

Abstract

The fashion industry is the second largest contributor of waste in the world after the oil industry. The sustainable fashion concept requires further research to be applicable to Indonesia. This study aims to understand the strengths and limitations of the sustainable fashion concept for its implementation in Indonesia. The understanding is gained through research on the Boolao brand as one of the local brands that have successfully implemented this concept. Boolao is a local brand that uses the Sustainable Fashion concept and has participated in several international events such as Paris Fashion Week and G20. The approach method used in this research is descriptive qualitative. Understanding of the condition is done by testing the five aspects of the theory of sustainable fashion with real-time field conditions of the research object (Boolao) which then analyzed through SWOT. The data on the SWOT analysis produced a strategy for implementing the concept of Sustainable Fashion that is suitable with conditions in Indonesia. A guide based on five aspects in Sustainable Fashion that can be applied according to the real conditions that exist in Indonesia, besides that Sustainable Fashion still has deficiencies in terms of its implementation which cannot be implemented 100%.

Keywords: *Fashion Industry, Sustainable Fashion, Boolao, Implementation Strategy.*