

# The Shift in Fashion Consumption: Exploring the Allure of Fast Fashion and the Demand for Unique Styles

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## ABSTRACT

The fashion industry is undergoing a significant transformation as consumer behavior shifts, particularly among Generation Z (Gen Z) shoppers. Fast fashion refers to the rapid production of inexpensive, trend-driven clothing, designed to be worn for a short period before being replaced with the latest styles. In contrast, unique styles focus on one-of-a-kind, that emphasize individuality and long-term value. With the rise of fast fashion, there has been a noticeable change in how young consumers approach fashion consumption. This study aims to explore the motivations behind Gen Z's preference for fast fashion over shops offering unique, one-of-a-kind dresses, and how this trend affects the demand for individuality in fashion. While fast fashion provides quick access to the latest trends at a low cost, it also raises concerns about sustainability and the erosion of personal style. The research will analyze the factors influencing Gen Z's purchasing decisions, including affordability, convenience, social media influence, and brand perception. Additionally, the study will examine the clash between the fast fashion model and the increasing demand for uniqueness in fashion, especially in an era where individuality is highly valued. By understanding these motivations, this study aims to uncover potential gaps in the market where consumers seek exclusive, personalized fashion choices that align with their values and identities. The insights gathered will help fashion brands identify strategic opportunities to cater to the evolving needs of the Gen Z market. Brands can leverage these findings to create unique products or experiences that offer exclusivity while still appealing to the cost-conscious and trend-driven nature of Gen Z consumers. Ultimately, this research seeks to guide the fashion industry in balancing mass-market appeal with the growing demand for distinctive, one-of-a-kind styles.

**Keywords:** Gen Z Consumers; Fast Fashion; Individuality in Fashion

