



Sustainable Fashion: Second-hand Fashion Trends and Its Impact on Local Fashion Brands in Indonesia

Meiko Fairuzia Ardiany^{1*}, Mas Rahmah¹

¹ Universitas Airlangga, Indonesia

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Abstract

This study analyzes the impact of the second-hand fashion trend on the sustainability of local fashion in Indonesia from environmental, economic, and regulatory perspectives. The research employs a qualitative approach using narrative analysis based on secondary data. The results indicate that although this trend increases awareness of sustainability and supports the development of the circular economy, it also raises concerns regarding the local textile industry due to the widespread illegal import of used clothing. Regulations and existing laws have not been fully effective in curbing the influx of imported used clothing, which is influenced by low public awareness and limited supervision by legal authorities and relevant stakeholders. The study emphasizes the need for synergy among the government, industry, and society in managing the second-hand fashion trend to support economic and environmental sustainability in Indonesia.

Keywords: *Second-Hand Fashion, Local Brands, Sustainability, Impact*

INTRODUCTION

One of the current trends in economic circulation is the consumption of used goods, commonly referred to as “second-hand” (Hur, 2020). This resurgence is fueled by a growing global consciousness regarding environmental sustainability and a desire for unique, distinctive styles. The rise of online marketplaces and social media has also significantly contributed to its mainstream acceptance and accessibility. In the current condition, second-hand consumption is no longer seen as lower-tier fashion; in fact, it has evolved into a global fashion trend embraced by individuals from various socio-economic backgrounds (Hansen, 1999; Herjanto et al., 2016).

These used goods have their own target consumers, creating a market that serves both sellers and buyers of second-hand items (Sihvonen & Turunen, 2016). Affordability being primary, as second-hand items are significantly cheaper, making fashion accessible to a broader economic spectrum. Beyond cost, there’s a growing demographic driven by sustainability and ethical concern, seeking to reduce their environmental footprint by extending the lifecycle of garments and opting out of fast fashion’s exploitative practices. According to the United Nations (2024), the fashion industry is constantly growing and developing, relying on creativity and innovation that keep pace with the changing times.

However, this industry also has significant negative impacts, such as land degradation, soil erosion, overgrazing, desertification, deforestation, freshwater depletion, pollution waste, biodiversity loss, carbon emissions, and climate change. Not only from the production side, but also in terms of excessive consumption, impulsive buying from consumers also has quite an impact on the environment, with the emergence of fast fashion innovations with low prices but not too good quality that bridges this behavior (Rosely & Ali, 2023). These impacts move environmental activists to promote social movements or environmental awareness campaigns that aim to raise awareness in the public regarding the importance of wisely buying clothes. Rapid technological developments and the increasing openness of consumer thinking towards this have given rise to consumer

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Corresponding author’s email: meiko.fairuzia.ardiany-2024@pasca.unair.ac.id

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awareness and a wiser approach to clothing purchases. This awareness campaign encourages consumers to be more responsible for what they buy, what they wear, and also raises awareness among industry players to uphold that ethics of the fashion industry production chain, for example, the emergence of slow fashion trend which involves more respect for the environment, the balance of nature, human rights, and a sustainability perspective for the planet and humanity (Palacios-Chavarro et al., 2021). In addition, there is a second-hand fashion trend that is also considered a way to reduce the increasing textile waste, because it provides an opportunity for old clothes to be reused and have a longer lifespan. Through the second-hand trend, it can be observed that society's developing and growing interest in being responsible and ethical toward the environment, as well as a preference for sustainable product use (Fredriksson, 2013).

