

## ABSTRACT

*(English)*

The fashion industry shapes trends and style, with Indonesia's sector evolving. However, rapid trend changes have led to overproduction and environmental issues in textiles. Excessive production emits carbon and waste. Addressing this, Sustainable Fashion is vital, involving eco-conscious choices in production and consumption. Both consumers and producers are key. The industry often neglects ecological impact, necessitating education on Sustainable Fashion. Informative media is needed, using methods like interviews and literature reviews, citing experts like Sugiyono. Data shows knowledge gaps among producers and consumers in Bandung. Educational media aims to promote Sustainable Fashion, addressing overproduction's harm.

**Keywords:** Sustainable Fashion, fashion industry, textiles.