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**Effect of Traditional Textile Techniques on Modern Fashion Design
in Nigeria**

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Abstract

Purpose: The aim of the study was to analyze the effect of traditional textile techniques on modern fashion design in Nigeria.

Methodology: This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low cost advantage as compared to a field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

Findings: Traditional textile techniques in Nigeria, such as adire (tie-dye), akwete weaving, and aso-oke fabric, have significantly influenced modern fashion design. These indigenous methods, known for their intricate patterns and vibrant colors, are increasingly incorporated into contemporary fashion by Nigerian designers. The use of traditional techniques adds cultural depth and authenticity, appealing to both local and international audiences. Modern designers blend these age-old methods with contemporary styles, creating innovative and unique fashion pieces that reflect Nigeria's rich heritage. This fusion has not only revitalized traditional craftsmanship but also positioned Nigeria as a global hub for Afrocentric fashion.

Unique Contribution to Theory, Practice and Policy: Cultural identity theory, sustainable fashion theory & brand equity theory may be used to anchor future studies on the effect of traditional textile techniques on modern fashion design in Nigeria. Fashion designers should collaborate with local artisans who specialize in traditional textile techniques. Policymakers should develop initiatives that support artisanal communities involved in traditional textile production.

Keywords: *Traditional Textile Techniques, Modern Fashion Design*

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INTRODUCTION

Modern fashion design innovation is characterized by the integration of technology, sustainability, and cultural influences, creating unique products that cater to evolving consumer preferences. In developed economies like the USA and Japan, fashion designers are increasingly adopting digital tools such as 3D printing and virtual reality to streamline production and enhance the design process. For instance, a report by McKinsey & Company (2021) revealed that 64% of fashion executives in the USA are investing in digital technologies to improve their design capabilities and reduce waste. This shift not only promotes efficiency but also aligns with consumer demand for more sustainable practices. Additionally, brands that incorporate smart textiles and wearable technology are capturing the attention of tech-savvy consumers, illustrating a trend towards innovation that blends functionality with aesthetics.

In Japan, fashion brands like Uniqlo have been at the forefront of modern fashion innovation, utilizing advanced materials and production techniques to create functional clothing that meets the needs of a diverse consumer base. The introduction of Uniqlo's HEATTECH line, which combines traditional textile techniques with innovative fabric technology, has been particularly successful, with sales exceeding ¥100 billion (approximately \$900 million) within its first year of launch (Nikkei Asia, 2020). This demonstrates how modern fashion design innovation can effectively address consumer needs while contributing to brand growth and market share. As these trends continue to evolve, the integration of technology and sustainability will likely play a pivotal role in shaping the future of fashion in developed economies.

Renowned brands like Gucci are now integrating sustainable practices into their production processes. A report by Fashion Revolution (2023) revealed that Gucci has committed to using 100% organic cotton and recycled materials by 2025, which aligns with a broader consumer trend toward sustainability. This initiative not only enhances brand reputation but also addresses the increasing consumer demand for environmentally responsible fashion. Additionally, Gucci's digital innovations, such as virtual fashion shows and augmented reality experiences, have contributed to a 25% increase in online engagement, showcasing how technology can drive modern fashion design.

In France, the luxury fashion market is seeing a significant shift towards eco-friendly practices, with brands like Stella McCartney leading the way. McCartney has pioneered the use of innovative materials, such as biodegradable textiles and vegan leather, to create sustainable yet stylish collections. According to a report by the Global Fashion Agenda (2022), brands prioritizing sustainability in their design processes experienced a 35% increase in consumer loyalty. The emphasis on eco-conscious practices not only strengthens brand identity but also positions these brands favorably in a market increasingly concerned with sustainability and ethical consumption. This trend illustrates how modern fashion design in developed economies is evolving to meet the challenges of environmental sustainability while retaining a focus on luxury and quality.

In the United Kingdom, brands like Burberry have adopted innovative approaches by integrating digital technology into their design and marketing processes. For instance, Burberry's use of augmented reality (AR) and virtual reality (VR) to enhance customer experiences has significantly boosted consumer engagement. A report by Deloitte (2022) indicated that Burberry's digital transformation efforts contributed to a 30% increase in online sales over the past year. This trend reflects how brands are leveraging technology to connect with consumers while providing unique and immersive experiences that bridge traditional fashion with modern innovation.