Millennials and Gen Z are becoming the prime targets, as these generations have a high desire to use sustainable fashion products (Kim & Woo, 2022). Their formative years have been marked by increasing awareness of global crises, climate change, resource depletion, to social injustices within supply chains. Consequently, these generations possess a deeply ingrained desire to use sustainable products and have the vision to make a positive change. Through these various phenomena, values, beliefs, and norms are formed that influence changes in their behavior toward the environment. When they clearly understand the potential consequences of their actions on the environment, they tend to feel responsible for environmental issues and are more inclined to engage in sustainable behavior. Believing that nature must experience depletion can lead individuals to consider the negative impact of excessive consumption on global warming and the positive impact of recycling, which reduces resource waste (Yang et al., 2024). One way to do this is by using sustainable fashion products, such as second-hand fashion. Currently, consumers can easily find businesses selling second-hand fashion, such as thrift stores, high-end stores, online retailers, and flea markets (Ferraro et al., 2016). Thrift stores are retail establishments that sell pre-owned goods, while high-end consignment stores are specialized boutiques or online platforms that focus exclusively on selling pre-owned luxury or designer fashion items. Online retailers encompass a wide range of digital platforms dedicated to selling pre-owned fashion. Flea markets are outdoor or indoor markets where vendors, who can be individuals or small businesses, sell a diverse range of goods, including second-hand clothing, antiques, collectibles, and handmade items.

Through positive behavioral efforts aimed at minimizing extreme environmental changes, it turns out there are business opportunities. Many people have become entrepreneurs selling second-hand clothing and goods from various platforms, both online and offline, as a means of earning a living. When second-hand fashion becomes a trend, market demand rises. This naturally entices entrepreneurs looking to profit from their businesses. The rising demand and consumer interest in second-hand fashion have compelled entrepreneurs to adapt their strategies, innovating to keep their business running smoothly, one of which involves importing used goods. However, the Indonesian government has established a regulation prohibiting the import of used clothing as outlined in Regulation of the Minister of Trade of the Republic of Indonesia No. 18 on Prohibited Export and Import Goods, Article 2, Paragraph 3, 2021. Despite this, illegal imports of used clothing continue, even though these imported garments effectively constitute waste from other countries. If not reused in Indonesia, this can lead to increased waste accumulation (Oktavia & Rosnawati, 2024).

In addition to environmental issues, the reports indicate that many textile industries have closed due to a lack of investment and workforce reductions, which are linked to the high influx of imported used goods entering the country (Waithera, 2008). Several studies show that the import of used clothing may threaten the sustainability of local clothing enterprises in market competition (Brooks & Simon, 2012). The market competition experienced by local brands against second-hand products, especially imported ones, can have negative impacts. Among other things, it can lead to a

decline in demand for local products. This is because local manufacturers are unable to compete with the affordable prices offered by the proliferation of second-hand fashion products. As a result, manufacturing companies will struggle to survive in the industry. For comparison, another developing country, Uganda, its government increased its import tariff on second-hand clothing items from 15% to 20% in 2011. This could help reduce demand for second-hand clothing, which would then shift to buying new local products (Guo et al., 2023). In Indonesia, the trend of purchasing imported used clothing, commonly known as “thrift,” also affects the purchase intention toward local products (Dharma, 2023). Efforts to import will persist as long as there is consumer demand. At the same time, current perceptions of second-hand shopping reflect a way for consumers to express self-awareness in practicing sustainable consumption (Cozer, 2018).

It's important to understand that the influx of imported second-hand clothing from other countries not only offers economic opportunities but also creates serious environmental and health problems in the destination countries, which often serve as ‘dumping grounds.’ These imported second-hand clothes are often of poor hygiene and may not be suitable for resale. As a result, unsold used clothing has the potential to become new waste, adding to the burden of environmental pollution. As a real example of what happened in Africa (Katende -Magezi, 2017), the country still doesn't have good textile waste management from the manufacturing industry, and also imported second-hand clothes that are no longer fit for use, pile up and become waste. This phenomenon creates a dilemma: on one hand, it encourages more sustainable consumption; on the other, it provides an opportunity for businesses to attract consumers through imported used clothing, which may negatively impact both the environment and domestic economic sustainability. This study, therefore, aims to explore the impact of the second-hand fashion trend on the sustainability of local fashion brands in Indonesia from environmental, financial, and regulatory perspectives

