

## **Fast Fashion Issue in Vietnam: Legal Aspects and Environmental Protection**

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### **Abstract**

The entire world is facing a tremendous acceleration in the development of the fashion industry and responding to the highly increasing demand for fashion items. However, the fashion industry is the main root of creating tons of environmental problems and greenhouse gas emissions in the corporate production process. Fast fashion is the new fashion trend, which has continuously been harming the environment, specifically contributes to carbon emissions and many other scenarios. The expansion of fast fashion products in the modern age all over the world has also created preferable conditions for nurturing fast fashion brands in Vietnam. In addition, it helps the advent of foreign fast fashion brands penetrate the Vietnam market. As a result, the Government needs to pay attention to some issues related to policies, laws, environmental protection, and sustainable development goals of net emissions in Vietnam. In the content of this article, the author examines the fast fashion trends in Vietnam from the perspective of law enforcement, and environmental protection under the goal of maintaining sustainable development, thereby making some necessary recommendations for improving the relevant legal policy.

**Keywords:** Fast fashion, Vietnam, Law, Environment protection, Sustainable development

### **Introduction**

In 2012, at the UN's conference on Sustainable Development in Rio de Janeiro (Brazil) on The Future We Want (RIO 20+), the Outcome Document on sustainable development was released. It marked the appearance of the Sustainable Development Goals (SDGs) (United Nations, n.d). In 2015, the UN continued to promulgate the SDGs vision to 2030 with 17 goals, 169 targets, and 232 indicators surrounding the five main pillars of the program: People, Planet, Prosperity, Peace, and Partnership (Marco Tavanti, n.d). The goals of sustainable development require the commitment and participation of individuals and institutions around the world, among the 17 goals of the festival, the 9<sup>th</sup> goal (creative industries and infrastructure) mentions targets on greenhouse gas emissions (CO<sub>2</sub> emission

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intensity) directly related to global warming, environmental pollution, public health...

Fashion is the second leading field in terms of emissions causing environmental pollution, with the advent of fast fashion, the impact on the environment of this industry is increasingly serious (Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., & Gwilt, A, 2020). According to estimates, the fashion industry generates about 10% of global CO<sub>2</sub> gas (over 1.7 billion tons/year) (UN Climate Change, 2018), besides, the fast fashion industry is also the second largest water consumer (1.5 trillion liters of water per year) (Global Fashion Agenda and The Boston Consulting Group, n.d). It also causes pollution and water wastage during the production process estimated to account for nearly 20% of all industrial water pollution (Global Fashion Agenda and The Boston Consulting Group, n.d). and about 35% (190,000 tons/year) of primary ocean microplastics pollution (Global Fashion Agenda and The Boston Consulting Group, n.d), as well as generating a large amount of textile waste (more than 92 million tons per year) (Dahlbo, H., Aalto, K., Eskelinen, H., & Salmenperä, H, 2017), (Ellen MacArthur Foundation, n.d).

In the wave of fast fashion, Vietnam is a link in the fast fashion supply chain (**Figure 4**), a processing location for fashion brands because of the advantage of cheap labour. However, the trend is to move production to countries like China, Vietnam, and Bangladesh... increasing the complexity of the supply chain and reducing the transparency of this system. And makes it difficult to monitor the raw material production process (Karaosman, H., Perry, P., Brun, A., & Morales-Alonso, G., 2020), which means it is difficult to monitor the protection of environmental obligation in general and CO<sub>2</sub> emissions in particular of this industry. Besides being part of the supply chain of the fast fashion industry, Vietnam is also a consumer market for fast fashion products such as H&M, Uniqulo, Zara... as well as other fashion products sold on other e-commerce platforms. According to a report by the Vietnam E-Commerce Association (VECOM), the fashion industry ranked third in revenue (about 15.000 billion VND) and ranked third in the industry with the highest sales volume and price segment. The best-selling price segment is from 200.000 VND – 500.000 VND, which reflects the huge consumption of fast fashion in Vietnam. However, the issue of CO<sub>2</sub> emissions from the fast fashion industry in Vietnam is still a gap in policy and the legal system. Currently, Vietnam does not have a specific policy for this industry nor a strategy to change consumer shopping habits toward reducing CO<sub>2</sub> emissions in particular and protecting the environment in general.

This research was conducted to comprehend how fast fashion affects the environment in general and the CO<sub>2</sub> emissions issue in particular. The authors also

analyse and assess Vietnam's current legal system's application in this area and propose several legal and environmental protection-related alternatives.