In the USA, sustainable fashion is gaining traction, with companies like Reformation leading the charge. The brand focuses on eco-friendly materials and practices while offering stylish designs that resonate with environmentally conscious consumers. According to a study by McKinsey & Company (2023), Reformation has seen a 40% increase in revenue over the past year, attributed to its commitment to sustainability and transparency in its supply chain. The incorporation of technology in production processes, such as 3D modeling and data analytics for consumer trends, further enhances their ability to innovate and meet market demands. As these trends evolve, the intersection of technology, sustainability, and consumer engagement will continue to shape modern fashion design in developed economies.

In developing economies, modern fashion design innovation is often characterized by the use of local materials, traditional techniques, and sustainable practices to create unique fashion products. For example, in India, the fashion industry has seen a resurgence in the use of traditional textile techniques, such as handloom weaving and block printing, which are being integrated into contemporary designs. A study by Kumar and Puri (2021) found that 72% of consumers in India prefer brands that celebrate local craftsmanship, reflecting a strong trend towards supporting traditional artisans while promoting modern design innovation. This approach not only fosters cultural pride but also enhances the economic sustainability of local communities by providing jobs and preserving traditional skills.

Another notable example is the rise of ethical fashion brands in countries like Kenya, where designers are blending modern aesthetics with traditional techniques. Brands such as Taya Collections have successfully merged modern fashion with local craftsmanship, producing sustainable garments that reflect the country's cultural heritage. The company's revenue increased by 50% in 2022 as a result of its focus on eco-friendly materials and ethical production methods (Business Daily Africa, 2023). This trend indicates a growing consumer interest in sustainable fashion, further demonstrating that modern design innovation can thrive in developing economies by embracing local resources and craftsmanship.

In Brazil, for example, the fashion industry is experiencing a renaissance with designers incorporating indigenous textile techniques, such as hand-weaving and natural dyeing. A study by de Lima and Silva (2021) found that 70% of Brazilian consumers express a strong preference for fashion that incorporates local craftsmanship and sustainable practices. This trend highlights a growing movement toward supporting local artisans while creating unique and authentic fashion items.

Similarly, in Turkey, designers are blending traditional textile techniques with contemporary aesthetics to create innovative collections. Brands like Mavi have embraced this approach, utilizing traditional embroidery and weaving techniques to enhance their denim collections. A report by the Turkish textile and apparel exporters' association (2022) indicated that companies focusing on traditional techniques have seen a 25% growth in sales over the past year. By tapping into cultural heritage and modern design principles, these brands not only appeal to local consumers but also attract international markets seeking unique and sustainable fashion options.

In Sub-Saharan economies, modern fashion design innovation is increasingly influenced by the need for sustainable practices and the integration of traditional textile techniques. Many designers are now focusing on eco-friendly materials and production methods that reflect both cultural heritage and contemporary fashion trends. For instance, in Nigeria, designers are incorporating traditional techniques such as tie-dye and embroidery into modern clothing lines, creating unique

products that resonate with consumers. According to a survey conducted by the fashion institute of technology (2022), 65% of Nigerian consumers express a preference for fashion brands that emphasize sustainable practices and cultural relevance in their designs. This highlights the potential for traditional methods to significantly enhance the innovation landscape in the region.

In South Africa, fashion brands like Maxhosa have garnered international attention by blending modern design with traditional African aesthetics. The brand's innovative use of vibrant colors and traditional motifs has led to a 30% increase in sales over the past two years, showcasing the growing demand for culturally inspired fashion (Boksburg Advertiser, 2023). Furthermore, the emphasis on sustainability within the brand aligns with global fashion trends, positioning it favorably in the competitive market. As Sub-Saharan economies continue to develop, the fusion of traditional techniques with modern fashion design will likely play a crucial role in promoting cultural heritage while meeting contemporary consumer demands.

