc/>

The industrial production index (IPI) is a statistical instrument, which makes it possible to follow the evolution of industrial activity in a country. Note that in 2018, the Textile Industry Production index in Morocco was 97.8. In terms of salary, the minimum monthly salary in Morocco is between €260 and €300 considerably higher than Vietnam, where minimum wage levels are between €110 and €160, but this salary remains obviously not enough in terms of daily life needs in Morocco. Moreover, the Moroccan government has set up standards guaranteeing the working conditions of workers as well as the preservation of the environment, as the International Labor Organization obliges it (ILO I. L., 2018).

As notified by ILO, “Since its inception, salary and wage control have been an important component of the ILO mission. The 1919 Preamble to the ILO Constitution and the 1944 Declaration of Philadelphia demand for 'issues affecting salaries and incomes, time and other working conditions to guarantee

that everyone has a fair amount of development and a basic livelihood for those employed and in need of adequate security;”. In The Universal Declaration of Human Rights, in 1948, the right to "fair and good compensation" to secure a dignified existence was acknowledged as a basic human right. In its Tripartite Declaration of Principles, revised in 2006, the ILO alludes to the necessity for MNEs to maintain pay levels and "offer maximum pay scales, entitlements and workplace conditions, within the substructure of authority system”. In 2008, it said in the ILO Declaration on Social Justice for fair globalization unanimously endorsed by the International Labor Conference (ILC), "Achieving an enhanced and fair outcome to everyone, and has become even more important". The ILO has also reminded that it is committed to promoting the objectives of “full employment and the improvement of living standards, a minimal income wage and expansion of conditions to protect that those in need have minimum income”. In 2002, a decent advanced working project was started in the Moroccan textiles and clothing industry between the government of Morocco and the ILO. Likewise, social discourse and labor force relations were established in the sectors such as in Morocco. The goal of the initiative was to enhance the manufacture of textiles and apparel products through significant employment. A bipartisan business committee has been created to support businesses and trade unions in manufacturing and seek common replies through ILO action programs and specializing in textiles and clothing sector. (ILO A. , 2013).

Morocco has optimistic aims of becoming a worldwide fast-paced supply platform. The proximity to the EU is a major advantage as retailers begin to switch to close suppliers, but the country still wants to sell the competing industry leaders’ high-quality products. However, with Turkey being the main competitor, many Moroccan manufacturers fear this redoubtable competition from Turkey because the level of wages is almost comparable there, as there are many more fabric producers, a clear advantage for Turkey.

5.2 Turkey’s Globalization, Fast Fashion And Textile Industry:

When the “new” Turkey was created in 1923, the founding fathers and in particular, Mustafa Kemal Atatürk, influenced by the international ideological

currents of the time, opted for a policy of westernization, even modernization of the country. This project will however be disturbed by the socio-political developments following the end of the Cold War: revival of Islam, proliferation of non-state actors, contemporary phenomenon of globalization. The question of globalization has been a dominating topic in memorandum issued on social sciences in the previous two decades. In recent years, a large number of issuing have mentioned, on different geographical dimensions, the economic, social, political and cultural impacts of globalization and the new world order. This is directly represented in global cities literature, finance globalization and investment globalization. The notion of globalization is also linked to some other concerns, including as the establishment of multinational legal regimes, national hole-ups, and the evolution of the new business metropolis and the progress of new urban policies.

During the previous decade, Turkish society has been subjected to significant societal, ethnical, economic and political changes that have taken place through globalization in all spheres of social life. The mechanisms of globalization, which were inherent to economic and cultural ideologies, have a major role in every area of the economy (Emrah AYHAN, 2016, p. 64). Especially since the Turkish economic model resembles, in some aspects, that of the countries of Eastern Europe, whether or not they are members of the European Union (EU). The key element in this context is the model of economic growth based on significant inflows of foreign capital with an external anchor.

Faced with globalization, the internal political developments experienced by Turkey coincided with a modernization of telecommunications, transport, human rights, etc., from which religious circles also benefited. This situation thus offered them more possibilities to become critical socio-political actors interacting at the country level and on the international scene. This situation, whose origins date back to the first decades of the Cold War, became more evident in the 1980s and was further accentuated after the fall of the Soviet bloc. In addition, a new situation is emerging where globalizing ideologies of all kinds, liberal or conservative, are developing. In a contemporary context where universal principles such as democracy take precedence, some movements claim respect for national and religious rights, while others

undertake, depending on the leeway granted to them by the system, humanitarian, cultural or economic actions to inside the country and abroad (Uzunöz-Bard, 2014).

