

Production of Fashion Items and Clothing Accessories for Economic Sustenance and Revitalization in Ondo West Local Government

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Abstract

The fashion industry plays a crucial role in economic sustenance and revitalization by driving employment, supporting local industries, and contributing to overall economic growth. This paper investigated the production of fashion items and clothing accessories for economic sustenance and revitalization in Ondo West Local Government (OWLG). Four research questions guided the study. A descriptive survey research approach was adopted for this study. The sample for the study comprised One Hundred and Twenty (120) fashion entrepreneurs and stakeholders in the fashion industry in OWLG. The questionnaire used for data collection was designed and titled 'Production of Fashion Items and Clothing Accessories for Economic sustenance and Revitalization in Ondo West Local Government (PFICA)'. Findings from the respondents showed that the production process is heavily reliant on the quality and availability of raw materials. Further findings revealed that the fashion industry truly faces various challenges, including limited access to finance, inadequate infrastructure, raw materials and accessories not readily available, and a shortage of skilled labor. Additionally, production of fashion items and clothing accessories within the locality can promote a self-sufficient economy that is less dependent on imported goods. The research findings hold practical implications for policymakers, industry stakeholders, and investors interested in leveraging the fashion industry for economic sustenance and revitalization in OWLG. Based on the findings, several recommendations were made. Firstly, there is a need for the adoption of initiatives such as facilitating access to finance through microcredit schemes by the area. Secondly, the government should establish fashion hubs and centers or collaborative spaces for fashion designers and tailors to work together, share ideas, and collaborate on projects while

having affordable access to raw materials. Lastly, investing in vocational training programs to develop a skilled workforce was emphasized as a crucial step towards addressing the shortage of skilled labor. Implementing these recommendations can contribute to the economic sustenance and revitalization of the fashion industry in OWLG and foster sustainable development.

Keywords: Production, Fashion Items, Clothing Accessories, Economic sustenance and revitalization

Introduction

Fashion items refer to the various garments, accessories, and elements that contribute to the world of fashion. These items play a significant role in shaping personal aesthetics and reflecting current trends. Fashion items encompass a wide range of clothing and accessories that individuals wear to enhance their appearance and express their individuality. (Noci, Pencarelli and Calabrese, 2019). They include tops, bottoms, dresses, outerwear, accessories, and footwear. These items form the basis of creating fashionable and cohesive outfits. Tops, such as t-shirts, blouses, and shirts, are essential fashion items that define the upper body's style (Kumar and Roy, 2019). They can be versatile and easily paired with various bottoms to create different looks. Additionally, dresses, as stated by Wong

(2021), are complete fashion items that combine a top and a skirt, offering convenience and style in a single garment. Outerwear, including jackets, coats, and cardigans, not only provide warmth and protection but also contribute to the overall aesthetic of an outfit (Kozlowski and Da Costa, 2019). These items add layers and depth to the ensemble, allowing for versatility in styling.

Clothing accessories are vital components of personal style, offering individuals the opportunity to enhance and personalize their outfits. These accessories encompass a wide range of items that complement clothing, add flair, and allow individuals to express their unique fashion sensibilities. From handbags and shoes to jewelry and hats, clothing accessories play a significant role in completing an outfit and making a fashion statement.

Accessories, according to Brown (Gwilt and Rissanen, 2019), play a crucial role in personalizing and elevating outfits. They include items like handbags, shoes, belts, scarves, hats, and jewelry. Accessories provide opportunities for self-expression, allowing individuals to showcase their unique style and taste. Footwear, as highlighted by Lee and Kim (2019), is an essential fashion item that not only protects the feet but also completes the overall look. Shoes, boots, sandals, and sneakers are among the wide range of options available, each offering its own style and functionality. (O'Reilly and Lally, 2019). Consequently, fashion items encompass various clothing and accessory elements that individuals incorporate into their wardrobes to express their style and make fashion statements. Tops, bottoms, dresses, outerwear, accessories, and footwear collectively contribute to the world of fashion, allowing individuals to curate unique looks that reflect their personality and current trends. (Jun and Li, 2021)

