

## Abstract

Greenwashing, a prevalent phenomenon within the fashion industry, continues to pose significant challenges. Recognising the severity of this problem, the European Union (EU) has emphasised the need to safeguard consumers against misleading practices. This thesis critically analyses the impact of the EU's initiative to regulate greenwashing practices and evaluate the effectiveness of the New Green Claims Directive in the context of the fashion industry. By adopting a consumer perspective, this research explores the Directive's coverage of greenwashing practices and assesses its real-world efficacy. Employing a comprehensive approach, this study examines the implementation of the Directive through a case study of Primark's sustainability claims. Scrutinising the company's practices, it sheds light on the greenwashing tactics that the Directive may have overlooked. Through this examination, the research seeks to contribute to the existing literature by assessing the effectiveness of green claims and the potential impact of the EU Green Claims Directives. The findings of this study underscore the significance of the fashion industry's lack of stable regulations in combatting greenwashing. The analysis reveals the complexities associated with regulating misleading practices and highlights the need for more robust measures. By uncovering the limitations of the current Directive, this research aims to inform consumers, policymakers, and researchers about the challenges and opportunities in developing effective strategies and policies to combat greenwashing and foster sustainability within the European fashion industry.

**Key Words:** Greenwashing, fashion industry, European Union, consumer perspective, New Green Claims Directive, sustainability claims, regulation, Primark, effectiveness, strategies, policies.