Bibliometric Analysis of Sustainable Fashion Marketing

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ABSTRACT

This study performs a thorough bibliometric analysis of sustainable fashion marketing to investigate its intellectual framework, thematic progression, and international research collaborations. The study utilizes data from the Scopus database, evaluated with VOSviewer and Bibliometrix, to identify predominant themes, significant publications, notable authors, and developing research clusters. The findings indicate that sustainability, marketing, consumer behavior, and fast fashion are key to contemporary research, whereas circular economy, green marketing, and digital communication are emerging fields of study. Collaboration maps indicate significant contributions from the United Kingdom, United States, China, India, and several European and Asian nations. The findings indicate a distinct transition from industry-centric sustainability dialogues to consumer-oriented and technology-driven marketing studies. This study provides significant insights for scholars and professionals, highlighting potential avenues such digital sustainability communication, circular fashion initiatives, and cross-cultural consumer analysis.

Keywords: Sustainable Fashion, Green Marketing, Consumer Behavior, Fast Fashion, Circular Economy, Digital Marketing, Bibliometric Analysis.

1. INTRODUCTION

The global fashion industry has experienced significant shift in the last decade, propelled by increased awareness of climate change, unethical labor practices, and the substantial amount of textile waste produced by fast fashion. The fashion industry, among the most environmentally detrimental, contributes substantially to water usage, chemical contamination, and carbon emissions [1]. Environmental and societal issues have prompted the adoption of more sustainable production and consumption practices, resulting in the swift rise of sustainable fashion as both an industry trend and a field of study. Sustainable fashion marketing is essential for advocating responsible consumption, improving brand accountability, and integrating sustainability concepts into customer choices [2]. This transition signifies a pivotal moment as corporations progressively incorporate environmental and ethical principles into their brand identities.

This transition has been driven by evolving consumer expectations. Younger generations, especially Generation Z and millennials, increasingly prioritize sustainability in their shopping decisions due to concerns about environmental degradation and the social consequences of rapid fashion [3]. The emergence of digital activism and social media awareness in initiative has hei ghtened consumer demand for transparent supply chains, ethical sourcing, and verifiable sustainability assertions. Consequently, marketing techniques in sustainable fashion have progressed to prioritize authenticity, narrative, influencer collaboration, and educational material [4]. Brands that emphasize sustainability as a fundamental value are increasingly preferred for their perceived dedication to social responsibility and enduring environmental care.

Moreover, technology innovations have transformed the realm of sustainable fashion marketing by facilitating improved traceability, data-informed insights, and digital interaction. The utilization of digital technologies, like blockchain for supply chain transparency, AI-based recommendation systems, and eco-labeling platforms, has broadened the realm of sustainability communication [5]. Digital platforms offer extensive datasets that researchers can utilize to examine

consumer sentiment, perceptions of sustainability, and online behavioral patterns [6]. These advancements underscore the multifaceted character of sustainable fashion marketing, which intersects with environmental science, consumer psychology, information systems, and corporate ethics.

Research on sustainable fashion marketing has considerably expanded within the fields of marketing, sustainability, environmental management, and design. Initial study concentrated on green consumerism, ethical apparel, and perceptions of eco-friendly items [7], whereas contemporary studies investigate circular economy frameworks, slow fashion, pro-environmental conduct, and brand activism [8]. Notwithstanding this increase, the study remains dispersed across various fields and publication venues, complicating the synthesis of emergent topics and the identification of prevailing philosophical frameworks. This transdisciplinary distribution highlights the necessity for a comprehensive analysis of research trends to assist scholars and practitioners in comprehending the field's evolution.

In this setting, bibliometric analysis functions as an effective methodological instrument to delineate scientific landscapes, ascertain knowledge frameworks, and track thematic progression. Bibliometrics allows scholars to examine publishing trends, co-authorship dynamics, journal impact, and conceptual connections via citation networks [9]. A bibliometric method is particularly advantageous for the broad sector of sustainable fashion marketing, where conceptual boundaries intersect with sustainability, marketing, and fashion design. It offers evidence-based insights into the evolution of research themes, identifies the predominant authors or institutions in academic output, and highlights emerging notions that may influence the future of sustainable fashion marketing research. Bibliometrics provides a thorough overview of the intellectual development of the area by mixing performance analysis with scientific mapping.

Although sustainable fashion marketing literature has experienced significant growth, research is fragmented across various disciplines and lacks a cohesive synthesis of its intellectual framework. Current evaluations typically focus on specific themes—such as green advertising, circular fashion, or consumer motivations—lacking a comprehensive overview of the field's conceptual, social, and intellectual frameworks. This fragmentation hinders the identification of prominent writers, fundamental theories, subject clusters, and the progression of research (Kumar & Paul, 2022). As a result, researchers and practitioners possess an inadequate comprehension of the global evolution of sustainable fashion marketing, the well-established sectors, and the existing gaps that warrant further exploration.