### **Methods**

The research uses qualitative methods, reviewing documents and previous research to solve the research problem. In addition, the authors also use the desk review method to review legal documents and policies related to the field of fast fashion in Vietnam.

### **Research Objectives**

- To Overview of the history and environmental impacts of fast fashion;
- To Analyze the current situation and legal aspects of fast fashion in Vietnam;
- To Provide solutions to improve the law on fast fashion towards the goal of environmental protection in Vietnam

### **Findings**

Global CO<sub>2</sub> emissions are directly related to fast fashion. As one of the supply chain's connections and a market for fast fashion goods, Vietnam is one of the countries where fast fashion has a detrimental impact on the environment and contributes to CO<sub>2</sub> emissions. Vietnam also exports a significant amount of fiber, yarn, and fabric to other countries, but it still lacks a legal framework, a fast fashion policy, or environmental technical criteria.

### **Discussion**

#### **Overview of fast fashion and its relationship with environmental pollution**

##### **Definition of fast fashion**

Unquestionably, clothing satisfies a fundamental human need. Therefore, it makes sense that the use of clothing has increased significantly along with population expansion and human development (Bartl, A., & Ipsmiller, W., 2023). People increasingly want to wear clothes that are fashionable, trendy, and affordable. Therefore, the fast fashion trend was born to satisfy that need of people. Currently, there are many definitions of fast fashion:

Fast fashion, also referred to as instant fashion, is a technique used by the fashion industry that prioritises the low-cost, quick manufacturing, supply, and circulation of trendy apparel, accessories, and footwear. Fast fashion has become essential in the cutthroat fashion industry because it enables businesses to react rapidly to the newest trends and meet consumer demands. To stay up with the newest trends and keep customers interested, several well-known businesses, including H&M, Zara, and Primark, operate utilising a fast fashion model. Or fast fashion is a term that refers to cheap clothes, sewn very quickly by popular,

affordable fashion brands based on ideas and designs from the fashion collections of famous brands.

The easily accessible, low-cost clothing of today is referred to as "fast fashion." "Fast" refers to how rapidly retailers can bring designs from the runway into their stores to meet the ever-increasing demand for a wider variety of styles. The emergence of globalisation and the expansion of a worldwide economy have led to the internationalisation of supply chains, which has resulted in the relocation of fibre production, textile manufacture, and clothing construction to regions with less expensive labour. Cheap clothing is produced in response to rising demand, and prices are kept low by outsourcing production to low- and middle-income nations (LMICs) (Bick, R., Halsey, E., & Ekenga, C. C., 2018).

The populace can access reasonably priced garments because of the fast fashion industry's business model. As a result, everyone can afford to express their individuality and creativity through clothing and fashion, which has a levelling influence on society (Bartl, A., & Ipsmiller, W., 2023).

Some criteria to recognize a fast fashion brand or not include: (i) Does the brand have a variety of fashion styles and is it able to keep up and be responsive to popular trends? ; (ii) The time to launch trendy fast fashion collections for sale is much shorter than the time for outfits on the catwalk; (iii) Goods sold are limited in quantity because they only produce a certain amount for sale in a short period; (iv) The materials used to make these types of costumes are usually quite cheap, so the costumes deteriorate quite quickly.

### **History of fast fashion**

In the 1960s and 1970s, the younger generation created strong waves that influenced fashion and preferred to use cheaply produced clothes to express their appearance. Since then, fashion brands have tried to find ways to meet the price needs of customers, but there is still a clear difference between High-end fashion (The luxury fashion industry includes a small number of leading brands and fashion designers that create fashion trends) and High street (clothes that can be bought in ordinary shops in ordinary cities and towns, rather than being specially made by fashion designers) (Cambridge Dictionary, n.d). As a result, fashion brands opened a series of large textile factories in developing countries; so that American and European companies save millions by hiring cheaper workers (such as Zara, H&M, and TopShop...).

In the late 1990s, when shopping for clothes gradually became a form of entertainment, people began to spend discretionary money on clothes as a way to relax and relieve stress. Along with that is the rapid change in fashion trends, leading to the formation of trendy designs that are mass-produced at low cost.

These models allow consumers to own products identical to the designs shown on the catwalk or a celebrity's item at extremely low prices. Also at this period, the phrase "Fast fashion" began to be known, not only that, it became a booming industry in the US, Japan, and European countries,... and was chosen by many people. "Fast fashion" gradually surpasses leading fashion brands.

Fast fashion firms are currently being elevated to new levels thanks to public figures like Kate Middleton and Michelle Obama, who are frequently spotted wearing clothing from brands like Zara and H&M. The "democratisation of fashion" has now given rise to the idea of mass production, enabling a large number of individuals to speak through clothing regardless of their economic and social backgrounds (Hải Yến, 2021).