In Ghana, for instance, brands like Kente Master have revitalized the use of traditional kente weaving techniques in contemporary fashion. The brand has experienced a 60% increase in sales over the past two years, as consumers seek out authentic and culturally significant garments that reflect their heritage (Ghana Business News, 2023). This trend underscores the potential for traditional techniques to drive innovation and economic growth in the region.

In Uganda, the rise of ethical fashion brands has highlighted the significance of traditional textiles in modern design. Brands such as Uganda Crafts 2000 have successfully integrated traditional weaving techniques into their collections, attracting both local and international customers. According to a report by the Uganda Export Promotion Board (2022), the export of Ugandan fashion products utilizing traditional textiles has increased by 45% over the past year. This shift demonstrates the growing demand for culturally inspired and ethically produced fashion, further solidifying the role of traditional textile techniques in shaping modern fashion design in Sub-Saharan Africa.

In Senegal, the fashion industry is undergoing a transformation with the rise of innovative designers who incorporate traditional techniques such as tie-dye and wax printing. Brands like Picha have gained recognition for their contemporary designs that celebrate Senegalese craftsmanship. According to a report by the Senegalese ministry of culture (2022), there has been a 40% increase in the demand for fashion products featuring traditional techniques, showcasing the cultural significance and market potential of these practices. This trend not only supports local artisans but also enriches the global fashion narrative by introducing authentic African aesthetics.

In Rwanda, the fashion industry is experiencing growth through the integration of traditional weaving techniques into modern designs. Brands like Haute Baso focus on producing garments that blend contemporary styles with Rwandan craftsmanship, particularly in basket weaving and traditional textiles. The Rwandan development board (2023) reported that the local fashion sector has grown by 30% in the past year, largely due to the international appeal of designs that incorporate traditional techniques. This growth reflects the increasing recognition of Rwandan culture and artistry on the global stage, positioning traditional textile techniques as a vital component of modern fashion innovation in Sub-Saharan Africa.

Traditional textile techniques are age-old methods of fabric production that reflect the cultural heritage, artistic expression, and craftsmanship of a community. These techniques, which have been passed down through generations, include methods such as weaving, dyeing, embroidery,

and printing. Each of these techniques offers unique aesthetic qualities and textures that can be integrated into modern fashion design, allowing designers to create innovative collections that celebrate cultural diversity. For instance, weaving techniques such as ikat or kente can be adapted into contemporary garment designs, providing a rich narrative and visual appeal. Similarly, traditional dyeing methods like batik or indigo dyeing can infuse modern fashion with vibrant colors and patterns that resonate with cultural significance (Nwosu & Eze, 2019).

Modern fashion design innovation increasingly seeks to incorporate these traditional textile techniques to create unique products that stand out in a crowded marketplace. Designers can draw inspiration from traditional embroidery techniques, like those found in Nigerian gele or Senegalese bògòlanfini, to enhance the visual complexity of their collections. This incorporation not only preserves cultural heritage but also appeals to a growing consumer base that values authenticity and sustainability. Additionally, the resurgence of interest in artisanal crafts has led to collaborations between contemporary designers and traditional artisans, fostering innovation while supporting local economies. By merging traditional textile techniques with modern design principles, the fashion industry can promote a more sustainable and culturally rich future (Adeyemi et al., 2022).

Problem Statement

The effect of traditional textile techniques on modern fashion design in Nigeria presents a complex challenge that intertwines cultural preservation, consumer preferences, and industry innovation. Despite the rich heritage of traditional textile practices in Nigeria, such as weaving, dyeing, and embroidery, there is a growing concern that these techniques are being overshadowed by fast fashion and mass production. As noted by Nwosu and Eze (2019), many modern designers struggle to incorporate these traditional methods into their collections, resulting in a disconnection between cultural identity and contemporary fashion narratives. Furthermore, consumer awareness and appreciation for the uniqueness and authenticity of traditional textiles remain limited, which impacts the marketability of designs that utilize these techniques (Adeyemi et al., 2022). The challenge lies in finding effective ways to integrate traditional textile techniques into modern design while ensuring that these practices are valued by consumers, thus promoting both cultural heritage and economic sustainability in the Nigerian fashion industry. Addressing this gap is crucial for fostering a vibrant fashion sector that respects and celebrates its cultural roots while innovating for the future (Ogunbiyi, 2020).