However, the production of fashion items and clothing accessories is an essential aspect of the fashion industry. Fashion is a significant aspect of daily life,

and it is an industry that generates significant revenue while also providing employment opportunities. The production of fashion items and clothing accessories involves a complex process that requires various skills, techniques, and resources. According to Kumar and Sareen (2015), fashion items play a crucial role in meeting consumer needs and preferences and shape the overall direction of the fashion industry. Fashion is an ever-evolving industry, and advancements in technology continue to reshape the industry's landscape. New materials, manufacturing techniques, and digital transformation have had a significant impact on the production of fashion items and clothing accessories. Advancements in technology have transformed the fashion industry, allowing designers and manufacturers to streamline the production process, reduce waste, and improve the overall quality of the final product. Digital tools, automation, and data analysis have enabled fashion brands to manage their supply chains more effectively, track inventory levels, and reach customers worldwide through e-commerce and digital marketing. (Papaoikonomou, Trichopoulou and

Rizomyliotis, 2020). Digital transformation has also led to the adoption of automation in manufacturing, improving efficiency and reducing human error. It has also significantly impact on the fashion industry, leading to increased production efficiency, reduced costs, and improved product quality. According to Chen and Kuo (2016), technologies such as 3D printing can be used to create prototypes quickly, reducing the time and cost of product development. Subsequently, the fashion industry is a dynamic and influential sector that plays a significant role in economic development worldwide. It encompasses the production, design, marketing, and distribution of clothing, accessories, and related products. The fashion industry is not only a source of creativity and self-expression but also a major contributor to employment generation, trade, and economic growth. (Tomczak and Almeida, 2020).

In recent years, the global economy has experienced periods of economic recession and slowdown, which have affected various industries, including the fashion sector. However, like many other regions, Ondo State has also faced

economic challenges, including the impact of economic recessions. The recent 2019 global pandemic had a significant impact on the fashion industry, leading to changes in consumer behavior and the need for new strategies for fashion brands to remain profitable. (Harada, Nishikawa and Fujii, 2020). During economic downturns, consumers tend to reduce their spending on non-essential items, leading to a decline in demand for fashion products. (Rana and Paul, 2020). Also, the fashion industry faces several challenges that can impede its growth and pose obstacles for fashion entrepreneurs. These challenges include rapidly changing consumer preferences, intense competition, high production costs, complex global supply chains, seasonality and short product lifecycles, sustainability and ethical concerns, limited access to finance and resources, intellectual property protection issues, retail and distribution challenges, and the need for effective marketing and branding. (Kozlowski and Da Costa, 2019). These challenges require fashion entrepreneurs to navigate a highly competitive and dynamic landscape, balancing creativity, innovation, and responsible practices while striving to meet

consumer demands and establish a strong brand presence. All these put together, present challenges for fashion businesses and highlight the need for effective strategies to bring about economic revitalization within the industry. Ondo State, located in Nigeria, is known for its rich cultural heritage and vibrant fashion scene, the state has a growing population with a significant youth demographic, presenting opportunities for employment generation and entrepreneurship within the fashion industry. To overcome these challenges, fashion entrepreneurs need to adopt strategic approaches that encompass innovation, sustainability, collaboration, and adaptability. This includes staying attuned to evolving consumer preferences, embracing responsible sourcing and production practices, seeking financial support and investment, protecting intellectual property rights, establishing efficient retail and distribution channels, and implementing effective marketing strategies. (Rana and Paul, 2020). Additionally, collaboration with industry partners, policymakers, and support organizations can provide valuable resources, networks, and guidance to