LITERATURE REVIEW

Sustainable Fashion

The movement toward sustainability in apparel began as an alternative to the fast-fashion industry, known for environmentally harmful production processes and significant waste generation (Hong Lan & Watkins, 2023). The fast fashion production cycle typically takes only 2 – 4 weeks to bring the latest trending garments to the market. With this extremely fast process, fast fashion manufacturers strive to remain competitive in the fashion industry while encouraging impulse buying behavior among consumers (Garg, 2019). These processes often involve the extensive use of non-renewable resources, such as petroleum-based synthetic fibers like polyester, and a heavy reliance on water-intensive crops like cotton, frequently grown with large quantities of pesticides and fertilizers. Furthermore, the dyeing and finishing stages of conventional garment production are significant contributors to water pollution, discharging toxic chemicals into rivers and oceans. Beyond resource depletion, discharging toxic chemical pollution, and fast fashion, rapid production cycles lead to substantial carbon emissions throughout its global supply chains, from manufacturing to transportation. This initiative also seeks to decrease the consumerist culture arising from fast fashion, which has been heavily criticized for its environmental impact (Anwar & Jholanda, 2025). Fast fashion thrives on constant novelty and affordability, encouraging consumers to frequently purchase new items and discard old ones, viewing clothing as disposable. This incessant cycle of consumption and disposal not only exacerbates environmental problems but also often desensitizes consumers to the true cost of clothing, including the human labor involved and the ecological footprint left behind

Various strategies exist for sustainable fashion, including ethical fashion practices, eco-fashion, and the adoption of slow fashion (Mukendi et al., 2020). Ethical fashion focuses on the entire lifecycle of garment production concerning moral and social values. Eco-fashion emphasizes

environmental protection by using sustainable resources and reducing pollution. Adoption of slow fashion promotes thoughtful purchasing decisions, valuing craftsmanship, durability, and timeless style over trend-driven, disposable clothing. Together, these practices advocate for a fashion industry that is socially just, environmentally sustainable, and economically viable- encouraging a shift from mass consumption toward mindful, responsible choice throughout the fashion value chain.

Three categories distinguish pre-owned apparel and accessories: recycled, vintage, and upcycled (Hong Lan & Watkins, 2023). Recycled apparel refers to clothing that is manufactured using fibers reclaimed from previously used textiles or production waste. Vintage apparel denotes garments that originate from previous decades and are typically at least 20 to 30 years old. Upcycled apparel involves the creative transformation of discarded or used clothing into new garments or products with enhanced value and functionality.

This strategy has sparked innovation in the industry, evident from the proliferation of thrift and preloved markets, both offline and online. The rise of thrift businesses has heightened awareness of sustainable clothing consumption and increased interest in unique, vintage fashion styles, significantly altering consumer perceptions of thrift clothing (Park et al., 2020). This newfound appreciation for pre-owned garments moves beyond mere affordability, embracing the narrative of extended product life and reduced waste. It fundamentally redefines the value proposition of clothing, fostering a mindset of resourcefulness over disposability. Globally, consumers are now shifting toward recycling and reusing old clothes rather than discarding them, thereby preventing cultural erosion and environmental degradation (Norris, 2015).

Impact of Second-hand Clothing Imports

However, the effort to practice sustainable clothing consumption also necessitates critical awareness of the origins of the clothes sold. Consumers must be discerning about their purchases, especially as the market for imported second-hand fashion continues to grow, particularly in developing countries (Guo & Choi, 2024). True sustainable consumption in this context requires consumers to understand these complex dynamics and prioritize choices that genuinely benefit both people and planet, rather than inadvertently shifting environmental and economic burdens. Low prices influence consumer choices to purchase imported second-hand fashion items (Afiyah et al., 2025). This can impact increasing demand for them, middle-class consumer who seeks quality at low cost, and leads to competitiveness towards local fashion goods.