This study seeks to fill these gaps with a thorough bibliometric examination of worldwide research on sustainable fashion marketing. The objectives are: (1) to assess publication growth, journal distribution, and citation performance; (2) to identify prominent authors, institutions, and countries; (3) to delineate intellectual structures via co-citation, co-authorship, and keyword co-occurrence networks; (4) to analyze thematic clusters and their evolution utilizing science mapping visualization; and (5) to recommend future research trajectories based on conceptual deficiencies and emerging themes. This study offers a comprehensive, data-driven insight into sustainable fashion marketing, facilitating both academic progress and managerial decision-making.

2. METHODS

This research utilized a quantitative bibliometric methodology to thoroughly chart and examine the scientific terrain of sustainable fashion marketing. Bibliometric analysis is extensively

employed to assess publishing trends, academic impact, and intellectual frameworks within a study domain using statistical methods [9]. The Scopus database was chosen as the major data source to guarantee full coverage because to its vast multidisciplinary indexing, stringent journal inclusion standards, and robust citation monitoring capabilities. The search technique integrated keywords including "sustainable fashion," "sustainable fashion marketing," "ethical fashion marketing," "green fashion consumer behavior," "circular fashion marketing," and associated terms inside titles, abstracts, and author keywords. The study encompassed articles, reviews, conference papers, and book chapters published between 2000 and 2025 to document the progression of sustainable fashion marketing research across time. Following the application of inclusion and exclusion criteria, duplicate elimination, and relevance assessment, the resulting dataset constituted the essential corpus of literature for further research.

Subsequent to data retrieval, performance analysis and science mapping methodologies were employed to assess the structural characteristics of the field. Performance analysis concentrated on publication patterns, document categories, prominent journals, citation frequencies, and significant authors, institutions, and nations. Science mapping, conversely, analyzed the relational patterns among documents via co-authorship, co-citation, bibliographic coupling, and keyword co-occurrence networks, which collectively elucidate the formation of intellectual linkages within the field and the emergence and evolution of research subjects. VOSviewer (version 1.6.x) and Bibliometrix (R package) were employed as analytical instruments owing to their capabilities in producing superior visualizations and network diagrams. VOSviewer was utilized to create network visualizations of authors, keywords, and citations [10], while Bibliometrix was employed for descriptive statistics, theme evolution mapping, and conceptual structure analysis [11].

Data cleaning and preprocessing methods were implemented to guarantee correctness and dependability in the analysis. This involved the standardization of author names, institutional names, and keyword variations, along with the consolidation of synonyms such as "sustainable fashion," "eco-fashion," "green fashion," and "ethical fashion" to prevent the fragmentation of conceptual clusters. Furthermore, erroneous records and insufficient citation details were rectified in accordance with the guidelines of bibliometric research protocols [12]. Ethical considerations were upheld by utilizing publicly accessible bibliographic data without retrieving full-text documents beyond authorized use. The amalgamation of performance indicators and science mapping methodologies yielded a thorough picture of sustainable fashion marketing research, facilitating the recognition of prevailing themes, intellectual underpinnings, and just appeared domains for further exploration.