### **The impact of fast fashion on the environment**

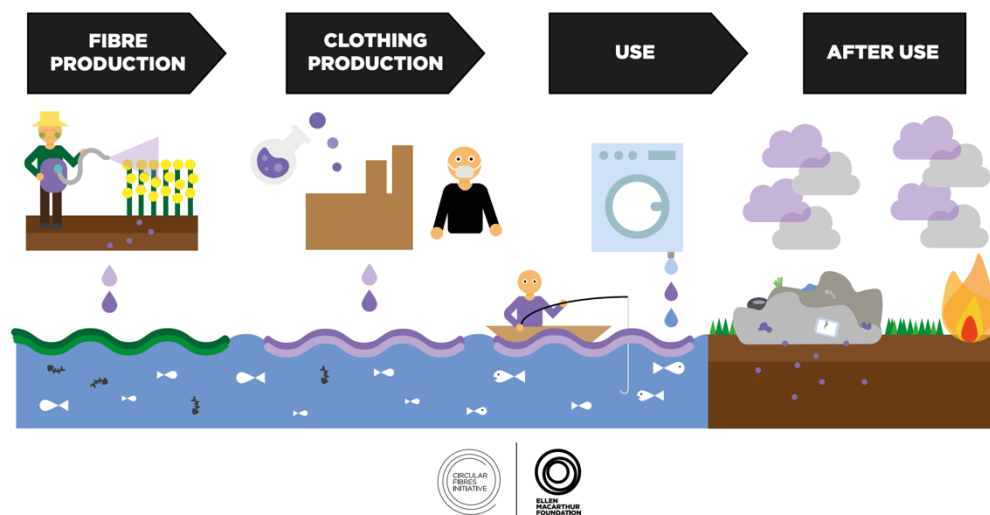
“...while concerned about the environmental and social impact of their non-fashion purchasing decisions, [consumers] did not apply such principles to their consumption of fashion. They talked in general terms of saving the environment, were committed to recycling, and expressed dedication to organic food... Yet, these very same consumers routinely availed themselves of trend-led fashionable clothing that was cheap: i.e., low cost to them, but high cost in environmental and societal terms” (Joy, A., Sherry, J. F., Venkatesh, A., Wang, J., & Chan, R., 2012).

Fast fashion, in addition to its advantages, has a variety of negative effects, particularly on the environment. Due to the non-durability of fast fashion items and their tendency to be abandoned by consumers or not used when a new trend emerges, the quick fashion sector is responsible for a sizable amount of fashion waste. Furthermore, during the production and use process, the textile industry also has a significant impact on the environment (**Figure 1**) (Ellen MacArthur Foundation, 2017). The advent of fast fashion makes this situation even more serious. Fast fashion is a product of consumerism (Hi, A. O. B., 2022), it brings huge profits but takes a heavy toll on the environment. First is its business model, fast fashion provides consumers with more products at cheaper prices, led by fashion trends (trend-led-product) (Anguelov, N., 2021) (Becker-Leifhold C, , Heuer M, & Niinimäki K., 2018).

The distance from the catwalk to the shelf is getting shorter (Bick, R., Halsey, E., & Ekenga, C. C., 2018), leading to manufacturers releasing more products to the market (double compared to 2000) (Remy, N., Speelman, E., & Swartz, S., 2016) and consumers owning more and more garments. For example, global per capita textile production increased from 5.9 kg to 13 kg per year between 1975–2018 (Peters GM, Sandin G, & Spak B., 2019b), and the total global volume

of fashion products increased rapidly (Global Fashion Agenda and The Boston Consulting Group, n.d). As a result, the life cycle of fast fashion products is getting shorter and shorter (Payne A, n.d). Pursuing fashion trends increases waste, increases water pollution, CO<sub>2</sub> emissions and many other social problems. In addition, starting from its business model, more than 51% of raw materials used for production in the fast fashion industry are Polyester materials (about 51 thousand tons in 2017), followed by cotton accounting for about 25% % (26 thousand tons in 2017). Polyester's dominance in the fast fashion sector is due to its performance and cost-effective nature (Mckinsey & Company., n.d.), which also means CO<sub>2</sub> emissions are greater and old clothes cannot be recycled. The rapid change in fashion trends also increases fashion waste, excess unsold products and its destination is landfills or poor countries in Africa (Fletcher, K., & Tham, M., 2014).