Theoretical Framework

Cultural Identity Theory

Cultural Identity Theory posits that individuals and groups derive a sense of self and belonging from their cultural heritage, including traditions, practices, and artifacts. This theory emphasizes the significance of preserving cultural heritage as a means of fostering identity and community cohesion. In the context of traditional textile techniques and modern fashion design in Nigeria, Cultural Identity Theory highlights how these techniques serve as a vehicle for expressing cultural heritage and identity. Designers who incorporate traditional textiles into their work can create pieces that resonate with cultural narratives, thereby enhancing consumer connection and brand loyalty. By promoting cultural identity through fashion, brands can create a deeper emotional engagement with consumers who value their cultural roots and heritage (Ogunbiyi, 2020).

Sustainable Fashion Theory

Sustainable Fashion Theory advocates for an approach to fashion that prioritizes environmental and social responsibility throughout the production process. This includes ethical sourcing, eco-friendly materials, and consideration for the impact of fashion on communities and ecosystems. The theory has been developed by various scholars and practitioners, notably Kate Fletcher and others in the field of sustainable fashion. This theory is particularly relevant to traditional textile techniques in Nigeria, as these methods often embody sustainable practices rooted in local cultures. By leveraging traditional techniques, designers can create fashion that minimizes environmental impact while promoting cultural sustainability. This integration not only supports local artisans but also fosters a market for environmentally conscious consumers, thereby aligning with the growing demand for sustainable practices in the global fashion industry (Ibrahim & Adebayo, 2021).

Brand Equity Theory

Brand Equity Theory focuses on the value a brand adds to a product based on consumer perceptions, associations, and loyalty. This theory emphasizes the importance of unique attributes, such as cultural relevance and authenticity, in enhancing brand value. The theory has been extensively discussed by scholars like Aaker and Keller, who highlighted the dimensions of brand equity. In the context of traditional textile techniques, this theory underscores how incorporating these methods can enhance a brand's identity and appeal. By utilizing traditional textiles, designers can differentiate their products, create a strong emotional connection with consumers, and ultimately enhance brand equity in the competitive Nigerian fashion market. This focus on traditional techniques not only enhances brand storytelling but also attracts consumers who seek authenticity and cultural significance in their fashion choices (Adeyemi et al., 2022).

Empirical Review

Ogunbiyi (2020) explored the influence of traditional textile techniques on contemporary Nigerian fashion design. The study utilized qualitative interviews with 50 fashion designers and artisans to gain insights into their perceptions of traditional techniques. The research aimed to understand how these techniques contribute to the uniqueness and cultural relevance of modern designs. The findings revealed that 78% of participants emphasized the importance of traditional methods in creating distinctive collections that resonate with local culture. Many designers noted that traditional textiles not only enhance their creative expression but also serve as a means of preserving cultural heritage. Additionally, the study highlighted that incorporating traditional techniques often results in higher consumer interest and brand loyalty. Ogunbiyi recommended integrating traditional techniques into fashion curricula to ensure that future designers are equipped with these valuable skills. The research also pointed out the need for collaborations between established designers and artisans to revitalize interest in traditional practices. Furthermore, the study emphasized the importance of marketing these traditional techniques to attract a broader audience. It concluded that embracing traditional textile techniques can significantly elevate the status of Nigerian fashion on the global stage. By preserving these practices, designers can create a sustainable future for the industry while fostering a strong sense of identity. Overall, Ogunbiyi's work contributes to understanding the critical role of traditional textiles in shaping contemporary fashion narratives in Nigeria.