3. RESULTS AND DISCUSSION
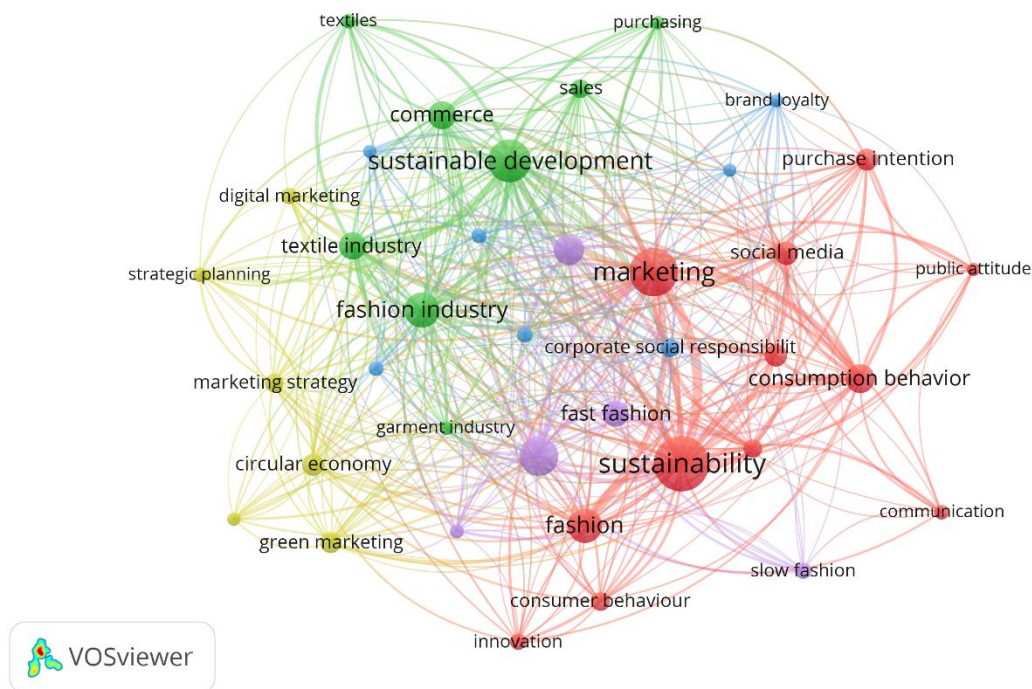
3.1 Network Visualization

Figure 1. Network Visualization
Source: Data Analysis Result, 2025

The VOSviewer map depicts the keyword co-occurrence network delineates four principal topic clusters that organize the landscape of sustainable fashion marketing research. The initial cluster, characterized by the terms "sustainability," "marketing," "consumption behavior," and "purchase intention," is depicted in red and represents the consumer-centric aspect of the domain. This cluster demonstrates the integration of sustainability in marketing techniques by research examining customer attitudes, purchasing behaviors, social media impact, and public views of sustainable fashion items. The intricate connections within this cluster indicate that consumer psychology and behavioral theories are essential for comprehending sustainable fashion marketing.

The second significant cluster, depicted in green, focuses on keywords including "sustainable development," "fashion industry," "textile industry," "commerce," and "purchasing." This signifies a robust study focus on the overarching industrial and structural dimensions of sustainability in fashion. Numerous research within this cluster examine the adoption of sustainability techniques in the global textile and apparel sectors via supply chain management, sustainable sourcing, environmental performance, and industrial innovation. The prominence of "sustainable development" as a focal point indicates the impact of global initiatives like the SDGs, which inform corporate sustainability goals and governmental policy frameworks.

A third cluster, depicted in yellow, emphasizes "circular economy," "green marketing," "marketing strategy," "digital marketing," and "strategic planning." This cluster emphasizes the growing academic focus on strategic transitions in fashion enterprises, especially in reaction to environmental challenges and digital trends. The use of circular economy principles, eco-design, and green branding tactics signifies that companies are transitioning from linear production methods to more regenerative systems. The connections with digital marketing keywords illustrate the increasing significance of e-commerce, data-driven communication, and online engagement platforms in disseminating sustainable fashion messaging to customers.

The violet-hued cluster includes terms such as "fast fashion," "fashion," "garment industry," and "corporate social responsibility." This classification indicates a research domain that rigorously investigates the conflicts between fast fashion methods and sustainability objectives. The

cohabitation of fast fashion and corporate social responsibility within the same domain illustrates how researchers investigate corporate accountability, supply chain ethics, and the structural paradoxes inherent in rapid, low-cost fashion production. The network density surrounding these topics indicates a vigorous discussion over how fast fashion companies strive to balance profit oriented practices with sustainability pledges.

The network visualization illustrates a highly interwoven research landscape where sustainability, marketing, consumer behavior, industry practices, and circular economy models constitute the major conceptual foundations of the area. The existence of robust cross-cluster connections—especially among "sustainability," "marketing," and the "fashion industry"—demonstrates that sustainable fashion marketing is fundamentally interdisciplinary. The visual density and proximity of nodes suggest that contemporary research is coalescing around a comprehensive understanding that encompasses behavioral science, business strategy, industrial innovation, and environmental management. This interconnection indicates an increasing sophistication in the discipline, presenting chances for enhanced theoretical integration and cross-sectoral study.