overcome these obstacles and foster the growth and development of the fashion industry. By addressing these challenges head-on, fashion entrepreneurs can position themselves for success and contribute to the vibrancy and sustainability of the fashion industry. Therefore, it is crucial to explore the production of fashion items and clothing accessories as a means of promoting economic recovery in Ondo West Local Government. By understanding the factors, trends, and challenges within the fashion industry, policymakers, industry stakeholders, and entrepreneurs can develop targeted strategies to revitalize the sector and leverage its potential for economic growth. This study explored the production of fashion items and clothing accessories, including the design and development process, material selection, manufacturing techniques, quality control, distribution, and marketing. It also examined the role of technology in the fashion industry, including its impact on sustainable production practices, supply chain management, and e-commerce. In the context of economic recovery, the production of fashion items and clothing accessories can play a vital role in

economic revitalization if fashion brands adopt innovative strategies such as local sourcing and production, diversification of product range, sustainable production practices, and digital transformation. Through these measures, fashion brands, artisans, and fashion entrepreneurs in Ondo West Local Government cannot only generate profits for themselves but also contribute to the social, economic, and environmental well-being of their communities, which serves as a roadmap for economic sustenance and revitalization.

Statement of the Problem

In Ondo State, the production of fashion items and clothing accessories is a source of income for many individuals and an essential aspect of the state's economy. The fashion industry in Ondo State has been facing some challenges in recent times, including insufficient capital, lack of modern equipment, and inadequate government support. However, with the current focus on economic sustenance, revitalization and job creation in Nigeria, stakeholders are beginning to explore the potential of the fashion industry in Ondo State. The research examined the production of fashion items and clothing

accessories as tools that can contribute to economic sustenance and revitalization in Ondo West Local Government.

Research Questions

The following research questions guided the study:

1. How are fashion items and clothing accessories produced in Ondo West Local Government?
2. What are the key challenges faced by the fashion industry in Ondo West Local Government that hinder its potential for economic sustenance and revitalization?
3. What are the opportunities and untapped potential within the fashion industry in Ondo West Local Government that can drive economic growth and revitalization?
4. What strategies and recommendations can be proposed to policymakers, industry stakeholders, and investors to leverage the fashion industry for economic sustenance and revitalization in Ondo West Local Government?

Hypothesis

This null hypothesis was tested at 0.05 level of significance.

Hoi: There is no significant difference in the mean responses of male and female fashion entrepreneur on how fashion items and clothing accessories are produced in Ondo West Local Government.

Significance of the study

The research will contribute to the understanding of the role of the fashion industry, specifically the production of fashion items and clothing accessories, in economic sustenance and revitalization. The findings of this research can provide insights into the potential of the fashion industry to generate employment opportunities, stimulate consumer spending, promote innovation, and enhance economic growth. The study findings would be useful for fashion industry stakeholders, including manufacturers, designers, retailers, policymakers, and consumers. The research can provide guidance for fashion industry stakeholders to rebuild, recover and grow their businesses and outline strategies for the fashion industry to prepare for future disruptions.

Furthermore, this research can provide a theoretical framework for future

research in the area of fashion industry economics, specifically the production of fashion items and clothing accessories' role in economic sustenance and revitalization. Overall, the research can inspire further studies that will contribute to advancing knowledge in this field.

Scope of the Study

The study was delimited to the production of fashion items and clothing accessories for economic sustenance and revitalization in Ondo West Local Government. The study was restricted to how are fashion items and clothing accessories produced, key challenges faced by the fashion industry, opportunities and untapped potential within the fashion industry and strategies and recommendations can be proposed to policymakers, industry stakeholders, and investors to leverage the fashion industry for economic sustenance and revitalization in Ondo West Local Government

Methodology

The study adopted a descriptive survey research design. The area of the study was limited to Ondo West Local Government (OWLG). Purposive sampling technique was adopted in selecting One Hundred and