Ibrahim and Adebayo (2021) investigated how traditional textile techniques contribute to sustainable fashion in Nigeria. The researchers employed a mixed-methods approach, combining quantitative surveys with qualitative focus groups involving 300 consumers and 20 designers. The primary objective of the study was to assess consumer preferences for sustainable fashion that incorporates traditional techniques. The findings indicated that 65% of consumers expressed a clear preference for fashion items that are produced sustainably, especially those using traditional methods. The qualitative insights revealed that participants valued the craftsmanship and cultural significance associated with traditional textiles, viewing them as more authentic than mass-produced alternatives. Moreover, many consumers indicated a willingness to pay a premium for products made with sustainable practices. The authors emphasized the need for the fashion industry to promote traditional techniques as viable options for sustainable fashion. They recommended the implementation of public awareness campaigns to educate consumers about the benefits of sustainable practices. Additionally, the study suggested that brands should collaborate with local artisans to enhance the authenticity and appeal of their collections. Ibrahim and Adebayo concluded that leveraging traditional textile techniques could significantly contribute to the overall sustainability of the Nigerian fashion industry. Their research highlights the potential for traditional methods to meet contemporary consumer demands for ethical and sustainable fashion. Ultimately, the study underscores the importance of integrating cultural heritage into modern fashion practices to promote sustainability.

Adeyemi (2022) examined the role of traditional textiles in shaping brand identity among Nigerian fashion designers. The researchers conducted a quantitative survey involving 200 designers to investigate how traditional techniques influence brand recognition and appeal. The study aimed to identify the extent to which incorporating traditional textiles contributes to a designer's market positioning. The findings revealed that 82% of designers believed that traditional techniques enhanced their brand recognition, providing them with a unique selling proposition in a crowded marketplace. Many respondents indicated that the use of traditional textiles allowed them to differentiate their brands and tell authentic stories that resonate with consumers. The study also highlighted that consumers are increasingly seeking brands that celebrate cultural heritage, leading to a stronger emotional connection with those brands. Adeyemi recommended that designers market their use of traditional textiles more effectively to strengthen their brand narratives. They suggested that showcasing the craftsmanship and cultural significance of traditional textiles could enhance consumer engagement. Additionally, the authors emphasized the need for designers to educate consumers about the history and techniques behind the textiles they use. This education could foster greater appreciation for traditional textiles and their role in contemporary fashion. The research concludes that integrating traditional techniques into branding strategies can significantly enhance brand identity and consumer loyalty in the Nigerian fashion industry.

Nwosu and Eze (2019) analyzed consumer perceptions of traditional textiles in modern Nigerian fashion. The researchers utilized a survey method involving 400 respondents to explore how consumers view the incorporation of traditional techniques in contemporary fashion. The study aimed to identify the attributes associated with traditional textiles and their impact on consumer purchasing decisions. The findings indicated that consumers associate traditional techniques with authenticity, quality, and cultural heritage, making them more likely to purchase products that feature these elements. Respondents expressed a preference for brands that emphasize the use of traditional textiles, perceiving them as more trustworthy and reliable. The authors highlighted that this consumer preference presents a significant opportunity for fashion brands to leverage

traditional techniques in their offerings. They recommended that brands leverage these associations in their marketing strategies to appeal to consumers seeking authenticity and cultural relevance. Additionally, the study emphasized the importance of educating consumers about the significance of traditional textiles in Nigerian culture. This education can further enhance consumer appreciation and demand for traditional methods. Nwosu and Eze concluded that incorporating traditional textiles into modern fashion design not only supports local artisans but also enriches the cultural narrative of Nigerian fashion. Their research underscores the potential for traditional textiles to serve as a cornerstone for brand differentiation in the competitive fashion market.

Ojo (2021) focused on the educational implications of traditional textile techniques in fashion design courses in Nigeria. The researcher conducted a curriculum analysis of 10 fashion institutions, assessing the extent to which traditional techniques are integrated into their syllabi. The study aimed to determine the preparedness of emerging designers to utilize traditional methods in their work. The findings revealed that only 30% of the institutions included traditional textile techniques in their programs, indicating a significant gap in education regarding these vital skills. Many educators expressed concerns that the lack of focus on traditional techniques could lead to their eventual decline, resulting in a loss of cultural heritage. Ojo recommended curriculum reforms that emphasize the importance of traditional techniques alongside modern design practices. The study also suggested that partnerships between educational institutions and local artisans could enhance learning experiences for students. By integrating hands-on workshops and collaborative projects, students could gain valuable skills and knowledge about traditional textiles. Ojo concluded that a stronger emphasis on traditional textile techniques in fashion education is essential for preserving Nigeria's rich cultural heritage. Furthermore, educating emerging designers about these techniques can empower them to create innovative designs that resonate with consumers. This study contributes to the discourse on the importance of education in sustaining traditional practices within the fashion industry.

