

Purpose – This article critically synthesizes the literature on sustainable fashion, the movement behind it and plausible fashion adoption theories. Therefore, the triple-trickle theory is proposed and aimed to be a more relevant framework to offer a theoretical premise for future empirical investigations of sustainable fashion adoption. Research limitations/implications – Even though this has the benefit of offering a vast array of views and evidence that offers an adequate problem inspection, further studies providing empirical evidence are needed to establish the external validity of the theory derived from this research. That included explicating and unraveling the conceptual foundations and construction elements that different viewpoints use to articulate the trend under investigation and the searches for a common basis to construct a new and improved conceptual framework.