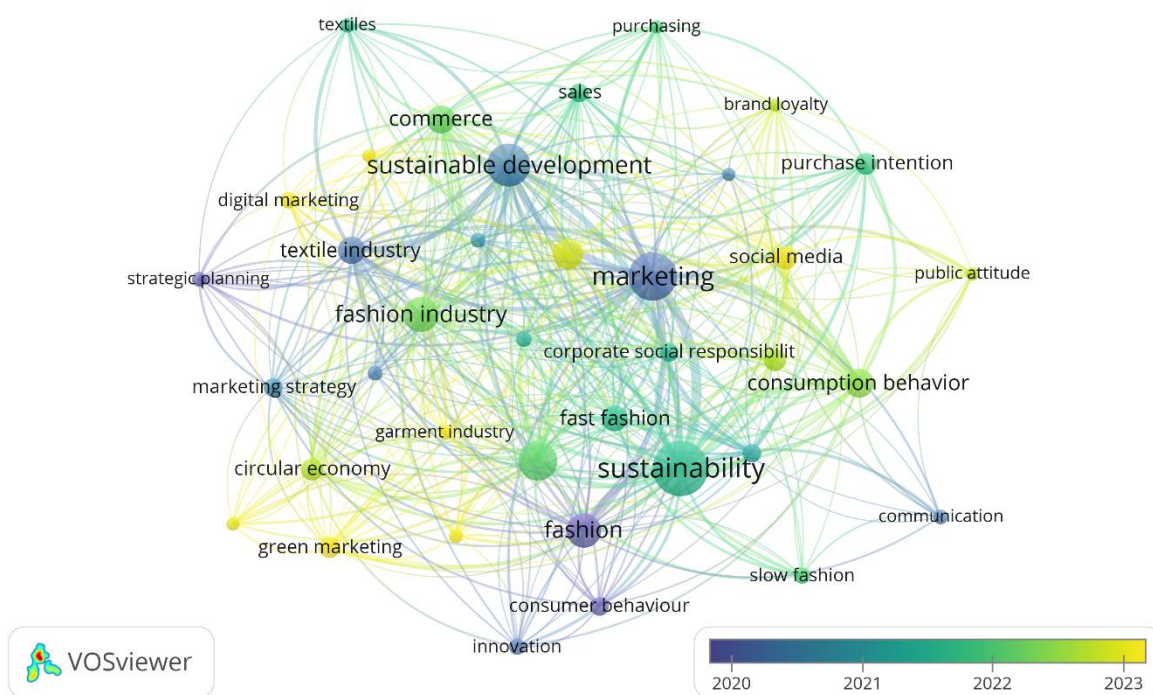### 3.2 Overlay Visualization

Figure 2. Overlay Visualization
Source: Data Analysis Result, 2025

The overlay visualization illustrates depicts the historical progression of sustainable fashion marketing research from 2020 to 2023, emphasizing the changing prevalence of keywords over time. Previous studies, depicted in darker blue hues, concentrated mostly on fundamental issues including "fashion," "textile industry," "strategic planning," and "innovation." These phrases indicate the preliminary academic focus on comprehending the structural and operational dynamics of the fashion and textile industries, encompassing production methodologies, sustainability issues, and strategic adaptations to environmental concerns. In this initial phase, research mostly focused on industry-level concerns rather than consumer-oriented marketing dynamics.

As the field evolved into 2021 and 2022, the prevalence of greenish tones indicates a shift towards more cohesive themes such as "sustainable development," "fashion industry," "marketing

strategy," and "fast fashion." These terms signify an increasing emphasis on the integration of sustainability principles inside corporate strategies, branding, and supply chain processes. This period signifies a conceptual alignment between environmental management and marketing research, as scholars increasingly investigate how fashion companies implement circular economy frameworks, green marketing strategies, and corporate social responsibility activities to meet sustainability demands. The enhanced relationships among these words indicate an expansion of the study focus beyond operational enhancements to comprehensive industry transformation.

The latest buzzwords, highlighted in yellow for 2022–2023, signify a pronounced shift towards consumer-centric and digital marketing themes. Key phrases such as "purchase intention," "public attitude," "green marketing," "commerce," and "social media" indicate that contemporary research is increasingly examining consumer perceptions, evaluations, and responses to sustainability messages. The emergence of yellow nodes surrounding digital-related terminology indicates a swift proliferation of subjects such as digital marketing, social media interaction, and online consumer behavior—illustrating how platforms like Instagram, TikTok, and e-commerce channels influence sustainable fashion consumption. The overlay visualization illustrates a different temporal evolution: from industry-centric sustainability concerns (2020), to strategic sustainability incorporation (2021–2022), and ultimately to consumer behavior and digital sustainability communication (2023). This trend indicates a domain advancing towards more profound psychological, technological, and market-oriented exploration.

3.3 Citation Analysis

The examination of the most significant articles in sustainable fashion marketing uncovers a varied corpus of study that informs the conceptual and empirical underpinnings of the discipline. The study ranks documents according on citation performance, so identifying pivotal works that have profoundly impacted scholars' comprehension of sustainable fashion consumption, business strategies, social media communication, and eco-fashion decision-making. These extensively referenced articles illustrate the multifaceted aspects of sustainability in fashion, encompassing consumer psychology, marketing communication, circular business models, and industry reform. Exhibiting these influential works enables us to comprehend the foundational concepts that shape contemporary discussions and emphasizes the research that has significantly contributed to the progression of theoretical and practical knowledge in sustainable fashion marketing.

Table 1. The Most Impactful Literatures

Citations	Authors and year	Title
410	Mcneill, L., Moore, R. (2015)	Sustainable fashion consumption and the fast fashion conundrum: Fashionable consumers and attitudes to sustainability in clothing choice
409	Bocken, N.M.P., Short, S.W. (2016)	Towards a sufficiency-driven business model: Experiences and opportunities
380	Nosratabadi, S., Mosavi, A., Shamshirband, S., ... Rakotonirainy, A., Chau, K.W. (2019)	Sustainable business models: A review
222	Mukendi, A., Davies, I., Glozer, S., McDonagh, P. (2020)	Sustainable fashion: current and future research directions
221	Athwal, N., Wells, V.K., Carrigan, M.,	Sustainable Luxury Marketing: A Synthesis and Research Agenda

Citations	Authors and year	Title
	Henninger, C.E. (2019)	
205	Chan, T., Wong, C.W.Y. (2012)	The consumption side of sustainable fashion supply chain: Understanding fashion consumer eco-fashion consumption decision
203	Hustvedt, G., Dickson, M.A. (2009)	Consumer likelihood of purchasing organic cotton apparel: Influence of attitudes and self-identity
194	Kong, H.M., Witmaier, A., Ko, E. (2021)	Sustainability and social media communication: How consumers respond to marketing efforts of luxury and non-luxury fashion brands
167	Gam, H.J. (2011)	Are fashion-conscious consumers more likely to adopt eco-friendly clothing?
157	Buckley, R. (2002)	Surf tourism and sustainable development in indo-pacific islands. I. The industry and the islands