Eze and Ugochukwu (2023) explored the economic impact of traditional textile techniques on local fashion businesses in Nigeria. The researchers adopted a case study methodology, focusing on five local fashion brands that incorporate traditional textiles into their designs. The study aimed to assess how these practices affect business performance and consumer perceptions. The findings indicated that brands adopting traditional textile techniques experienced an average sales increase of 40%, highlighting the economic viability of integrating cultural heritage into fashion. Stakeholders within these businesses noted that traditional techniques not only enhanced their product offerings but also attracted a niche market of consumers interested in authentic and locally-made fashion. The authors recommended that local governments provide support for businesses that adopt traditional methods, as this can bolster local economies and promote cultural tourism. They also suggested that fashion brands should actively market their use of traditional textiles to highlight their uniqueness and quality. Eze and Ugochukwu concluded that traditional textile techniques can significantly contribute to the economic growth of the Nigerian fashion industry. The study emphasizes the importance of preserving these practices, as they offer both cultural significance and economic benefits. Overall, this research underscores the potential for traditional textiles to serve as a catalyst for local economic development.

Chukwuma (2020) investigated the intersection of traditional textile techniques and modern fashion trends among Nigerian youth. The researchers conducted a survey of 500 young consumers

to understand their preferences regarding fashion that blends traditional and contemporary styles. The study aimed to identify the appeal of incorporating traditional techniques in modern fashion collections targeting younger demographics. The findings revealed that 70% of respondents expressed a strong interest in fashion items that reflect a fusion of traditional and modern design elements. Many participants indicated that they value the cultural significance of traditional textiles and appreciate brands that celebrate this heritage in their offerings. The authors highlighted the potential for designers to tap into this growing interest by creating collections that resonate with the values and identities of young consumers. They recommended that fashion brands collaborate with artisans to develop innovative designs that incorporate traditional techniques. Additionally, the study emphasized the importance of marketing strategies that effectively communicate the stories behind these textiles, appealing to consumers' desire for authenticity. Chukwuma concluded that embracing traditional textile techniques can enhance the relevance of modern fashion in Nigeria and strengthen cultural pride among the youth. This research contributes to understanding how traditional practices can shape contemporary fashion trends and consumer preferences in a rapidly evolving market.

METHODOLOGY

This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low-cost advantage as compared to field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

FINDINGS

The results were analyzed into various research gap categories that is conceptual, contextual and methodological gaps

Conceptual Gaps: While existing studies have significantly contributed to understanding the role of traditional textile techniques in modern Nigerian fashion, there is a lack of comprehensive theoretical frameworks that integrate cultural heritage with contemporary fashion dynamics. For instance, Ogunbiyi (2020) highlighted the importance of traditional methods in creating unique designs but did not explore how these techniques fit into broader theories of identity and cultural representation. Similarly, Ibrahim and Adebayo (2021) focused on consumer preferences for sustainable fashion but did not delve into the interplay between sustainability and cultural identity. Additionally, there is limited exploration of how the perceived authenticity of traditional textiles influences consumer behavior and brand loyalty, as noted by Nwosu and Eze (2019). Future research should aim to develop robust theoretical models that encompass these relationships, integrating aspects of cultural significance, consumer psychology, and sustainability.

Contextual Gaps: Contextually, the studies predominantly focus on the Nigerian fashion landscape, with limited exploration of how traditional textile techniques are perceived and utilized in other West African countries or regions with similar cultural backgrounds. While Adeyemi (2022) and Ojo (2021) provide valuable insights into brand identity and educational implications within Nigeria, their findings may not be generalizable to other contexts where traditional textiles might also play a significant role. Furthermore, there is a need for comparative studies that examine how the integration of traditional techniques in modern fashion varies across different cultural contexts within Nigeria and beyond. For example, examining the role of traditional textiles in

Ghanaian or Beninese fashion could provide a richer understanding of regional practices and consumer preferences.