Figure 1. Substances used in textiles raise concerns about adverse effects during the production, use, and after-use phases



A recently published report by the European Environment Agency (EEA) has shown that fibers used in the textile industry are having a significant impact on the environment. The production of synthetic fibers such as polyester, nylon, and acrylic is an energy-intensive process, requiring large amounts of fossil fuels such as petroleum and releasing CO<sub>2</sub>. Furthermore, these fabrics decompose into microplastics that pollute the ocean and pose a threat to marine life. According to a 2017 assessment by the International Union for Conservation of Nature (IUCN), washing synthetic textiles like polyester was responsible for 35% of all microplastics in the ocean, which are the very small bits of plastic that never decompose (McFall-Johnsen, M., 2020). It is estimated that by 2050, there will be

about 22 million tons of microfibrils discharged into the ocean (Ellen MacArthur Foundation, 2017).

According to statistics, fast fashion emits about 1.2 billion tons of CO<sub>2</sub> into the air every year. The world is consuming 400% more clothes than two decades ago. The world fashion industry has produced 52 fashion trends corresponding to 52 seasons in a year. Meanwhile, there are only 4 seasons in a year. The fashion industry's carbon emissions account for 10% of the carbon emissions calculated for the remaining industries. According to a study, more greenhouse gas (GHG) emissions from the manufacture of textiles than from all international flights and maritime shipping combined in 2015 totaled 1.2 billion tonnes of CO<sub>2</sub> equivalent (International Energy Agency, 2016). Compared to 3.5 tonnes of plastic and less than 1 tonne of paper, the manufacture of 1 tonne of textiles produces 17 tonnes of CO<sub>2</sub> equivalent (Eunomia, 2015). The use of textiles results in large GHG emissions. It is estimated that just washing and drying clothes uses 120 million tonnes of CO<sub>2</sub> equivalent (Ellen MacArthur Foundation, 2017). According to forecasts, the textile industry will use more resources, specifically oil, and emit more CO<sub>2</sub> during the production and destruction of old and obsolete products if it maintains the current pace. By 2050, the amount of oil consumed by the textile industry will be 300 million tons and account for 26% of global CO<sub>2</sub> emissions, compared to 98 million tons and 2% in 2015 (Ellen MacArthur Foundation, 2017).

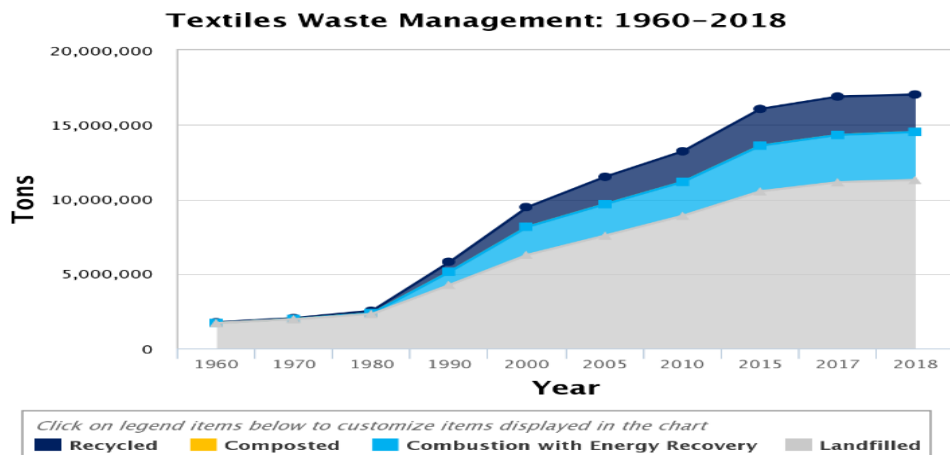
The cheap materials that make up fast fashion outfits often take a long time to produce and also take a long time and a long process to decompose. Some types cannot be recycled because they are mainly made from synthetic materials of petroleum origin (more than 60%). Therefore, when removed, they will become extremely large landfills, which can last for several decades. After decomposition, they can create substances that pollute the air, soil, or water sources when waste is buried underground. This is invisibly destroying the ecosystem on Earth. If not thrown into landfills, discarded clothes will be buried and destroyed by burning. However, polyester - the most commonly used fiber in fast fashion, is made from plastic and never completely decomposes. Instead, they behave like other forms of plastic (microplastics), are rarely recycled, take years to decompose, and are harmful to water sources and wildlife.

The **Figure 2** and **Figure 3** below show how many tonnes of textiles (in thousands of U.S. tons) were produced, recycled, composted, burned with energy recovery, and dumped in municipal solid waste (MSW) between 1960 and 2018 (US EPA, OLEM, ORCR, RCSD, 2018).