Turkey's globalization procedure is strongly linked to its Ottoman-inherited modernization approach. Furthermore, class and governmental modernization initiatives influence some progressions between the political cultures of the Ottoman and the Republican cultures. However, the state elites are now unable to continue this modern initiative at the end of the 20th century. Although Turkish experiments in the 1980s and 1990s with the economic system and the state have been mostly effective, growth in demographic concerns created by rural development variations, the social inequality and the unfair allocation of resources and revenue is an impotence (Zibel, 2014).

Turkey remains a predominant nation in the global garment and clothing production with its long tradition of textile production from the Ottoman Empire. In 2019, the nation became the fifth largest textile exporter in the world, accounting for almost 4% of all exports. There are also signs of growth in the market, as the production of textiles and exports of garments has more than doubled since 2000. Turkey, being a developing nation, advantages cultivation and manufacturing as it creates opportunities for employment and stimulates national economics and growth. Textile and garment production is obviously a rentable industry for Turkey's top players. In Turkey, there are overall some 20,000-garment factories and 52,000 wearing clothing manufacturers generating annual turnovers of some 30 billion euros and 22 billion euros. Gülsan Sentetik Dokuma Sanayi, Sanko Tekstil İşletmeleri and Kipas Mensucat İşletmeleri, the textile manufacturer, are among the most profitable companies. In 2018, the Turkish lira in production-based transactions accounted for 2.1 billion, 1.8 billion and 1.7 million respectively (Oral, 2019, p. 444).

