

Abstract

This bachelor thesis examines the impact of social media microtrends on sustainability within the fashion industry. It begins with a description of the current state of the fashion industry in the digital environment and an analysis of how social media trends work. It then focuses on the issue of sustainability in the fashion industry and examines how the popularity of microtrends may be related to the negative environmental impacts of fast fashion. Through quantitative research, the aim of this thesis is to identify the impact of these microtrends on the purchasing behaviour of Generation Z and to deduce from the data how this behaviour affects sustainability within the fashion industry. The research was conducted through a questionnaire survey. In the discussion, the research results are analysed, then placed in a theoretical context and used to answer the research question. Based on the results, it was found that fashion inspired by microtrends often carries the characteristics of fast fashion, which has a negative impact on sustainability within the fashion industry. This was complemented by the finding that members of Generation Z show a desire for sustainable practices when dealing with microtrend-inspired fashion.