Figure 2. A number of textiles produced, recycled, composted, burn and dumped from 1960 to 2018

Management Pathway	1960	1970	1980	1990	2000	2005	2010	2015	2017	2018
Generation	1.76	2.04	2.53	5.81	9.48	11.5	13.2	16.0	16.8	17.0
Recycled	50	60	160	660	1.32	1.83	2.05	2.46	2.57	2.51
Composted	-	-	-	-	-	-	-	-	-	-
Combustion with Energy Recovery	-	10	50	880	1.88	2.11	2.27	3.06	3.17	3.22
Landfilled	1.71	1.97	2.32	4.27	6.28	7.57	8.90	10.5	11.1	11.3

Figure 3. Several textiles produced, recycled, composted, burned, and dumped from 1960 to 2018



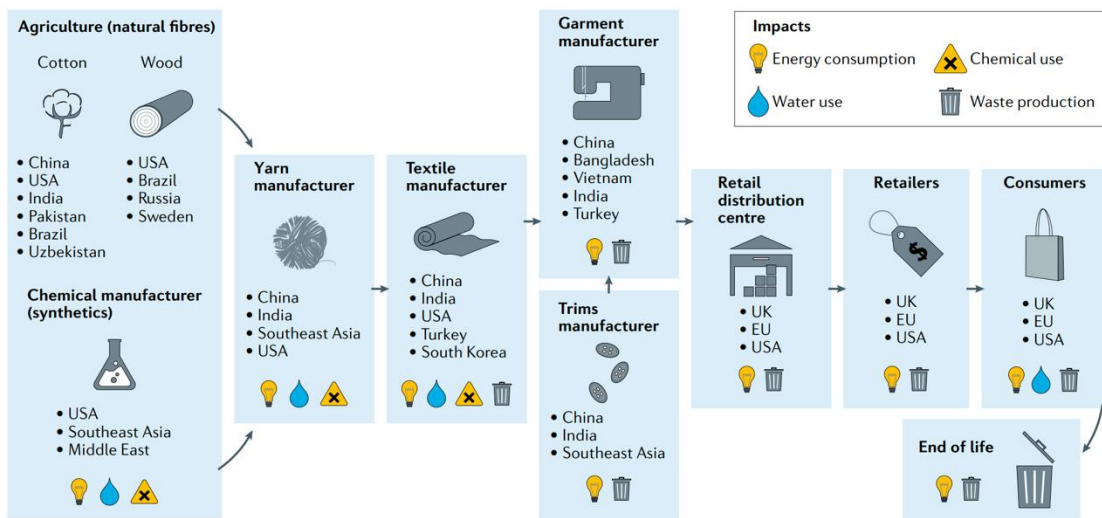
According to the U.S. Environmental Protection Agency (EPA), 17 million tonnes of textiles were produced in 2018. This statistic corresponds to 5.8% of the year's total generation of MSW. Wiping rags and old clothing eventually find their way into the trash stream and contribute to the production of MSW. 2.5 million tonnes of textiles were recycled in 2018, for a recycling rate of 14.7%. Based on data from the American Textile Recycling Service, EPA calculated that the recycling rate for textiles in garments and footwear was 13% of this total. In 2018, the rate for supplies like linens and pillowcases was 15.8% percent. In 2018, 3.2



million tonnes of textiles were burned as part of MSW. This amounted to 9.3% of MSW that was burned with energy recovery. In 2018, 11.3 million tonnes of MSW textiles were disposed of in landfills. This represented 7.7% of all MSW dumped in landfills (US EPA, OLEM, ORCR, RCSD, 2018).

In addition, the supply chain of fast fashion is often dispersed globally (Figure 4), which leads to the lack of transparency in the origin of this industry’s products, and fast fashion products are often imported. In countries with cheap labor sources (including Vietnam), this leads to consequences in terms of solid waste, production, and product processing processes and also leads to CO<sub>2</sub> emissions ((Niinimäki et al., 2020).

Figure 4. Garment-manufacturing supply chain. The key stages of the fashion supply chain with the geographic location and broad-scale environmental impacts (energy use, water use, waste production, and chemical use) for each stage of the process. The garment supply chain is globally distributed, with much of the initial fibre production and garment manufacturing occurring in developing countries, while consumption typically occurs in developed countries.