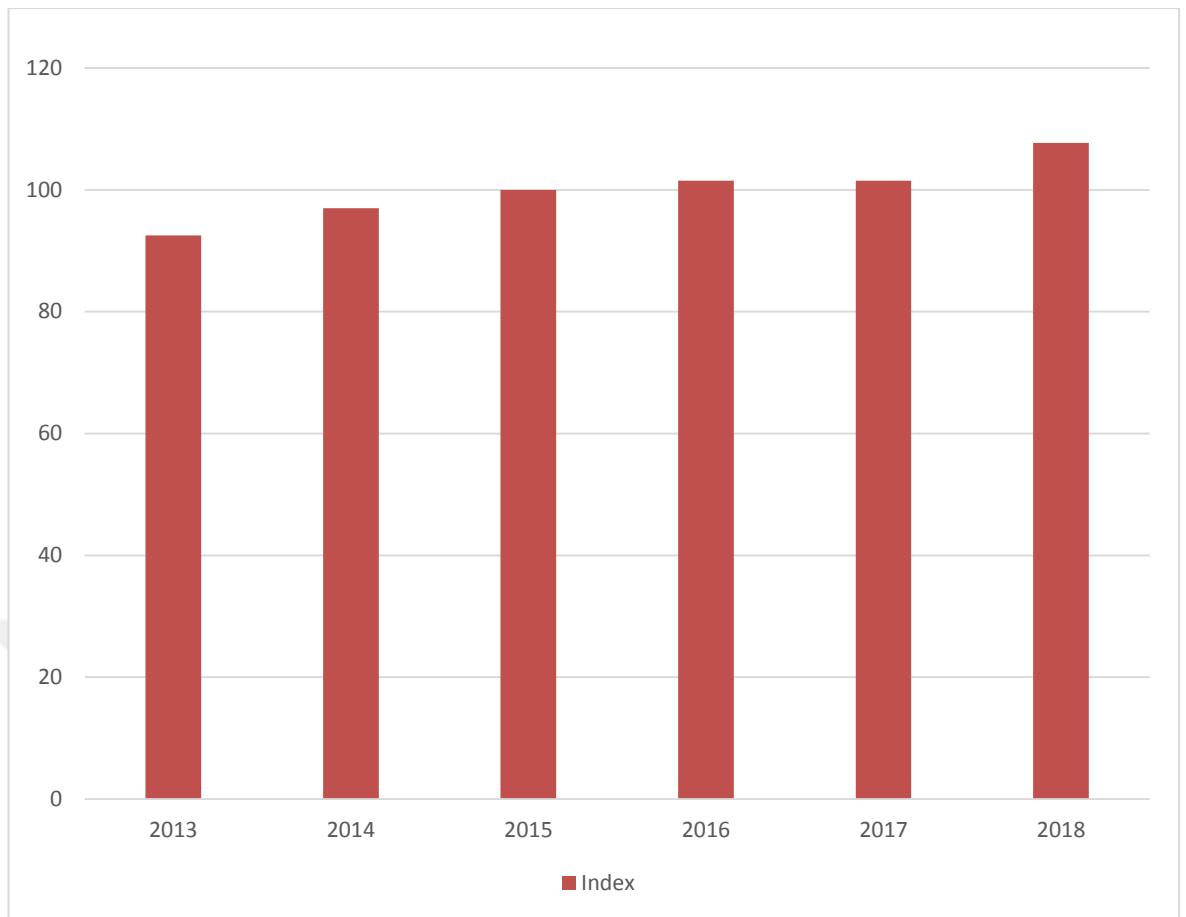


Figure 5.2: represents the Industrial Production Index (IPI) of the textile manufacturing industry in Turkey from 2013 to 2018.

Source: Statista2021 <https://www.statista.com/statistics/1055741/industrial-production-index-of-textile-manufacturing-in-turkey-annual-average/>

Over the period in display here, Industrial Production Index generally rose for the textile-manufacturing sector. In 2018, the index had a value of 107.7, which was considerably higher compared to the year before. The reason of this huge success in garment industry is due to the textile sector that has approximately four million workers working and is worth approximately \$20 billion because of low labor costs as in Turkey. Around 60% of the country's textiles are exported, making them one of the top ten polyester and wool manufactories worldwide. However, Turkey still has an immense workforce and can produce many textiles for sale over long hours owing to its skilled employees. It was the expiry of an old quota scheme in 2005 that triggered substantial growth in Turkish textile exports. While they do not perform as required by production requirements, their development is highly commendable in recent years. Turkey, formerly

regarded as a mythical garment industry in the 1960s, has continuously been one of the greatest manufacturers of garments on earth. Turkey is the seventh largest manufacturer of low-cost cotton in the world for its inexpensive fabrics eventually. They still use the material to produce the clothing in addition to selling it. The apparel industries earn profits by exporting readymade clothes rather than only shipping it to other parts of the globe. The main recipients of these cloth exports are the United States, Germany, Russia, and China (Shahbandeh, 2020).

Moreover, upwards of one million people are also employed by the Turkish textile and ready-to-wear sector. The textile industry employs 1, 67 million people in its connected subsectors and will expand owing to new investments and an increase in exports in the future years. While the Turkish textile industry has grown steadily over the years, it faces challenges as the country now faces China. Because of China's low labor prices, it is becoming less beneficial, and as the legal minimum wage for 2018 is 2.029,50 TRY, around 420 euros and net 1.603,12 TRY around 340 euros. Most textile and garment workers earn around this minimum wage, which in every country that contribute to the textile industry such as Morocco, is far from a living wage (ILO A. , 2013).

An expert of this industry of speaking on Turkey's Textiles Company claims that the country needs therefore to rub out the impression that the country is a contractual producer and attempt to create a trademark in the people's thoughts. The branding strategy may be used to distinguish and advertise its high conditions textile cotton products in the world marketplace. Turkey is one of the world's leading manufacturers and exporters of textiles. International commercial fairs have been conducted in the textile section inside Turkey, therefore highlighting its prospective (Pamuk, 2008). To assess a firm or an industry's recent and future status, a system analysis is essential. The commonly named SWOT analyzes are an entrenched instrument. The SWOT-Analyze is a technique that assesses the strengths, weaknesses, opportunities and threats of a plan, concept, company or industry (C.W.L & T.M, 1992), therefore the SOWT analysis of the sector in Turkey sum up as follow:

Table 5.2: represents the SWOT analysis of the textile sector in Turkey

Strengths	Weaknesses
Fierce labor expense, with an average costs of 7 euros	Colloquial black market zone in bazaars
Qualified and well educated labor force, as engineering education	Inability to create a large number of brands, several brands are well known outside Turkey
Quality of products made in Turkey as the term Turquality	High expenses for power and input
Opportunities	Threats
The geographical location and proximity	The proximity between the US business and the developing Far East might expense important profit margins in the textile industry.
The liberalization of Turkey and the trade policies	Economic and political instability would constitute industry anticipation of risk.