Regrettably, these imported second-hand goods are essentially waste in their countries of origin, manufacturing byproducts that, if not properly processed or used, harm the environment (Oktavia & Rosnawati, 2024). The international trade in used clothing, therefore, often serves as a convenient, albeit often unacknowledged, mechanism for developed nations to manage their textile waste surplus by externalizing the environmental challenge to importing developing countries, where processing and disposal infrastructure may be less robust. Additionally, these items pose health risks due to hygiene concerns associated with used products. Imported second-hand clothing often poses significant hygiene risks because these garments can harbor harmful bacteria, viruses, and fungi, such as mold, yeast, *Staphylococcus aureus*, and other pathogens, which may cause skin infections, allergies, respiratory illnesses, and other health problems (Norris, 2015).

Economically, the thrifting movement can significantly affect small local fashion brands, whose competitiveness is often outmatched by the more popular imported products. The influx of imported second-hand clothing intensifies competition and undermines the efforts of small and medium enterprises and local designers to build distinctive brand identities. The rapidly increasing volume of illegal second-hand clothing imports exacerbates these economic disruptions, rendering local textile producers increasingly vulnerable to market displacement by cheaper imported

apparel ([Anwar & Jholanda, 2025](#)).

Threats from Second-hand Clothing Imports to the Local Fashion Industry

The rising demand for imported used clothing has resulted in a 15% decline in domestic textile production in 2023, according to the Indonesian Textile Association (API) ([Afiyah et al., 2025](#)). This can affect the domestic economic turnover. The decline in production not only threatens the sustainability of local textile manufacturers but may also lead to job losses and reduced income for workers in the domestic textile production sector. Furthermore, the increasing presence of imported used clothing intensifies competition for local brands, making it more challenging for domestic enterprises to maintain their market share.

While the second-hand market offers a potential solution to textile waste, it is not the most desirable, optimal, or appropriate solution ([Valor et al., 2022](#)). Because this option actually increases the desire of thrift business actors to fulfill consumer demand by increasing the volume of thrift imports entering Indonesia. The scenario would be different if thrifting were conducted with clothing sourced from the local community itself. In that case, it would create opportunities for the development of a circular economy within Indonesia.

Foreign thrift enterprises have also contributed to the closure of major Indonesian textile companies, such as PT. Sri Rejeki Isman Tbk (Sritex), due to decreased demand for textile and garment raw materials, as small and medium enterprises are impacted by cheaper imported thrift clothing ([Afiyah et al., 2025](#)). The closure of this manufacturer has been attributed largely to the surge of cheap imported textile products and imported used clothing. According to industry observers and social activists, the government's lack of adequate protectionist policies and weak regulation enforcement against the import flood have left national producers vulnerable, leading to financial distress and ultimately bankruptcy for companies such as Sritex. This shutdown also triggered large-scale layoffs, affecting thousands of workers.

Second-hand Clothing Import Regulations in Indonesia

As previously stated, the government has enacted regulations banning the trade of imported second-hand clothing in Regulation of the Minister of Trade of the Republic of Indonesia No. 18, 2021. This regulation aims to protect the textile industry and local products while maintaining health and environmental standards, given that second-hand clothing can pose a sanitation risk and negatively impact local markets. Furthermore, this regulation is part of the government's efforts to control the flow of illegal goods that can harm the national economy and consumers. Legal enforcement efforts are underway to strengthen and impede illegal imports ([Anwar & Jholanda, 2025](#)).

According to [Tumangger \(2023\)](#), there are four main reasons that underlie the government's ban on second-hand clothing imports: consumer safety and health, protection of the domestic textile industry, better waste management, and support for the national economy. The implication of this regulatory framework includes efforts to safeguard domestic textile and apparel industries from unfair competition posed by cheaper imported second-hand goods, reduce associated environmental and health risks, and encourage the consumption of locally produced garments. Enforcement challenges remain, however, with illegal imports and online sales persisting, stronger law enforcement and collaboration between government agencies and the private sector are needed. Additionally, government initiatives aim to support second-hand merchants by encouraging shifts toward local products, seeking a balance between economic livelihoods and regulatory compliance.