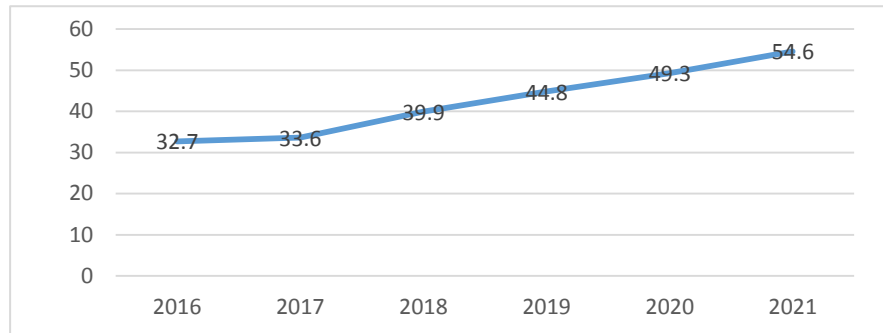
The environmental impact of fast fashion is also reflected in the raw materials used by this industry. On average, the production of a T-shirt emits about 2.6 kg of CO<sub>2</sub> and a pair of jeans emits about 11.5 kg CO<sub>2</sub>, and more than 50% CO<sub>2</sub> gas is generated during material processing (Sandin, G., Roos, S., & Johansson, M., n.d.)

### Fast fashion in Vietnam

In Vietnam, fast fashion is gaining a strong foothold in the hearts of consumers. Especially in the age of technology 4.0, when young people spend a lot

of time shopping for cheap clothes on e-commerce platforms. The number of online shoppers is increasing (from 32.7 million in 2016 to 54.6 million in 2021) because of the convenience and preferential prices of products on e-commerce platforms (**Figure 5**) (Cục Thương mại điện tử và Kinh tế số, 2022).

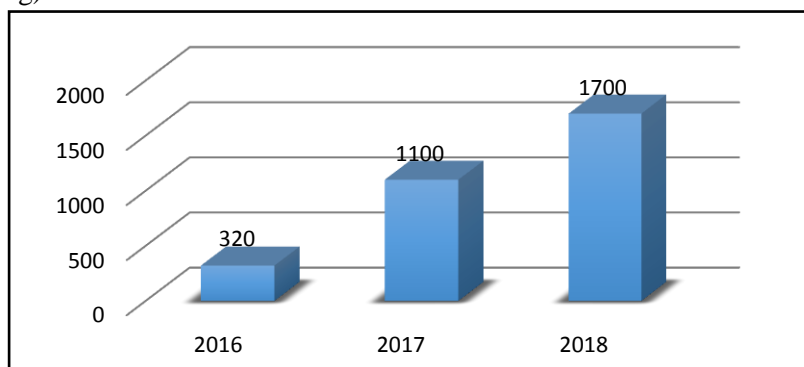
Figure 5. Number of consumers shopping online in Vietnam from 2016 - 2021 (in million)



Shirts costing only 50,000 VND or pants from 100,000 VND always attract tens of thousands of online purchases. According to statistics from the Department of E-Commerce and Digital Economy, in 2022, up to 69% of Vietnamese people bought garments through e-commerce platforms (Cục Thương mại điện tử và Kinh tế số, 2022), more than doubling compared to the same period in 2021 (only 30%) (Cục Thương mại điện tử và Kinh tế số, 2021).

In Vietnam, the revenue of fast fashion brands such as Zara and H&M increases every year. Zara's revenue in three years (2016 to 2018) increased from 320 billion VND to 1700 billion VND (**Figure 6**) (Nguyen NM., 2021).

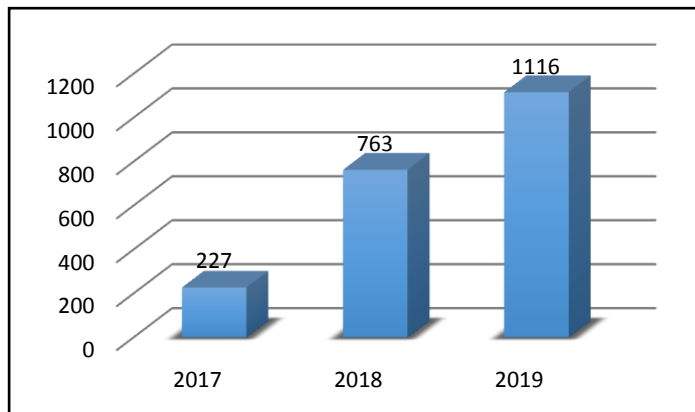
Figure 6. Revenue of Zara in Vietnam from 2016 to 2018 (in billion Vietnamese dong)



In 2017, H&M marked its presence in Vietnam by opening its first store in Ho Chi Minh City. At the end of the last 3 months of 2017, H&M's revenue in

Vietnam reached VND 227 billion (\$9.8 million), and increased to VND 1,116 billion (\$48.5 million) in 2019 (**Figure 7**) (Nguyen, M., 2021).

