MANAGEMENT OF SUSTAINABLE FASHION RETAIL BASED ON REUSE – A STRUGGLE WITH MULTIPLE LOGICS

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1. PURPOSE
The purpose of the study is to show the complexity in the management of fashion-retail based on reuse by identifying and explaining obstacles in the reuse process.

2. CONCEPTUAL FRAMEWORK
A performative perspective on institutional logics [1][2] enables the identification of three enacted rationalities working in favour and in conflict with each other.

3. MATERIAL AND METHOD
The study is inspired by ethnography and based on 41 interviews and additional observations, focusing on actions and practices at ReTuna, a shopping mall based on reuse.

ReTuna aims to be a traditional mall, but the shops sell reused products.

4. RESULT
Basis of attention
The mall’s primary goals focus on all logics, but the prioritization is fuzzy. The owner and the management prioritize the shopping mall logic, while some of the stores do otherwise.

Basis of strategy
The reuse ambition is obstructed as the management has emphasized the creation of a system for market transactions, i.e., the shopping mall logic which does not favour the reuse of fashion.

Primary actors
At the mall, the same actor plays many roles. The combination of different roles and lack of experience and knowledge complicates the work.

Focus of practices
Practices at the mall and the material context are seldom in line with all three logics at the same time, and this is likewise a source of obstacles to the reuse of fashion.

5. CONCLUSION
The complexity is a result of the need to manage and balance different logics, which are enacted by the actors’ actions. Thus, the goal of re-circulating as much fashion products as possible is hindered by actors not being able to handle different logics equally due to a lack of knowledge, experience and skills, coordination, and material conditions. The shopping mall logic receives most support.