Source: Global Marketing - Turkish Textile Industry and Its Competition Power
<https://fr.slideshare.net/GamzeSaba/global-marketing-turkish-textile-industry-and-its-competition-power>

Thus, the Turkish textiles and clothing industry is the most modern, globally successful industry in terms of quality and a wide variety of goods, with every other region. In the European and North American production of textiles, the Turkish textile industry is extremely important. The current history, due to large Turkish yarns, makers of manufactures and organic cotton businesses, modern industrial sites in Turkey show an enormous expansion of the textile sector. Turkey shipped \$17.7 billion in ready-to-wear items in 2019, according to Turkish Trade Minister. Turkish producers are now trying to take advantage of China's coronavirus-impaired chance (Tokatli, 2011). As claimed by the Istanbul Garment Exporters Association (İHKİB), the category gauged for 10.1% of the nation's entire exports, whichever amounted to 14.8 billion dollars in January 2020, to extend and export figure of whatsoever 1.5 billion, an enlarge of 5.8 % over the same month in 2019. Nearly 73.4% of exports went to EU countries, which Germany and Spain were the principal advantageous. Turkey's cotton production has also improved, which would make it less reliant on foreign sources of cotton (İHKİB, 2019). Nevertheless, every non-biological farming manufacture genetically has environmental unfavorable consequences because of the exploitation of water and synthetic substance. As in Turkey, it

not permitted to genetically change the cotton. Therefore, every conventional cotton is GMO-free, for which it has conveniences and defiance with references to sustainability. Moreover, chemical fertilizers are commonly favored because of the expensive natural manures along with the barrier previous to herd cultivation and the ditching of condition incentive (Oral, 2019).

Around the same time, the country's government is very concerned with removing the remaining problems in the market. As turkey encounter to manage with the expenses of inflation, including the hostile repercussion on the climate and basic rights. In actual fact, omitting for undeniable legitimate gap, Turkish employment constitution and pertinent law on environmental preservation are mainly coordinated with the EU customary. Hence, the central issues, in particularly supervisor's unregistered, unidentified implementation, unofficial factories, and tacit allocating appear to trunk whence the insecure imposition of these charters on account of the insufficiency in the lawful structure at large. As for the hazard of child labor on the sector, as well as in the textile factories may also arise through non-registered work. In Turkey, it is forbidden to appoint minors underneath the age of 15. (Oral, 2019).

In consequence, Turkey could become the best competition for its biggest rival countries in the near future, if it could improve its sector of this industry and generating formal employment and empowering the workers. As Turkey is one of the most countries who contributed to a magnificent economic growth and development, it could rapidly make these changes to a better r environmental and social sustainability.

Therefore, in this comparative case, the impact of fast fashion industry in both Morocco and Turkey emerges largely in the textile industries and is directly connected to this industry, where garments are produced in crucial circumstances. In this comparative analysis, the criteria of labors conditions and environmental matter are therefore dissected.

As Morocco is the 32nd exporter in the world whereas Turkey is the fifth in the world, this is justified by the long experience dating the Ottoman Empire, and creating opportunities for employment and stimulates national economics and growth. In Turkey, there are over 20,000 textile manufacturers and 1.63 million employees, in contrast despite its close distance and geographic position

(Katkat, 2020), Morocco still struggles to surpass the advancement of Turkey in this industry, indeed with only 1,600 textile manufacturers and 1 million employees, Morocco has a long road to forge (Plank, 2012).

As for the required hours of work per week in Turkey by law is 45 hours, but the industry averages a 67-hour work week where overtime pay is either low or nonexistent. Where Morocco has not the best conditions too, the required hours of work per week in Morocco by law is 40 hours, but it been investigated that labors work approximatively 55- hour up to 65- hour through week. In comparison to other OECD countries, Turkey exceeds all other countries for people who work long hours with 39% of the population. The Textile, Knitting and Clothing Industry Workers' Union called the conditions of the textile factories "murderous" as Turkey ranks third globally in terms of industrial related accidents. The brutal capitalist system which is only concerned about the accumulation of profits through the intensive exploitation of the working class in the absence of the simplest conditions of protection and safety (Plank, 2012). In Turkey's case regarding the conditions of labors, the the country's constitution guarantees workers the right to set up and join trade unions, the government has so far failed to sufficiently address violations of the law by employers (Witono, 2015). In the same way, most of the workers in Morocco work in unsafe conditions due to lack of legislation or corruption among the state authorities responsible for the implement the safety norms, as Morocco registers some 2,000 deaths each year due to work-related accidents, "one of the highest figures" in the Middle East and North Africa (Plank, 2012).