RESEARCH METHOD

This study employs a qualitative approach to gain an in-depth understanding through relevant sources regarding the impact of the second-hand fashion trend on the sustainability of local fashion products in Indonesia. The chosen method is narrative analysis, which interprets secondary data in the research context for meaningful conclusions (Parcell & Baker, 2017). Data collection utilizes document analysis from various scientific sources related to second-hand fashion and related legal regulations, which are then analyzed following specific constructs or themes. The researcher intends to interpret and draw conclusions about the impact of second-hand fashion on the sustainability of local fashion products in Indonesia.

FINDINGS AND DISCUSSION

Environmental Awareness and Sustainable Consumption

Environmental awareness has been initiated and developed into a cultural movement since the 1960s. Sustainability movements are not new, especially in developed countries. However, the textile waste lifecycle in these countries often affects developing countries. Domina and Koch (1997) describe three different models in the textile waste lifecycle, based on Commoner's Law of Ecology that says everything is connected and must be disposed of somewhere: (1) post-producer waste— fabric scraps or threads from clothing manufacturing, typically disposed of in solid waste streams, energy recovery, or recycled fiber; (2) pre-consumer waste— unsold merchandise, which is managed by discount sales, resale by other outlets, or final disposal; (3) post-consumer waste— used textiles, such as used clothing and related items, managed by donation to non-profits, garage sales, or consignment shops.

When these textiles create an overload, the decision is made to export the used garments to developing countries, driving the influx of imported second-hand fashion. Exported textile waste is tailored to the target country and season, increasing the value of these exports; however, this also impacts developing countries. Developing countries are often characterized by textile manufacturing plants, primarily due to lower wages, less stringent textile policies, and abundant natural resources (Kim et al., 2006). As a result, they also generate excessive manufacturing waste, and their waste management systems are not as advanced or progressive as those in developed countries. Therefore, when developing countries export textile waste, it causes an overload in their area.

In Indonesia, textile waste management is increasingly varied, supported by existing policies and regulations; nevertheless, textile wastewater management is often linked to water quality issues, as in the case of PT Jiale Indonesia Textile dominates (Alwan et al., 2021), illustrating manufacturers' responsibility for production-related waste. Some communities experience the benefits, such as reduced foul odors along riverbanks, while others note little impact due to ineffective wastewater treatment. Both government and private organizations are introducing textile waste management initiatives, such as mosaic stitching training (Rubiastruti, 2024), and the emergence of Waste4Change, an organization that is rooted in waste recycling, including textiles (Waste4Change, 2014). Nonetheless, Indonesia reportedly generates 33 million tons of textile waste, which, without robust policies and minimization efforts, could severely impact pollution and environmental quality (Institut Teknologi Sepuluh Nopember, 2022).

Proper, synchronized textile waste management— through recycling and reduced imports of second-hand goods, coupled with increased consumer demand for sustainable products, can establish a robust circular economy for developing countries, provided that recycled products are processed safely and yield value for consumers. The circular economy represents an innovative economic model that balances social and economic value creation through cyclical processes

(Loupias et al., 2024). Consistent application, propelled by government, proactive stakeholders, and growing consumer demand, promises distinct local economic benefits for Indonesia.

The Dilemma Between Local Economy and Global Trends

Innovations in circular economy— recycling textile waste into high-value products— offer opportunities for better textile waste management, yet must be harmonized with strict policy enforcement to minimize foreign waste inflow. Sustainability can be maintained by maximizing the use of domestic textile waste, adapting waste management policies from developing countries, and utilizing only local manufacturing or post-consumer waste (Domina & Koch, 1997). This allows for optimal production and improved waste control while positioning Indonesia as a country capable of fostering its domestic economy using indigenous resources.

An annual report by Tinkerlust (2022) states that Indonesia's fashion industry is shaped by four key players: the government, NGOs, local designers, and preloved-second-hand marketplaces. Synergy among these actors in following sustainable fashion trends could enable Indonesia to be recognized internationally as an environmentally friendly fashion nation. Each stakeholder holds unique roles and capabilities that complement one another, creating a holistic ecosystem when integrated effectively. The interconnected collaboration among these players ensures that challenges such as market access, quality control, resource limitations, and environmental sustainability are addressed comprehensively.