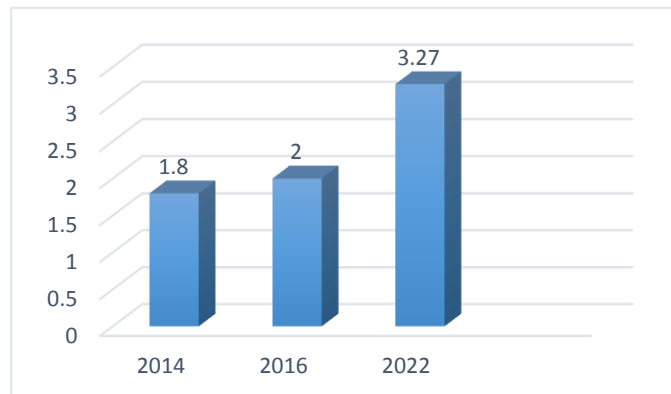
Figure 7. Revenue of H&M in Vietnam from 2017 to 2019 (in billion Vietnamese dong)



Particularly in the Vietnamese market, where people’s income is not high, for them, fashion brands listed as “Fast Fashion” are still luxury brands. The material is best in the price range and is fashionable, so consumers are still interested in using it - Gen Z or the current younger generation. The numbers on the business results of fashion brands Zara and H&M demonstrate how attractive the potential of the Vietnamese fashion market is for international brands.

According to a study, 27% of Vietnamese consumers keep clothes for less than a year before throwing them away, compared to China's 23%, Australia's (4%), Hong Kong's (6%) and Singapore’s 6% (YouGov, 2017). Thus, compared to other countries in the region, Vietnam has a higher rate of reusing clothes, but the amount discharged into the environment is still of concern. Currently, plastic waste in Vietnam is increasing significantly, with the contribution of fashion waste (**Figure 8**) (Mạnh Hùng, 2022)

Figure 8. Amount of plastic waste in Vietnam (tons/year)



### **Legal and policy framework related to reducing emissions in the fast fashion sector in Vietnam**

At the UN Climate Change Conference held in Glasgow (COP26) in 2021, Vietnamese Prime Minister Pham Minh Chinh announced a commitment to gradually phase out coal-fired power by 2040, and achieve net zero carbon emissions by 2050. Most recently, in the National Strategy on Climate Change, Vietnam has announced the goal of cutting emissions by 43.5% by 2030, setting emissions targets for each sector. In 2030 and 2050, as well as some qualitative proposals to achieve these goals (Prime Minister, 2022b).

To achieve this goal, Vietnam has issued many legal documents and proposed policies related to emission reduction issues associated with the net zero emissions target by 2050. Main policies can include Resolution No. 23-NQ/TW (2013) of the Communist Party of Vietnam on proactively responding to climate change, strengthening resource management and environmental protection, Decision No. 896/QD-TTg dated December 26/7/2022 of the Prime Minister on Approving the national strategy on climate change until 2050, Decision No. 889/QD-TTg dated June 24, 2020 of the Prime Minister on Approving the national program on sustainable production and consumption in the period 2021 - 2030.

Among the documents related to environmental issues in general, the 2020 Law on Environmental Protection is the most important legal document in Vietnam's strategy to reduce CO<sub>2</sub> emissions. In addition, the Government of Vietnam also issued Decision No. 2053/QD-TTg on the Plan to implement the Paris Agreement on climate change, directly regulating the field of greenhouse gas emission reduction with Decree No. 06. /2022/ND-CP dated January 7, 2022 regulations on reducing greenhouse gas emissions and mitigating the Ozone layer.

When analyzing the content of the above documents and relating to the fast fashion sector, it can be seen that there are no legal documents directly regulating this field, however, it is possible to access Vietnam's legal framework. Vietnam on the issue of fast fashion from two perspectives: First, Vietnam is a link in the supply chain of fast fashion products (adjusting emissions issues from the manufacturer's side). Second, Vietnam is a consumer market for fast fashion products (adjusting emissions from consumer fees and sales channels).