Accordingly, in both Turkey and Morocco there is low knowledge of waste management laws and regulations, as for waste segregation or sorting in most enterprises, this technique is practically inexistent in both countries. In Turkey, fertilizers used in cotton production are usually based on nitrogen and more of 9,000 tones of nitrogen per year are leaked into water resources. Being the fifth largest textile and clothing exporter in the world and since the fashion industry is a major water user, it is relatable that the industry is creating water shortage risk, in Turkey, 1,300,000 tons of textile waste emerge each year (Altun, 2012). As for Morocco, more than 200,000 tons of textile waste are produced each year. The clothing production generates the maximum textile waste due to the

cutting operation and the confection. The continuous manufacture of new textile products leads to more pollution and ecological dysfunction. Hence, in Morocco the system of recycling is non-existent to contribute to this pollution (Switchmed, 2021).

The competition between these two countries is tough, as they provide a more or so the same terms of salary and working hours. Nevertheless, it has also cough up various issues in the labor and the environmental level. This race and excessive competition is causing a colossal impact upon the social condition of labors and the deterioration of the environment. Responsible fashion needs to involve the human factor in addition to the environmental dimension. Informal labor and work safety should be part of this understanding.

5.3 The Effects of Covid-19 Pandemic On The Fashion Industry in Morocco and Turkey

The epidemic of COVID-19 has triggered the world's largest economic and humanitarian challenges. Regardless of how the economy is, it come into shudder. Entire industries and businesses are affected by this epidemic, which has dramatic effects on the fashion industry, which shows a steady decline and a difficult future. The downfall of the worldwide fashion industry is too severe. From January to March 2020, market capitalization has decreased by 40%.The fashion business generates about \$2.5 trillion worldwide in annual income before the epidemic. Nonetheless, during the epidemic it has been noticed that the reversal decrease to a big unemployment rate. In addition, several firms and labels failed during the Covid pandemic periods, as the McKinsey Global Fashion Index (MGFI) states. Only businesses with a solid sector steadiness before the pandemic could somehow eliminate the epidemic, while the remainder already suffered financial instability and catastrophic repercussions owing to the abrupt disruption of global marketing (Company, 2020).

With global quarantine and the fashion industry ceasing, emissions of greenhouse gases have dropped dramatically and certain nations' levels have decreased an average of nearly a quarter during the phases of confinement. The emissions of nitrogen dioxide (air pollutants strongly related to industrial

production) fell by almost 40% in China, the country's leading manufacturer and exporting textile company, according to managing director Claud Zehner, of the European Space Agency. The European Orbit Agency's Claud Zehner adds that the impact was so extreme, that even satellite photos from aerospace were apparent. In Northern Italy regions, the heart of fashion in Italy, NO₂ emissions fell similarly to all unnecessary companies, including fashion production, shuddering suddenly. Worldwide quarantines that have forced manufacturing to cease and limited individual behavior and thus alter it, have generated the largest decrease in emissions annually since World War II. The Coronavirus epidemic has highlighted not just conventional fashion industries' effect on the environment but also manufacturing as a whole's social inequality. As global locks began, retailers shut down, several fashion businesses, including Fashion Nova, Primark and URBN, were informed that they withdrew or shut down three billion dollars. Businesses have already been made and distributed, but have halted paying for its apparel employees. They primarily reside in the poor countries, make a living, and rely on their income to maintain their family, as has also been extensively recorded (Weatherstone, 2021).

Throughout the COVID-19 epidemic, McKinsey & Company conducted a study in April 2020 of more than 2,000 regular consumers to detect fashionable consumer sustainability feelings. The study indicated that a new commitment to sustainable development among European consumers has been prompted by greater knowledge of external influences, along with a shift in viewpoint during the epidemic. The survey revealed that 57% of respondents made considerable swaps to their lifestyles during the outbreak in order to reduce their ecological consequences, and more than 60 percent reported having altered their attitudes, leaving the environmentally-sensitive packaging for recycling and buying products. In the meantime, 61% of millennials reported increasing items from slight or minor recognized companies during the epidemic, showing a change in consumer behaviors to more ecologically and socially aware decision-making. In the fashion sector proper, the study shows that over 60% of customers estimate reduced fashion expenditure during the situation, and around 50% anticipate that tendency to continue when the recession is gone. Of the customers polled in the McKinsey research, 65 percent supported the

postponement of fashion labels as a consequence of the COVID 19 crisis to introduce new lines, and 58 percent supported few the 'fashion' of garments than other post-crisis aspects. Indeed, headlines are currently one of the least significant features for customers while shopping. Ultimately, the poll shows how much the COVID-19 epidemic has changed consumer preferences, immediately affecting the reappearance of the fashion sector in post-COVID countries (Kim, Grimmelt , & Charm , 2020).