Participating in global sustainable fashion trends is also possible by bolstering preloved marketplaces focused on personal-use items of good quality, which reduces environmental issues and boosts the domestic economy (Syahrivar et al., 2023). This approach presents a significant dilemma. On one hand, encouraging these marketplaces helps extend the lifecycle of clothing, reduces textile waste, and mitigates various environmental problems associated with fast fashion and overproduction. It also provides consumers with affordable options and stimulates domestic economic activity through new channels of trade and entrepreneurship. On the other hand, the growing popularity of preloved fashion, especially when driven by imported second-hand goods, can create unhealthy competition for local fashion brands and small-scale producers, potentially threatening their livelihoods and the future of the domestic industry. Furthermore, concerns related to quality control, hygiene, and the legality of imports add one layer of complexity, as an improperly regulated market can undermine consumer confidence and bypass much-needed protections for local economies. Balancing environmental gains with economic sustainability and fair competition remains a persistent challenge, requiring thoughtful regulation, stakeholder collaboration, and a keen awareness of both the opportunities and risks associated with the preloved fashion movement in Indonesia.

Perceptions of Local Products Versus International Second-hand Products

Preloved or domestic second-hand marketplaces are still dominated by branded, foreign-label products, as they are considered to retain high value even when used. The appeal of luxury brands significantly influences the purchase of second-hand items (Phau et al., 2022). Although considered used, well-known international second-hand brands generate purchase intentions. Consumers perceived that possessing branded items supports their ideal self-image in public (Yan et al., 2024).

Media exposure shapes society's perceptions of the products they own. Presently, young people dominate fashion product purchase intentions, prioritizing items with certain statements, chief among them brand recognition. In reality, local products are equally attractive in quality and design. This links to social identity theory, where consumer behaviour is influenced by a preference for luxury-branded international products, even if they are second-hand (Srivastava et al., 2023).

Nonetheless, the success of local fashion businesses hinges on their ability to enhance branding, thereby attracting the market and instilling greater confidence in locally made, prestigious, high-quality goods.

The perceived quality of local products also affects purchase intentions (Larasati, 2024). Uniqueness, marketing strategies, and the influence of media figures currently play a significant role in promoting local products and increasing consumer trust. Such factors provide the impetus for local products to compete effectively against the circulation of imported second-hand goods, offering affordable prices, high quality, and new condition.

Regulation and Law Enforcement Challenges

As previously explained, Indonesia has regulations prohibiting the entry of imported second-hand products through decrees from the Ministry of Trade and guidelines on textile waste from the Ministry of Environment. Administrative sanctions for non-compliant importers are stipulated in the 2014 Indonesian Trade Law no. 7 ([Undang-Undang Republik Indonesia No. 7 Tahun 2014 Tentang Perdagangan, 2014](#)), which provides for license revocation and, under Article 110, criminal penalties including up to five years' imprisonment and/or a maximum fine of five billion rupiah. However, despite this robust legal framework, significant challenges persist in the effective enforcement of these regulations. Indonesia's extensive maritime borders and numerous informal ports make it incredibly difficult for customs and law enforcement agencies to fully stem the tide of smuggled second-hand clothing. The sheer volume of demand, driven by affordability and the quest for unique items among consumers, creates a powerful incentive for illicit trade networks, which often find efficient, albeit illegal, ways to distribute these goods into local markets. Furthermore, limited resources, manpower, and the potential for corruption can further complicate surveillance and interdiction efforts, allowing a substantial portion of these prohibited items to bypass official checks. These enforcement hurdles ultimately undermine the intended goals of the import ban, contributing to local market saturation, environmental strain from unmanaged textile waste, and posing unfair competition to nascent local sustainable fashion industries.

