

Textile industry, sustainability and storydoing: the case study of Adolfo Domínguez

by Dr. Pablo Vizcaíno-Alcantud | Luis Enrique Guerra | Dr. María Jesús Ortiz Díaz-Guerra | Universidad de Alicante | Universidad de Alicante | Universidad de Alicante

Abstract ID: 61

Submitted: April 14, 2023

Event: CloudEARTH*i* Conference series - 2023

Topic: Circular economy

The fashion industry is the second most polluting industry in the world and much of the blame for this lies with the called fast-fashion: low prices, poor quality garments and ever-changing fashions. A market trend that spills over into other related categories (accessories, footwear, optics...) and which causes a critical situation for the management of necessary resources. Spain, as one of the leading countries in textile production, has a market full of benchmark brands that have addressed this problem from an advertising perspective in recent years. One of these companies, Adolfo Domínguez, was also facing a delicate financial situation in 2018, with accumulated losses over the last six years of more than forty million euros, which put the company's viability at risk.

Starting from this premise, the aim of this diachronic research is to tell the story of the 'Sé más viejo' advertising campaign as a starting point for Adolfo Domínguez to revolutionise the textile industry with its advertising through the axis of the circular economy. Based on the audience's insights, the appropriation of a unique and relevant brand territory, as well as the consistency of its messages since the campaign, Adolfo Domínguez has established itself as a leading company in terms of sustainability. From its new positioning, it has been able to shift its messages towards conversations that are popular today, leaving aside its commercial manifesto and bringing its belief in the circular economy to the forefront, opting for storydoing over storytelling.