As to Morocco's situation with regard to the Covid-19 pandemic crisis, the textile sector saw a drastic fall in Moroccan exports from the clothing sector to the European Union. Prompted an operator in this sector to say at the end of August that Morocco was going to have to work harder and develop a clear strategy to rectify the situation, considering that the health crisis has created opportunities that the kingdom has every interest in seizing.

In a study entitled "The Moroccan textile-clothing value chain put to the test of Covid-19", Nabil Boubrahimi, expert at the Moroccan Institute of Strategic Intelligence (Imis) and professor of economics, confirms the finding according to which the Covid-19 crisis has indeed created opportunities and challenges that the textile sector as a whole will have to seize. If he wants to regain lasting control of the current crisis. Because this sector weighs heavily: it is the leading contributor to the creation of industrial jobs (nearly 160,000) and a major provider of foreign exchange, ranking third nationally in terms of the export of goods (Boubrahimi, 2021). However, during this crisis, this situation resulted in the cessation of activity of subcontracting factories in Morocco. "Thanks to enormous efforts, manufacturers have certainly been able, over the past year, to preserve jobs and continue to operate at 50% of their production capacity, but currently that seems impossible," laments Fatima Zahra Alaoui. . And to regret that the sector "will certainly experience plant closures because we must not forget that 60% of the units in the sector are small and medium-sized enterprises which achieve an average turnover, varying between 20 and 30 million dirhams" (Alaoui, 2021).

In addition, Turkey is the beneficiary of this health crisis. Indeed, according to the analyzes carried out by the journalist Rana Foroohar of the Financial Times on the impact of this crisis, Turkey was the only country which benefited from

it. Indeed 23 countries including France, Germany, Italy and Spain, were negatively impacted by the crisis, while for Turkey, it had a positive effect on its gross domestic product. Meanwhile, Turkish Textile Industrials Association (TGSD) chairperson Hadi Karasu told reporters that several European textile giants have entered into negotiations with local companies to relocate production to Turkey. It must be said that the textile and ready-to-wear sector is at the top of the sectors most affected by the coronavirus in China. Global textile and ready-to-wear brands have therefore stopped their production in this country and have turned to alternative markets. In addition, textiles and ready-to-wear are also one of the most important dynamics of the Turkish economy. However, the expertise of Turkish companies, the proximity to Europe, the speed of deliveries and the quality of the products are pushing the big brands to return to the Turkish market. In addition, according to the president of the association, the export of products represents 170 billion dollars a year for China. However, "if 1% of orders come back to Turkey, that would represent nearly \$ 2 billion". According to industry estimates, the cost of production in China has jumped 36% in recent years while it has fallen in Turkey due to the weaker Turkish currency. Moreover, this has the consequence of favoring exports from Turkey (Karakaya, 2020).

Thus, formerly, the fashion sector shown to be unreliable, fashion firms are most probably to want to come back to 'business as usual' as they are used to working. Nevertheless, we can demand change as customers. Admittedly, fashion companies are mixable with the consumers and advertisers will have to provide them, as long as there is demand for a much more responsible and efficient approach. As purchasers, we have to deal with our income and use that intersection to reconstruct the business with a social and ecological focus. Companies must be forced to review their own fundamental principles, reinforce environment pledges and adopt manufacturing reforms, such as the endless in-season cycle of mode trends. Individuals and businesses must hold the fashion for workmanship, talent and innovation, which have created their first prestige, alike.

As a conclusion, the industry of textile and the fast fashion sector in both Morocco and Turkey reflect a colossal benefit in term of economic growth and

development of the country, as Turkey carry on with the investment in the usage of elaborated technologies to progress its manufacturing. As a matter of comparison, at the SWOT analysis level they tend to have some similarities, nevertheless, we cannot deny the enormous advancement and progression that Turkey is facing. Despite the Covis-19 crises, it many advantages towards these industries, proved that it is a redoubted contender, as the Turkish industry had a favorable impact ever since the outbreak the leading fashion providers transferred their goods into the nation. Morocco, in contrast, still need to innovate its strategy to follow or to outshine Turkey's development and economic achievement. Morocco therefore plans to innovate its plan of action, as planned by 2025 the establishment in niches and not capabilities of five major pillars, with balanced growth amongst clothes, homemade and technological textiles, and the appropriation of the home market, place for aid tools and finally the mobilization of all stakeholders. However, this industry still rise many controversial topics and issues, and governments of both of these two countries need to reflect on better circumstances and environment to an advantageous way of living.

