

CLOSET-BUILDING VERSUS MINIMALISM: SELLING FEWER, BETTER PRODUCTS TO FASHION SENSITIVE CUSTOMERS

ABSTRACT

Fashion sellers are sometimes critiqued for selling products with low durability, resulting in waste. Blame is also directed at consumers, who purchase new fashions despite having accumulated a closet full of prior fashions. The "slow fashion" movement encourages sellers to produce more durable products, but doing so implies added costs and potentially less frequent consumer purchases. We focus on the joint product-durability and pricing decisions of a firm that sells new fashion-product varieties over time. While slow-fashion, calling for durable products and infrequent purchasing, can be viewed from a philosophical perspective, our analyses economically bridge the slow- versus fast-fashion segments.