Source: Scopus, 2025

The citation analysis reveals that the most impactful research in sustainable fashion marketing mostly focus on consumer behavior, sustainable business models, and strategic communication. Prominent studies, including [3], [13], underscore the psychological and attitudinal determinants influencing eco-fashion adoption, affirming that consumer insights are a primary study focus. Contributions by [14], [15] enhance the discussion on sufficiency-based and sustainable business models, demonstrating a significant interest in how enterprises might reformulate their value propositions to line with long-term sustainability goals. Recent research, such as [16], underscore the increasing importance of digital and social media communication in influencing customer reactions to sustainability messaging, indicating a transition towards technology-driven marketing tactics.

These significant publications collectively illustrate the chronological and thematic progression of the field: initial studies concentrated on organic apparel and environmental perspectives [17], [18], subsequent research examined consumer decision-making frameworks and ethical consumption behaviors, while recent investigations focus on luxury sustainability narratives, digital engagement, and prospective research directions [19], [20]. The density of citations in these pivotal works highlights their essential role in influencing research objectives and methodological frameworks. This pattern indicates that sustainable fashion marketing is evolving towards a more cohesive comprehension that links consumer psychology, business model innovation, and digital communication as interrelated catalysts for sustainable transformation in the fashion sector.
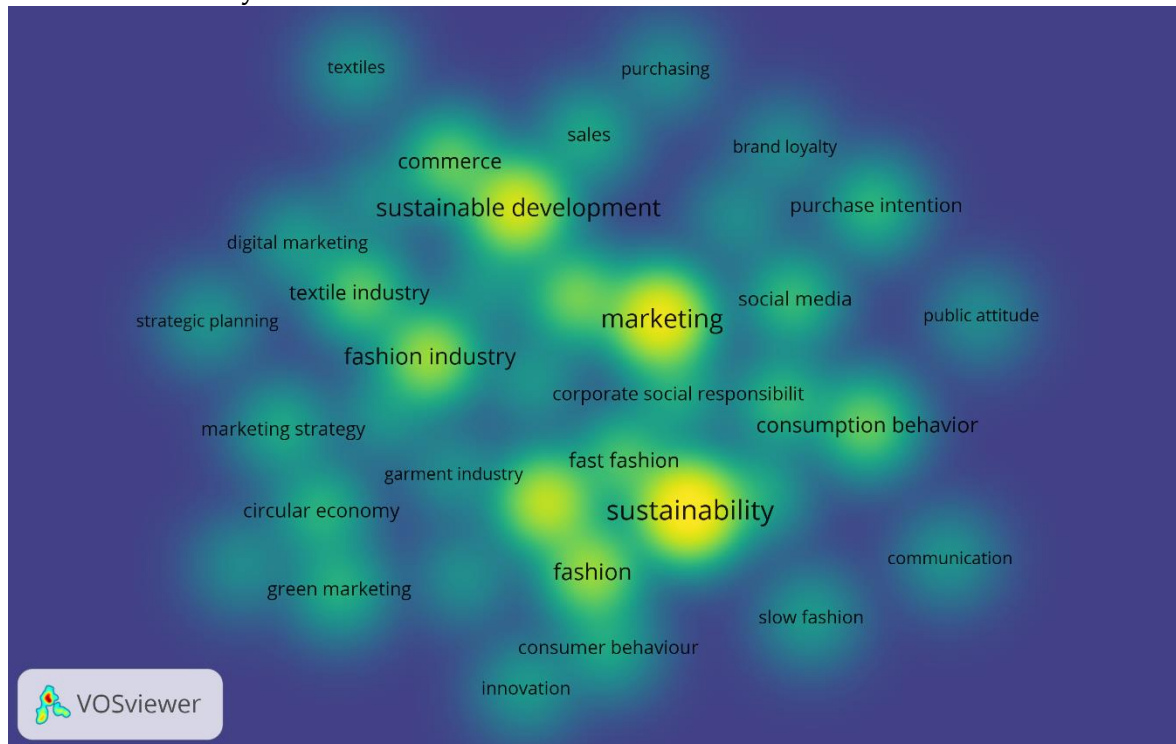
3.4 Density Visualization

Figure 3. Density Visualization
Source: Data Analysis Result, 2025

The density graphic illustrates emphasizes the concentration and prevalence of co-occurring terms in the sustainable fashion marketing literature. The brighter yellow regions signify topics with the greatest research intensity, indicating that "sustainability," "marketing," "sustainable development," and "fashion industry" are the predominant themes in the domain. These concepts constitute the intellectual foundation of the research domain, indicating significant academic involvement in the integration of sustainability principles into marketing strategies and the wider fashion ecosystem. The proximity of "fast fashion," "consumption behavior," and "purchase intention" to these critical nodes underscores that consumer reactions to sustainability messaging represent a significant area of investigation. This density pattern indicates that academics regularly position sustainability at the convergence of business strategy, consumer psychology, and market behavior.