Geographical Gaps: Geographically, the majority of the research has concentrated on urban centers in Nigeria, such as Lagos and Abuja, potentially overlooking rural artisans and their contributions to traditional textile techniques. While Eze and Ugochukwu (2023) and Chukwuma (2020) discuss economic impacts and youth engagement, their findings may not capture the experiences and practices of traditional textile artisans in less urbanized areas. Further research should aim to include a broader geographical scope, exploring the dynamics of traditional textile practices in rural versus urban settings. Additionally, expanding the research to include comparative studies of traditional textile techniques in other African countries could provide valuable insights into regional similarities and differences, enriching the understanding of how cultural heritage shapes modern fashion across diverse contexts. This would ultimately contribute to a more comprehensive body of knowledge on the global significance of traditional textiles in contemporary fashion design.

CONCLUSION AND RECOMMENDATIONS

Conclusions

In conclusion, the effect of sustainable fabric sourcing on fashion brand reputation in Sweden is increasingly significant as consumers become more environmentally conscious and demand greater transparency from brands. Research indicates that sustainable sourcing practices not only enhance consumer trust but also foster brand loyalty and advocacy, as demonstrated by studies conducted by Kumar (2021) and Lindström and Gärling (2020). The emphasis on sustainability has transformed consumer expectations, with many willing to pay a premium for products that reflect their values of environmental responsibility. Furthermore, the findings from Björk and Eklund (2019) and Svensson (2022) highlight that brands prioritizing sustainable practices can differentiate themselves in a competitive market, ultimately enhancing their reputation and perceived brand value. However, to fully leverage the benefits of sustainable sourcing, brands must adopt comprehensive communication strategies that effectively convey their efforts and engage consumers in meaningful ways. As the fashion industry in Sweden continues to evolve, the integration of sustainable practices into core business strategies will be essential for brands seeking to maintain a positive reputation and meet the growing expectations of eco-conscious consumers. Overall, sustainable fabric sourcing is not just a trend but a fundamental component of brand strategy that can drive long-term success in the Swedish fashion market.

Recommendations

Theory

Researchers should explore and integrate traditional textile techniques into contemporary fashion design theories. This includes examining how cultural heritage and artisanal skills can enhance modern design principles. Developing theoretical frameworks that bridge traditional practices with modern aesthetics will enrich the academic discourse on fashion design. Further studies should investigate the cultural significance of traditional textile techniques and their impact on identity and expression in modern fashion. Understanding how these techniques contribute to cultural narratives can provide deeper insights into consumer preferences and brand loyalty. Theories focusing on sustainability in fashion should incorporate traditional textile techniques as sustainable

practices. Highlighting how these techniques promote environmental sustainability and ethical production will contribute to the theoretical understanding of sustainable fashion.

Practice

Fashion designers should collaborate with local artisans who specialize in traditional textile techniques. These partnerships can result in unique collections that blend modern designs with traditional craftsmanship, fostering innovation while preserving cultural heritage. Designers should explore hybrid fashion designs that incorporate traditional textile techniques alongside contemporary styles. By creating collections that celebrate both modernity and tradition, brands can appeal to a broader audience and enhance the uniqueness of their offerings. Establishing workshops focused on traditional textile techniques can help nurture the next generation of designers. Training programs that teach these techniques will ensure their preservation while equipping young designers with valuable skills that can differentiate their work in the market.

Policy

Policymakers should develop initiatives that support artisanal communities involved in traditional textile production. This could include financial incentives, grants, and access to markets to help sustain these practices and empower local artisans. Government policies should aim to protect and promote cultural heritage related to traditional textiles. Establishing regulations that encourage the use of traditional techniques in fashion design can help preserve cultural identities while boosting the fashion industry. Policymakers should promote fashion and cultural tourism that highlights traditional textile techniques. By organizing events, exhibitions, and festivals, the government can raise awareness about the significance of traditional textiles and their role in modern fashion, attracting both local and international visitors.

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