6. CONCLUSION

Over the past centuries, the world saw the emergence of new phenomenon that contribute to completely new changes in our societies. By this means, the globalization phenomenon contribute to diver's innovation and opportunities. Globalization brings about the globalization of the economy. Today, trade takes place on a global scale, which is to say between all countries. All resources can circulate freely, for a mere example an American company can source from South America, have processing plants in Asia, and sell its products in Europe. Nevertheless, one of the negative aspects of globalization that is often raised is that it is the richest who are enriched by it, while the poorest become even poorer. Companies in rich countries exploit poorer countries and have control over trade. A multinational that has factories abroad enriches the country where it comes from and not the countries where its factories and workers are located.

In terms of culture, globalization also has cultural impacts. With the globalization of the economy and the development of communication technologies, a global culture seems to emerge. All over the world, people wear the same clothes, eat at the same restaurants, watch the same movies and listen to the same music. Additionally, the globalization of fashion is increasingly influencing the fast fashion sector. The fast fashion phenomenon is about transforming the supply chain in order to design clothes faster and enable a broader variety of buyers to purchase latest apparel trends at cheaper costs. As the emergence of new trend around the world connecting by the globalization, it allows companies of fast fashion a colossal production, which is affecting the environment and the state of labors. Although, we cannot neglecting the impact that has the fast fashion industry on the labors and the environnement. Throughtout this research it has been clearly proven that the huge influence of fast fashion has huge repercussion on both workers and the environment aspect; it has cough up various issues in the labor and the environmental level that we cannot overlook anymore.

In addition, the fast fashion industry has also created many opportunities in developing countries and developed ones. That is the case of Morocco and Turkey; these two countries are at the top level of production of the fast fashion garments. Whereas, the benefit of globalization has contributed to these two countries to merge into a world business and global export. Nevertheless, it has also cough up various issues in the labor and the environmental level, but several progress and program are being establish to set better circumstances to this sector. The competition between these two countries is tough, as they provide a more or so the same terms of salary and working hours. However, each one differ from another, as Morocco has it advantage of being closer to the European side, this edge facilitates the transportation of garments in a brief time. As for Turkey, it past expertise in the textile industry plays a colossal role in this industry and can be a global competitor with its important economic growth. However, these two countries are far from contributing to better and decent social conditions or to a more sustainable industry and eco-friendly environment. In the comparative analysis part, it shows the lack of improvement and development towards the main source of the fast fashion phenomenon that causing day-by-day colossal outcomes and consequences to our societies.

Through this work, we notice that the textile sector in Morocco and Turkey still has a long way to go to ameliorate and more specifically, the Fast Fashion industry, naturally by the characteristic of the industries towards the phenomenon of fast fashion and its place in today's world. In addition, the behavior of consumers vis-à-vis this phenomenon is influenced in part by globalization, which we have analyzed to have a significant impact on this phenomenon which is the fast fashion from a negative and positive parts. Which points out our research question, that there is in fact a huge impact of globalization on the behavior of the consumer, and therefore this influence has repercussions.

Table 6.1: represents the differences and similarities between Morocco and Turkey

Morocco	Turkey
55-65 hour work week	67-hour work week
Minimum monthly salary: between €260 and €300.	Minimum monthly salary: between €340 and €420.
No waste segregation or sorting in most enterprises	No waste segregation or sorting in most enterprises
Morocco registers some 2,000 deaths each year due to work-related accidents in this industry.	Due to the large amount of informal textile workers, employers rarely pay minimum wage; more than 40 percent of workers are informally employed.
More than 200,000 tones of textile waste are produced each year in Morocco	In Turkey, 1,300,000 tons of textile waste emerge each year

On the one hand, we notice the impact on the environment and the huge repercussion that the fast fashion provoke. On the other hand, on the working conditions in these factories, from which we can deduce our main hypothesis, on the fact that the working conditions of the worker, conditions that still remain deplorable throughout the supply chain, differ from country to country, as in Morocco and Turkey. This is justified by the development of each country and by the cost of labor in the specific country whereas the production of fast fashion clothes are produce, as we can see that by means of its definition, fast fashion requires rapid production, which worsens the environmental situation of producing countries and moreover that of the world. As we discovered, in both Turkey and Morocco still there is nefative effect upon the criterias of labors and environment, as we deduce that in these two countries simalirities can be found as well as contrast in this field.