Conversely, keywords with diminished density—depicted in green and blue—such as "circular economy," "green marketing," "innovation," "slow fashion," and "communication" signify nascent or under-researched domains of inquiry. These issues are conceptually important yet have garnered relatively fewer publications, indicating potential for further exploration. The emergence of low-density nodes concerning digital marketing, public perception, and brand loyalty indicates the burgeoning yet still nascent intersections among sustainability, online consumer interaction, and brand strategy. The density map illustrates a core anchored by robust foundational topics while progressively extending towards emerging themes related to digitalization, circularity, and behavioral insights—signifying both maturity at the center and dynamic growth at the periphery of sustainable fashion marketing research.
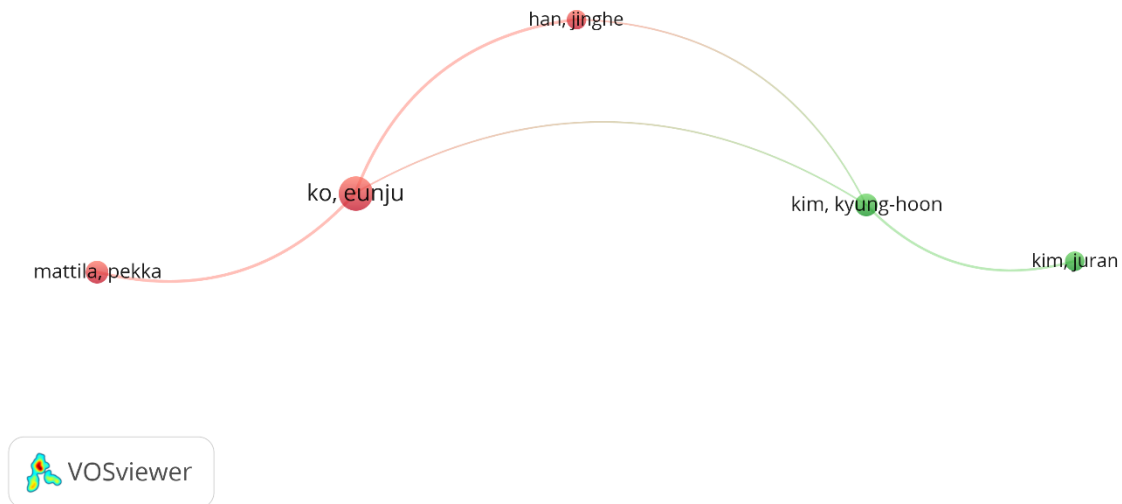
3.5 Co-Authorship Network

Figure 4. Author Visualization
Source: Data Analysis Result, 2025

The VOSviewer co-authorship network visualization a compact, closely linked network of scholars engaged in the sustainable fashion marketing literature. The pivotal individual in this network is Ko, Eunju, who functions as the principal nexus connecting several authors, including Han, Jinghe, Mattila, Pekka, and the duo Kim, Kyung-Hoon and Kim, Juran. The strength and thickness of the connecting lines signify persistent collaboration patterns, indicating that Ko, Eunju is significant in linking diverse research groups within this field. The left cluster linked to Mattila, Pekka seems to signify a prior or more isolated collaborative trajectory, whereas the steady transition to green on the right indicates more contemporary research endeavors associated with the Kim–Kim partnership. The map reveals that co-authorship in sustainable fashion marketing is nascent and somewhat restricted; nonetheless, a central cohort of scholars, notably Ko, Eunju and Han, Jinghe, act as pivotal connections facilitating information exchange and influencing the collaborative framework of the discipline.
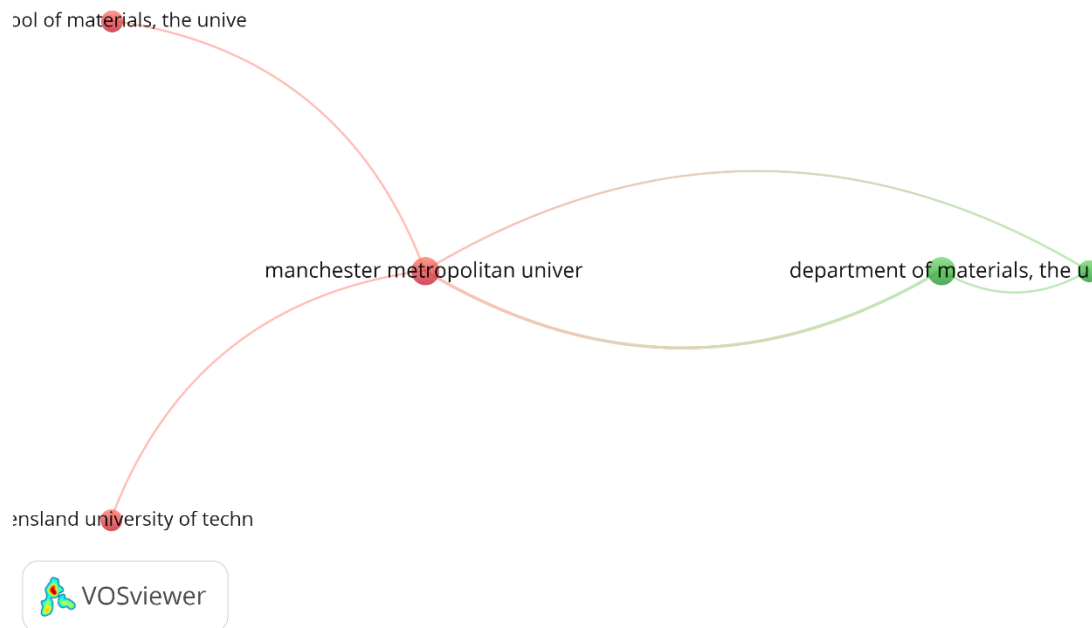
Figure 5. Affiliation Visualization
Source: Data Analysis Result, 2025