With the regulations that have been established, in principle, it should be easier for law enforcement officers in Indonesia to take firm action against perpetrators of illegal thrift imports and to provide greater public education regarding the dangers of using imported second-hand clothing. Moreover, these regulations are frequently revised to meet the needs of society, as reflected in the issuance of Regulation of the Minister of Trade of the Republic of Indonesia Number 40 of 2022 concerning Amendments to Regulation of the Minister of Trade Number 18 of 2021 on Prohibited Export and Import Goods ([Peraturan Menteri Perdagangan Republik Indonesia Nomor 18 Tahun 2021 Tentang Barang Dilarang Ekspor Dan Barang Dilarang Impor, 2021](#)), in which used clothing remains include among the list of prohibited import goods. Such matters certainly require increased attention. However, in reality, the enforcement of these regulations remains suboptimal. Notably, in Purwokerto, the illegal sale of imported used clothing is prevalent and unaddressed by authorities (Yulianti et al., 2024). Similarly, in Surabaya, the local government has not taken action, awaiting directives from the central government (Elaine, 2023).

This is unfortunate, as the government and law enforcement have the power to act swiftly and firmly in such situations. Ultimately, excessive consumption of used clothing will also lead to overconsumption and encourage thrift businesses to cheat by illegally importing second-hand clothing. However, preserving sustainability and raising environmental issues doesn't always involve consuming used clothing, especially imported second-hand clothing. Currently, many local brands have embraced slow fashion, sustainable fashion, and have more ethical fashion businesses. For example, the brand Sejauh Mata Memandang has been recognized as an ethical slow fashion brand with a consistent positive brand image (Mulyaningsih & Tobing, 2023). Furthermore, there

are several other brands such as IMAJI Studio and Seratus Kapas, which have timeless, sustainable fashion design, using eco-fabric, natural dyes, and earthy colours suitable for everyday use (Setiawardhani & Park, 2022). Currently, what is needed to extend the life of the environment and protect the environment is responsibility for what is consumed and purchased, and also being wiser in conducting business without having to have a negative impact on the environment and humans. With manufacturing processes that prioritize ethics and concern for the fashion industry's impact on the environment, it's no surprise that these brands charge higher prices for their products and become high-end local brands. Assigning a high value to local products fosters pride in them, encouraging consumers to be more responsible in their use. Furthermore, this high value also creates an advantage and opportunity for local products to enter the second-hand fashion market. By possessing a strong value proposition, these local products retain their value when resold.

CONCLUSIONS

This research demonstrates that the trend of second-hand fashion in Indonesia affects the sustainability of local fashion products from environmental, economic, and regulatory perspectives. The consumption of second-hand products reflects the rapidly increasing public awareness of the importance of sustainability and waste reduction, aligning with the global movement toward a circular economy and responsible consumption practices. While thrifting or using used clothing aligns with promising circular economy and sustainability trends, imported products inevitably increase the waste burden on Indonesia and introduce substantial economic and health risks. Economically, second-hand products serve as primary competitors to local products, necessitating greater efforts by local businesses to promote and expand their market presence. Consequently, more serious attention from the government, law enforcement, and stakeholders is required in enforcing established policies. Government regulations banning the import of second-hand clothing aim to protect consumer health, preserve the environment, and promote national economic growth by safeguarding domestic industries. Achieving an optimal balance requires synergy among the government, local industry players, and consumers in implementing effective policies and enhancing preferences for high-quality, environmentally-friendly local products.

LIMITATIONS AND FUTURE RESEARCH

The data in this study are entirely secondary, meaning that all findings and analyses based on interpretations rely on the source materials. The research did not employ additional methods to directly investigate business actors and reveal the actual dynamics on the ground. The absence of primary data collection, such as interviews, surveys, or direct behaviours and challenges of local business actors, may not have been fully captured. This approach may also overlook the dynamic and rapidly evolving nature of the second-hand fashion industry at the grassroots level, including informal market activities and consumer perspectives that are not well-documented in existing literature. For this reason, future research is strongly recommended that future research employ more diversified and robust methodologies, such as qualitative case studies, in-depth interviews, or ethnographic approaches, to provide richer and more comprehensive insights. These alternative methods would enable scholars to gather first-hand data, allowing for a deeper exploration of stakeholder experiences, market adaptation strategies, and the real-world implications of regulations in the context of Indonesia's local fashion industry.

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