I believe that the problem mainly results on fast fashion companies, and how each country, for instance Morocco and Turkey, allows these work conditions and environment issues to come in light. Regarding their main value, as well as their position towards these trends, which attracts more and more consumers. I

specify that also these companies are related to informed the consumers of the working conditions as well as the pollution emitted by the factories and which affects the environment in a disastrous way, this is what the survey shows, a clear indifference and ignorance towards the phenomenon and mainly of these impacts. I also believe that companies can allow a solution to these social and environmental conditions. Moreover, little has been done to provide decent work place to labors by the manufacturing countries such as Morocco and Turkey, as we still certify the main issues over the years repeating or worse aggravate.

Throughout this work, I have been able to acquire knowledge about the fashion industry sector and mainly about fast fashion in general and especially in Morocco and Turkey as the case has proven the conditions and impacts of it. Moreover what this phenomenon poses on the environment and on labors. As an excessive consumer, I became aware through my research of the real conditions applicable in the garment factories. I am also aware of the impact that globalization has on the excessive consumption of society. Otherwise, in my various searches throughout my work, I have been able to find solution to the situation facing the textile industry as well as that of fast fashion. Therefore, I can suggest an alternative, which in my opinion, through thid new solution can improve working conditions on the one hand and decrease the impact that the Fast Fashion industry has posed on the environment, and hope to, gradually reduce the negative consequence that the fast fashion has on our society. The suggested recommendation in a way can improve the textile and fashion sector in some way in not only Morocco and Turkey but also in other countires.

Primarily, the main recommendation and solution proposed is the slow fashion. The Slow Fashion is a new movement of the textile industry and fashion, the term Slow Fashion was born in opposition to "Fast Fashion" leading for twenty years to hyper-consumption of clothing. It is a responsible consumption style based on the desire to respect the production time of a product, to serve quality and not quantity. The Slow Fashion is a way of fighting against the high intensity production of clothing products. Facing the mass textile industry, which is also Fast Fashion, the concept Slow Fashion calls for greater sobriety: "slow down" and re-think the way we buy. Slow-fashion urges on individuals

not to continuously change, discard and renovate our garments, to want their clothes, to assure their true needs and, of least, to promote excellent, durable and environmentally friendly garments. More fundamentally, Slow Fashion helps us to be conscious of our conduct and its influence on the environment around us. Promoted by awareness linked to the climate emergency, to disasters such as the collapse of Rana Plaza or the global Covid crisis. This trend of "at least but better" is gaining momentum today. Slow fashion, also known as "slow ware", therefore clearly shows its positioning in opposition to fast fashion.

In addition, the idea that fast fashion has on a more sustainable business model and the impact it opposes on the environmental and social aspect. Even more so, I strongly believe that the suggestions put in place such as Eco responsible fashion or Slow Fashion may not develop in the future, it will undoubtedly be difficult to improve our consumption better, but I think that with conviction and brand prevention we can remedy an excessive buying pattern adopted by fast fashion brands. Because it will be hard to prove that, we do not have to buy clothes every week to be trendy but just to have a style of our own.

Thus, this study clearly proves the impact of globalization on the fast fashion phenomenon, as one of the influential segment of the textile and fashion industry, from its negative effects to its positive effects. Moreover, how this segment of the clothing industry influences the environment and the social conditions of labors, and how it differs from country to country, and how there is strong relationship between fast fashion industry and the working conditions of labors' and environmental problems in both Turkey and Morocco. Equally important to mention that the role of the consumer towards this phenomenon is essential and crucial for better circumstances in this field. Hence, these two countries are far from contributing to better and decent social conditions or to a more sustainable industry and eco-friendly environment. In the case study part, it shows the lack of improvement and development towards the main source of the fast fashion phenomenon that causing day-by-day colossal outcomes and consequences to our societies.

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RESUME

Name and Surname: Hind Ben Zekri

Education:

- 2019-2021: Master in Political Science and International Relations, Istanbul Aydin University
- 2014-2018: Bachelor in Private French Law, Abdelmalek Essaadi University

Experience:

- February 2018- April 2018: Internship in Notarial Office Tangier
- April 2014-July 2018: Secretary in Rotarat Dean Tangier