Twenty (120) Artisans and Stakeholders in fashion industry in OWLG as samples used for the study. The instrument used for data collection was a structured questionnaire designed by the researcher and titled “Production of Fashion Items and Clothing Accessories for economic sustenance and revitalization in Ondo West Local Government (PFICA). The instrument was subjected to face and content validity, which led to identification of difficult and ambiguous items that were either amended or removed. Thereafter adequate copies of

the instrument were produced for administration. The questionnaire was divided into Two sections; A and B. Section A elicited demographic data of the respondents (Age, Gender, Level of Education) while section B contained structured questionnaire items to answer the research questions raised. The data collected were analyzed using simple percentage and descriptive statistics using Statistical Package for Social Sciences (SPSS) to determine the mean and each item was analyzed using table.

Results

Table 1: Distribution of respondents by Age

Age	Frequency	Percentage
19-24 Years	25	20.8
25-30 Years	85	70.8
31-36 Years	8	6.6
37 Years and above	3	2.5
Total	120	100

Source: Field Survey, 2023

Table 1 showed that students age range of 19-24 years were 20.8%. 25-30 years were 70.8% while 31-36 years had (6.6%). 37 years and above age group were 2.5%.

Hence, it can be concluded that a larger percentage (70.8%) of the respondents were between 25 to 30 ages.

Table 2: Distribution of respondents by Gender

Gender	Frequency	Percentage
Male	46	38.33
Female	74	61.67
Total	120	100

Source: Field Survey, 2023

Table 2 showed that 46 respondents that is 38.33% were male fashion entrepreneurs, while 74 respondents that is 61.67% were female fashion entrepreneurs. Hence, it can be concluded that a larger percentage 61.67% of the respondents were females.

Table 3: Distribution of Respondents by Level of Education

Level	Frequency	Percentage
S.S.C. E	23	19.16
NCE	22	18.33
B.Sc.	43	35.83
Others	32	26.67
Total	120	100

Source: Field Survey, 2023

Table 3 showed that 23 respondents with 19.16% were SSCE holders, 22 respondents were NCE holders with 18.33%, 43 respondents were B.Sc. holders with 35.83% while 32 respondents were not within the said categories or not educated with 26.67%. Therefore, it was concluded that the larger percentage 35.83% of the respondents were B.Sc. holders.

Research Question One: How are fashion items and clothing accessories produced in Ondo West Local Government?

Table 4: Responses of respondents on how fashion items and clothing accessories are produced.

Items	SA	A	D	S	Mean	S.
				D		D
1 The production process is heavily reliant on the quality and availability of raw materials.	75	4	4	0	3.49	.62
2 Fashion production involves various manufacturing techniques, such as weaving, knitting, dyeing, and printing.	73	3	10	1	3.41	.71
3 The use of specialized machinery (stoning, embroidery, whipping, ironing, cutting machines) to speed up the process and ensure consistency in the final product	47	3	29	5	2.88	.87
4 Quality control checks including visual inspections, checks for defects in the stitching or fabric, and durability tests are done.	60	4	9	5	3.21	.80
5 Promoting the product to potential customers through various channels such as social media, advertisements, and fashion shows.	62	3	14	6	3.16	.88
6 Factors such as durability, texture, weight, and color are all considered when selecting materials.	44	4	20	16	2.73	.99
7 Fashion Items and Clothing accessories require various skills and techniques, including design, material selection, manufacturing, quality control, distribution, and marketing.	46	3	23	16	2.71	1.02
Weighted average						3.08

Key: SA= *Strongly Agreed*, A = *Agreed*,
D= *Disagreed*, SD= *Strongly Disagreed*, S.
D=*Standard Deviation*

Table 4 above showed the responses of respondents on how fashion items and clothing accessories are produced. The table revealed that, the production process is heavily reliant on the quality and availability of materials ($\bar{x} = 3.49$), production involves various manufacturing techniques, such as weaving, knitting, dyeing, and printing ($\bar{x} = 3.41$), many manufacturers also use specialized machinery to speed up the process and ensure consistency in the final product ($\bar{x} =$

2.88), quality control checks can include visual inspections, checks for defects in the stitching or fabric, and durability tests ($\bar{x} = 3.21$), potential customers are reached through various channels such as social media, advertisements, and fashion shows ($\bar{x} = 3.16$), durability, texture, weight, and color are all considered when selecting materials ($\bar{x} = 2.73$) and fabrics and Clothing accessories require various skills and techniques, including design, material selection, manufacturing, quality control, distribution, and marketing ($\bar{x} = 2.71$). However, all the items have means above the cutoff mark of 2.5.