The institutional collaboration map depicts a compact yet distinctly organized network of associations participating to sustainable fashion marketing research. Manchester Metropolitan University serves as the central hub linking several universities within this network. The prominent red links signify prior collaborations with institutions like The University of Queensland and the School of Materials (presumably The University of Manchester), indicating that a substantial portion of the initial research endeavors stemmed from alliances within reputable materials and textile science departments. Gradually, the partnership pathway progresses towards the Department of Materials (green nodes), signifying ongoing or recent coordinated research endeavors. This temporal color gradient—from red (previous research) to green (more recent connections)—indicates that Manchester Metropolitan University has consistently served as a bridge, enabling both historical and current cross-institutional cooperation. The map indicates that, although institutional partnerships in this domain remain restricted in scope, they are supported by a central institution that links initial textile-centric research with nascent sustainability-oriented cooperation.
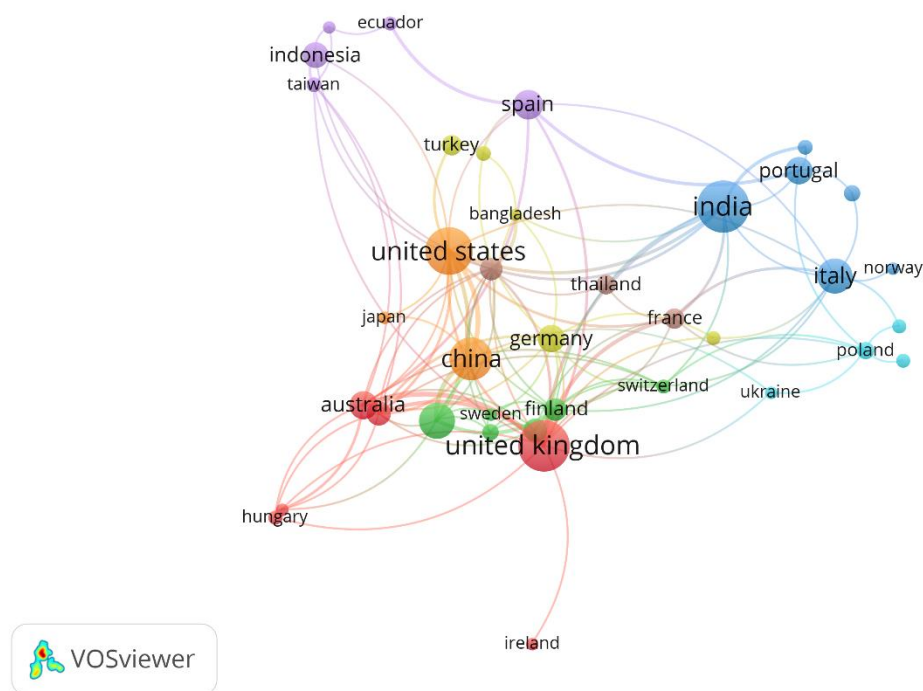
Figure 6. Country Visualization
Source: Data Analysis Result, 2025

The VOSviewer co-country collaboration map depicts a highly integrated worldwide research landscape in sustainable fashion marketing, with numerous nations emerging as important foci of academic activity. The United Kingdom, United States, China, and India emerge as the predominant and most influential entities, signifying their considerable publication output and robust co-authorship ties with numerous nations. Their intricate connections signify extensive global cooperation, especially between Western countries and swiftly advancing Asian economies. European nations including Italy, Germany, Sweden, Finland, and Portugal constitute an interconnected cluster, indicating a collective regional focus on sustainability, circular economy frameworks, and ethical fashion practices. Simultaneously, Asian nations such as Japan, Thailand, Bangladesh, and Indonesia exhibit heightened involvement, frequently linked through collaborations with the United States, China, and the United Kingdom.

The network also emphasizes rising contributors like Ecuador, Turkey, and Ukraine, which, despite their modest node size, indicate an increasing involvement in sustainability-focused fashion research. The many color clusters signify regional collaboration patterns: Europe and North America constitute one significant cluster, Asia another, while developing regions connect through particular theme or institutional collaborations. The image indicates that sustainable fashion marketing is a globally dispersed research domain marked by robust North–South interactions and an increasing input from Asian nations. This pattern highlights the global significance of sustainability issues in the fashion industry and illustrates how various countries contribute distinct viewpoints—from labor-intensive production centers to high-consumption markets—to the academic dialogue.

