

**It's the details that matter: examining the sustainability
communication of fast vs. slow fashion brands**

Vesna Zabkar^{a*}, Ágnes Buvár^b, Barbara Culiberg^a, Petar Gidaković^c,
Mateja Kos Koklic^a, and Mila Zečević^a

*^a Department of Marketing, School of Economics and Business, University of Ljubljana,
Ljubljana, Slovenia*

*^b Institute of People-Environment Transaction, ELTE Eötvös Loránd University,
Budapest, Hungary*

*^c Department of Marketing and Sales, IESEG School of Management, Univ. Lille,
CNRS, UMR 9221 - LEM – Lille; Economie Management, F-59000 Lille, France*

**School of Economics and Business, University of Ljubljana, Kardeljeva ploscad 17,
1000 Ljubljana, Slovenia*

Email: vesna.zabkar@ef.uni-lj.si

Phone: +386 1 5892 545

It's the details that matter: examining the sustainability communication of fast vs. slow fashion brands

This paper examines how the detailedness of sustainable brand messages interacts with the perception of the brand as a fast or slow fashion brand to influence consumers' perceptions of environmental friendliness and purchase intention. The hypotheses are derived from the theory of coordinated meaning management and tested in a 2x2 experiment. The results show that, in contrast to slow fashion brands, detailed sustainability messages in social media significantly increase the perceived eco-friendliness and purchase intention of fast fashion brands. This study contributes to the literature on sustainable brand communication by highlighting the moderating role of message detailedness in influencing consumer perceptions and purchase intentions. Practical implications suggest that detailed sustainability communication can change consumer perceptions. This offers strategic insights for brands seeking to improve their sustainability image and appeal to consumers.