



great influence

retailers

shareholders of big fashion companies

EU institutions/laws

CEOs of big fashion companies

national policymakers

cities (making regulations for renting shop spaces)

state consumer protection institutions

fashion influencers
marketing agencies

second-hand stores

investors into big fashion companies

greenfluencers

clothing swaps

business associations (lobbying)

small local fashion designers

trade unions (fashion industry)

environmental NGOs

decreasing consumption

increasing consumption

little influence