Research Question Two: What are the key challenges faced by the fashion industry in Ondo West Local Government that hinder its potential for economic sustenance and revitalization?

Table 5: Responses of respondents on the key challenges faced by the fashion industry in Ondo West Local Government.

Items	SA	A	D	S	Mean	S. D
1 Road networks, electricity, and water supply, which are essential for the production and distribution of fashion items are inadequate	41	2	2	29	3.37	1.11

2	Entrepreneurs and designers in the industry have limited access to funding from government intervention funds, commercial banks, and microfinance institutions	38	2	3	25	3.34	1.04
3	Many consumers are still unaware of the benefits of ethical and sustainable fashion	38	1	4	21	3.32	1.00
4	Ethical and sustainable fashion options are still limited and not easily accessible to many consumers due to its limited availability and higher cost.	44	2	2	25	3.19	1.11
5	Weak branding and marketing are another challenge facing the fashion industry	38	1	2	37	3.18	1.12
6	The industry's limited human capital is a significant challenge, leading to low productivity, low-quality products.	44	2	3	22	3.28	1.09
Weighted average							3.28

Key: SA= Strongly Agreed, A = Agreed, D= Disagreed, SD= Strongly Disagreed, S. D=Standard Deviation

Table 5 above showed the responses of respondents on the key challenges faced by the fashion industry in Ondo West Local Government. The table revealed that, road networks, electricity, and water supply, which are essential for the production and distribution of fashion items are inadequate ($\bar{x} = 3.37$), entrepreneurs and designers in the industry have limited access to funding from government intervention funds ($\bar{x} =$

3.34), many consumers are still unaware of the benefits of ethical and sustainable fashion ($\bar{x} = 3.32$), Ethical and sustainable fashion options are still limited and not easily accessible to many consumers due to its limited availability and higher cost ($\bar{x} = 3.19$), weak branding and marketing is another challenge facing the fashion industry ($\bar{x} = 3.18$), the industry's limited human capital is a significant challenge,

leading to low productivity, low-quality products ($\bar{x} = 3.28$). However, all the items have means above the cutoff mark of 2.5.

Research Question Three: What are the opportunities and untapped potential within the fashion industry in Ondo West Local Government that can drive economic growth and revitalization?

Table 6: Responses of respondents on the opportunities and untapped potential within the fashion industry in Ondo West Local Government.

Items	SA	A	D	SD	Mean	S. D
1 Policymakers can create a self-sufficient economy that is less reliant on imported goods, leading to increased revenue generation	58	1	25	18	3.17	1.12
2 Creating employment opportunities in the fashion industry can prevent job losses and unemployment, which can reduce disposable income and decrease consumer spending.	39	3	27	22	3.48	1.03
3 Fashion items and clothing accessories are essential needs that individuals require for various purposes, including work, social events, and leisure activities.	55	2	25	18	3.23	1.03
4 Implementing sustainable fashion practices can signal consumers to make purchases that align with their values, stimulating consumer spending.	59	2	27	14	3.24	1.10
5 Fashion industry is a profitable sector that can create wealth for individuals and businesses, as well as generate revenue for the government through taxes and import/export duties.	68	1	15	18	3.17	1.12

Weighted average

3.25

Key: SA= Strongly Agreed, A = Agreed, D= Disagreed, SD= Strongly Disagreed, S. D=Standard Deviation