Discussions
Practical Implications

This bibliometric research yields significant practical consequences for policymakers, fashion firms, sustainability practitioners, and digital marketers. The significant focus of research on topics like sustainability, marketing, rapid fashion, and consumption behavior underscores the pressing necessity for industry stakeholders to implement evidence-based strategies that harmonize

consumer values with sustainable manufacturing methods. Fashion companies can utilize insights regarding consumer attitudes and purchasing intentions to formulate more transparent communication strategies, incorporate eco-labeling, and improve their sustainability narratives on social media platforms—an area that has been demonstrated to be increasingly impactful in recent literature. Furthermore, the advent of topics such as circular economy, green marketing, and digital marketing indicates that businesses ought to invest in circular design, traceability technology, and consumer education campaigns to enhance their competitive edge in a sustainability-oriented market. Collaboration patterns among countries and organizations provide prospects for internation al alliances and unified regulatory frameworks to foster responsible fashion ecosystems worldwide.

Theoretical Contributions

This study provides a substantial theoretical contribution by rigorously delineating the intellectual foundations and thematic progression of sustainable fashion marketing, thereby elucidating the convergence of various disciplines within this nascent field. The study elucidates the interaction of theories from marketing, environmental psychology, supply-chain management, and business-model innovation by identifying key clusters, including consumer behavior, sustainable development, circular economy, and industry transformation, thereby shaping scholarly debate. The depiction of keyword evolution indicates a temporal transition from industrial sustainability to consumer-oriented and digital marketing theories, underscoring the dynamic character of theoretical advancement in this domain. The co-authorship and international collaboration networks offer empirical proof of the study domain's global and multidisciplinary nature, demonstrating the diffusion of theoretical viewpoints across geographic and institutional barriers. This detailed analysis provides a basic reference for future scholars aiming to include behavioral, strategic, and technology methodologies into sustainable fashion marketing research.

Limitations

Notwithstanding the strength of the bibliometric methodology, this study is constrained by certain limitations that must be recognized. The analysis depends exclusively on the Scopus database, which, while extensive, may omit pertinent publications indexed in Web of Science, Google Scholar, or specific repositories focused on fashion and sustainability. This dependence may result in an incomplete depiction of the worldwide research scene, especially concerning emerging economies or non-English literature. Secondly, bibliometric tools predominantly quantify patterns—such as publication frequencies, citation metrics, and keyword co-occurrence—and thus fail to encapsulate the theoretical depth, methodological rigor, or contextual richness inherent in individu al research. The interpretation of co-authorship, institutional, and national networks relies on accessible metadata, which may overlook informal partnerships or interdisciplinary contributions not expressly indicated in author affiliations. Ultimately, due to the field's quick evolution, the findings constitute a temporal snapshot and may change as new subjects—such as AI-driven sustainability, digital traceability, and regenerative fashion—emerge. Subsequent study may rectify these shortcomings by integrating various databases, employing qualitative content analysis, and conducting longitudinal tracking of developing themes.

CONCLUSION

This bibliometric analysis offers a thorough examination of the intellectual environment, the me development, and collaborative trends in sustainable fashion marketing research. The findings indicate that sustainability, marketing, consumer behavior, and rapid fashion constitute the core elements of academic discourse, illustrating the multidisciplinary essence of the discipline, which integrates environmental studies, consumer psychology, digital communication, and business strategy. The visualizations of keyword co-occurrence and density illustrate the evolution of research from initial industry-centric issues—such as textile innovation and supply-chain

sustainability—to contemporary focuses on consumer behavior, digital marketing, and social media involvement. This transition signifies a developing sector that progressively acknowledges the necessity of harmonizing sustainability narratives with consumer values and technology innovations. The co-authorship and affiliation networks reveal that, despite the presence of few collaborative clusters, specific authors and institutions act as pivotal connections facilitating academic interchange across various locations. The country collaboration map indicates substantial worldwide engagement, featuring significant contributions from the United Kingdom, the United States, China, India, Italy, and other emerging economies. The multiple regional connections highlight the worldwide significance of sustainability issues in the fashion industry and the different contextual viewpoints that influence the discussion. The study enhances comprehension of the evolution of sustainable fashion marketing, identifies areas of scholarly focus, and highlights existing theme and geographical gaps. It underscores the necessity for future investigations to examine underrepresented domains such as slow fashion, circular innovation, AI-driven traceability, and consumer skepticism regarding greenwashing. It also indicates the necessity for a more thorough examination of digital platforms, cross-cultural consumer behaviors, and growing markets. This study presents a structured, data-driven framework that serves as a crucial reference for academics, practitioners, and policymakers aiming to enhance sustainable practices and formulate marketing strategies that promote ethical, ecologically responsible fashion ecosystems.

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