

# SELLING FEWER BETTER THINGS: SERVING VARIETY WITH SLOW FASHION

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## ABSTRACT

The promise of slow fashion is to induce the consumption of longer-lasting items, thus reducing waste. Rather than purchase every latest fashion, consumers benefit from reusing products from their closet if they have low sensitivity to trends, hence potentially saving money over time. In a market where popular trends change periodically, we consider a seller facing customers with heterogeneous sensitivity to those trends. We analyze the seller's optimal segmentation and pricing strategy when it has the flexibility to choose between serving the market with disposable (low quality) and reusable (high quality) products, or a mix of the two.

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