Table 6 above showed the responses of respondents on the opportunities and untapped potential within the fashion industry in Ondo West Local Government. The table revealed that, Policymakers can create a self-sufficient economy that is less reliant on imported goods, leading to increased revenue generation ($\bar{x} = 3.17$), creating employment opportunities in the fashion industry can prevent job losses and unemployment ($\bar{x} = 3.48$), fashion items and clothing accessories are essential needs that individuals require for various

purposes, including work, social events, and leisure activities ($\bar{x} = 3.23$), implementing sustainable fashion practices can signal consumers to make purchases that align with their values ($\bar{x} = 3.24$), fashion industry is a profitable sector that can create wealth for individuals and businesses, as well as generate revenue for the government through taxes and import/export duties ($\bar{x} = 3.17$). However, all the items have means above the cutoff mark of 2.5

Research Question Four: What strategies and recommendations can be proposed to policymakers, industry stakeholders, and investors to leverage the fashion industry for economic sustenance and revitalization in Ondo West Local Government?

Table 7: Responses of respondents on the proposed strategies and recommendations to policymakers, industry stakeholders, and investors to leverage the fashion industry for economic sustenance and revitalization in Ondo West Local Government

Items	SA	A	D	S	Mean	S. D
1 The final product should not only be fashionable but also functional and comfortable to wear	81	35	0	4	3.53	.70

2	Investing in the production of fashion items and clothing accessories is essential for the fashion industry's economic sustenance and revitalization	59	5	1	2	3.34	1.09
3	To promote the growth and development of the fashion industry in Ondo State, the state government needs to create a brand that promotes locally-made fashion items.	62	4	1	4	3.20	.82
4	State government can collaborate with organizations and institutions to provide skills development programs, including training in design, production, marketing, and distribution.	62	4	5	5	3.27	.77
5	State government can facilitate the provision of funding from various sources, including government intervention funds, microfinance institutions, and commercial banks.	60	3	1	16	2.99	.81
6	State government needs to invest in infrastructure to support the development of the fashion industry	59	3	1	9	3.03	.89
Weighted average						3.22	

Key: SA= Strongly Agreed, A = Agreed, D= Disagreed, SD= Strongly Disagreed, S. D=Standard Deviation

Table 7 above showed the proposed strategies and recommendations for policymakers, industry stakeholders, and investors to leverage the fashion industry for economic sustenance and revitalization

in Ondo West Local Government. The table revealed that: The final product should not only be fashionable but also functional and comfortable to wear ($\bar{x} = 3.53$), investing in the production of fashion items and

clothing accessories is essential for the fashion industry's economic recovery ($\bar{x} = 3.34$), the state government needs to create a brand that promotes locally-made fashion items ($\bar{x} = 3.20$) and funding from various

sources, including government intervention funds, microfinance institutions, and commercial banks ($\bar{x} = 2.99$). All the items have meant the cutoff mark of 2.5.

Testing of Hypothesis

H₀₁: There is no significant difference in the mean responses of male and female fashion entrepreneur on how fashion items and clothing accessories are produced in Ondo West Local Government.

Table 8: t-test Statistics on the mean responses of male and female fashion entrepreneur on how fashion items and clothing accessories are produced in Ondo West Local Government.

Variables	N	\bar{x}	SD	df	t-cal	p-value	Decision
Male	46	2.71	0.586	118	0.996	0.003	Not
Female	74	2.79	0.382				Significant

Key: *N*= number of respondents, \bar{x} = mean, *SD*=standard deviation, *df* = degree of freedom, *t-cal* = t-test calculated value

Table 8 above revealed that the p-value (0.003) was lesser than t-cal (0.996) at the level of significance (0.05). This implies that there is significant difference in the mean responses of male and female fashion entrepreneur on how fashion items and clothing accessories are produced in Ondo West Local Government. Hence, the null hypothesis was not accepted.

