

## ABSTRACT

### KODOLÁNYI INTERNATIONAL RESEARCH WEEK ISSUES OF SOCIAL RESPONSIBILITY

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#### **THE BUTLER WEARS PRADA**

*A Hungarian case-study based on the analysis of the uniform and hotel industry  
from the point of sustainability*

*What is the connection between the hotel and fashion industry? The authors aim to answer this question approaching from different aspects. It can be stated that both of these industries are harmful for the environment from the point of sustainability.*

*On the other hand there is a common solution from the viewpoint of sustainability: the uniforms and the primary materials, which are used during the production, such as the man-made and natural fibres.*

*In our research the authors introduce the main problems which are related to the fashion industry, especially focusing on producing fibres from the viewpoint of sustainability. We introduce the solution for the fashion industry based on the literature and also present the emerging problems and solutions of the hotel industry based on the best practices. As a part of it, we are introducing the best practices from the hotel industry, where environmentally friendly uniforms are used.*

*Finally, as a primary research part of our paper, we interpret the results of a Hungarian case-study.*

**Keywords:** slow fashion, hotel industry, green uniform

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