On the manufacturer's side, according to the provisions of the Law on Environmental Protection 2020, production facilities in general and the fashion sector, in particular, must have the obligation to reduce emissions, which includes organizing the mitigation of emissions according to the roadmap, inventory of greenhouse gases, subject to inspection of compliance with the greenhouse gas inventory, building mechanisms and methods of cooperation on emission mitigation (Article 91). In addition, production facilities also must protect the ozone layer

through being under the management of import, export, consumption, and production of products that affect the ozone layer, collection and manage these substances, and are responsible for developing and applying technology to protect the ozone layer (Article 92). Furthermore, according to the Law on Environmental Resources Protection 2020, Article 139 also regulates the issue of developing the Carbon market in Vietnam.

To implement content related to emission reduction, the Government issued Decree No. 06/2022/ND-CP dated January 7, 2022, regulating greenhouse gas emissions reduction and ozone layer mitigation, including: requires emission testing for several production facilities, of which 10 facilities operating in the textile and garment sector are inspected. This list will be updated twice a year (Prime Minister, 2022a).

Regarding consumers and commercial platforms, through the process of reviewing the content of documents, it is shown that currently there is only Decision No. 889/QĐ-TTg dated June 24, 2020, of the Prime Minister on Approval of the Prime Minister's Program. The national program on sustainable production and consumption for the period 2021 - 2030 addresses the issue of sustainable consumption to implement sustainable consumption with a focus on consumers and businesses Prime Minister (24/6/2020). For today's commercial platforms, fashion products are always high-sales items, but there are still no regulations binding the responsibilities of brands and sellers of fast fashion products towards CO<sub>2</sub> emissions. However, some studies show that Vietnamese consumers are very conscious of environmental protection, and green consumption (Hoàng Thị Bảo Thoa, 2016), and are interested in environmentally friendly fashion products (Đào Thúy Hằng, 2022).

### **Recommendations**

Based on research on fast fashion in Vietnam about the issue of greenhouse gas emissions, in terms of policy and law, the authors offer some policy implications as follows:

Firstly, as a link in the supply chain of the world fashion industry (**Figure 4**), it is necessary to have policies and strategies to transform towards "greening". Vietnam's textile and garment industry is a highly contributing industry to the country's export turnover (accounting for about 18% - by 2022) (Lê Tiến Trường, 2023), however currently import partners have requirements for green materials and green factories. For this item, this is also the common policy of importing countries with the goal of sustainable development and emission reduction (Quỳnh Như, 2022), so in terms of State policy, it is necessary to have policies to encourage and support textile enterprises. The garment industry is shifting towards meeting

environmental protection standards as well as contributing to Vietnam's emission reduction goals.

Second, in order to limit CO<sub>2</sub> emissions from the fashion consumption market, there should be policies to develop the fashion resale market and fashion rental market in Vietnam. According to the report, the resale fashion market will reach 1.1 billion in sales by 2022, forecast to reach 5 billion by 2026 (Duy Khang, & N.Binh, 2022), which shows the huge potential of this market. Some studies also show the growth potential of fashion resale companies in Vietnam as the sustainable consumption trend develops (Hong Lan & Watkins, 2022). Besides, this field is also a part of the circular economy (Machado et al., 2019). However, to develop this market, preferential development policies from state fees are needed such as tax incentives, communication, and propaganda...

Finally, it is necessary to speed up the promulgation of legal documents related to labeling of raw material origin or energy labels for fashion products consumed in Vietnam. According to the experience of successful countries in curbing emissions such as the EU, garment products imported and distributed in this market are required to record detailed material content of all garments exported to the EU according to Regulations. EU Regulation 1007/2011 (EUR-Lex - 02011R1007-20180215 - EN - EUR-Lex, 2018), in addition to non-legal requirements for garments such as the global recycling standard (GRS), RDS (Responsible Down Standard) and RWS (Responsible Wool Standard), EU ecolabel (BUSINESS HANDBOOK, n.d). With the goal of net zero emissions by 2050, Vietnam needs to carry out labeling of fast fashion products consumed in Vietnam because, as analyzed, fast fashion accounts for a very large market share in Vietnam. Labels can change people's consumption behavior towards this product group.

## **Conclusion**

Vietnam pledged to achieve "zero" net emissions by 2050 as one of the nations that ratified the 2015 Paris Agreement on climate change. Reducing emissions into the environment in numerous industries is one of the tasks that must be completed in order to uphold that promise. As was shown above, one of the industries with the highest CO<sub>2</sub> emissions is the fashion industry, yet there is currently no mechanism, policy, or legal legislation to control this. To satisfy its promises when taking part in the 2015 Paris Agreement on climate change, it is hoped that the Vietnamese government will concentrate on lowering emissions in the fashion sector soon with the use of appropriate initiatives, regulations, and legislation.

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