Discussion of the Findings: The findings from research question one revealed that the production process of fashion items and

accessories heavily relies on the availability and quality of raw materials. Additionally, specialized machinery such as stoning embroidery, whipping, ironing, and cutting machines are utilized by fashion entrepreneurs to streamline the production process and ensure consistent and refined finishes in the final products. This is in line with the work of Papaoikonomou, Trichopoulou and Rizomyliotis in 2020. Digital tools, automation, and data analysis have enabled fashion brands to manage

their supply chains more effectively, track inventory levels, and reach customers worldwide through e-commerce and digital marketing. (Papaoikonomou, Trichopoulou and Rizomyliotis, 2020). Digital transformation has also led to the adoption of automation in manufacturing, improving efficiency and reducing human error. It has also significantly impacted on the fashion industry, leading to increased production efficiency, reduced costs, and improved product quality.

In relation to research question two, the fashion industry faces several challenges including limited access to finance, inadequate infrastructure, scarcity of raw materials and accessories, and shortage of skilled labor. These challenges can hinder the growth and development of the industry and pose obstacles for fashion entrepreneurs in Ondo West Local Government Area. According to Kozlowski and Da Costa, (2019), the authors noted that, the fashion industry faces several challenges that can impede its growth and pose obstacles for fashion entrepreneurs. These challenges include rapidly changing consumer preferences, intense competition, high production costs, complex global

supply chains, seasonality and short product lifecycles, sustainability and ethical concerns, limited access to finance and resources, intellectual property protection issues, retail and distribution challenges, and the need for effective marketing and branding. (Kozlowski & Da Costa, 2019).

The findings from research question three highlighted the potential for local production of fashion items and clothing accessories to promote a self-sufficient economy that is less dependent on imported goods. This localized approach will not only strengthen economic resilience but also contributes to the growth and vitality of the fashion industry within the Ondo West Local Government area.

Furthermore, research question four revealed the need for the state government to create a brand that promotes locally-made fashion items. Collaborations with organizations and institutions can be established to provide skills development programs in design, production, marketing, and distribution. The production of fashion items and clothing accessories can also generate significant employment opportunities, contributing to economic

growth. According to a report by the ILO (2021), the fashion industry is projected to create over 75 million jobs by 2030.

Lastly, fashion items and clothing accessories are essential commodities that individuals require for various purposes such as work, social events, and leisure activities. This aligns with the perspective of Kumar and Sareen (2015) who emphasize the pivotal role of fashion items in meeting consumer needs and preferences, ultimately shaping the overall trajectory of the fashion industry, sustaining and revitalizing the economy within Ondo West Local Government Area.

Conclusion

It was concluded that, the production of fashion items and clothing accessories in Ondo West Local Government can create employment opportunities thereby paving way for economy sustenance and revitalization. Despite the fact that fashion industry is laced with different challenges, fashion entrepreneurs, policy makers and Government should tap into the enormous benefits the industry can provide.

Recommendations

The following recommendations

were made based on the findings:

1. Government should establish fashion hub and centers or collaborative space for fashion designers and tailors to work together, share ideas, and collaborate on projects and equally have cheap access to raw materials.
2. Fashion entrepreneurs should create a robust marketing strategy that will showcase the state's fashion industry to the world. This can be done by collaborating with local and international fashion events, fashion bloggers, and influencers.
3. Government should encourage entrepreneurship by providing loans, grants, and other financial incentives to upcoming fashion designers and small-scale fashion entrepreneurs.
4. Government should promote the use of locally sourced materials in the production of clothing items, such as cotton, silk, and linen. This will reduce to the barest minimum, the heavy dependence on foreign products.
5. Collaboration with fashion schools and institutions in the state to provide internships and work experience for fashion students and graduates.

6. Promote sustainable and ethical fashion practices by encouraging fashion manufacturers to adopt environmentally friendly practices and follow ethical standards in the production process.

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