

# The Following Factors Influence How Lean Accounting is Used: The Situation of Vietnamese Fashion Houses

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## Introduction

Vietnam's fashion industry has witnessed significant growth and transformation in recent years, reflecting the country's economic development and increasing global recognition. This article explores the current situation of Vietnamese fashion houses, highlighting the challenges they face and the opportunities that lie ahead. From establishing a unique identity to embracing sustainability and technological advancements, Vietnamese fashion houses are navigating a dynamic landscape in pursuit of success in the global fashion market. Vietnamese fashion designers and brands have gained international acclaim, showcasing their talents on prominent fashion platforms and receiving accolades for their innovative designs. This recognition has opened doors for Vietnamese fashion houses to access international markets and collaborate with global partners, contributing to the industry's growth and visibility. [1,2].

## Description

To stand out in the highly competitive fashion industry, Vietnamese fashion houses are striving to establish a unique identity rooted in the country's rich cultural heritage. By incorporating traditional Vietnamese elements, such as textiles, motifs, and craftsmanship techniques, designers are creating distinctively Vietnamese collections that capture the attention of both domestic and international audiences [3]. Despite the creative talent present in Vietnamese fashion houses, challenges persist in design and production processes. Limited access to advanced machinery, materials, and technical expertise can hinder the quality and efficiency of production. Furthermore, the lack of standardized sizing and fit models poses challenges in meeting the diverse needs of consumers, both locally and globally. Government support and favorable policies play a crucial role in nurturing the fashion industry. Encouraging initiatives such as financial assistance, tax incentives, and infrastructure development can facilitate the growth of Vietnamese fashion houses, particularly small and medium-sized enterprises. Collaboration between the government and industry stakeholders is essential to create an enabling environment for sustainable development [4]. Nurturing a skilled workforce and investing in design education are essential for the sustainable growth of Vietnamese fashion houses. Collaborations between fashion institutions and industry players can provide aspiring designers with the necessary training, mentorship, and exposure to succeed in the competitive fashion landscape. This investment in talent development will contribute to the overall growth and innovation of the industry [5,6].

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## Conclusion

Vietnamese fashion houses are navigating a dynamic landscape, driven by rising global recognition, unique cultural identity, and an increasing focus on sustainability and technology. By addressing challenges in design, production, supply chain management, and market access, while embracing opportunities for internationalization and talent development, Vietnamese fashion houses have the potential to establish a strong presence in the global fashion market. With continued support from the government, industry stakeholders, and consumer demand for conscious and authentic fashion, Vietnamese fashion houses can chart a successful path towards industry growth and innovation.

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## Conflict of interest

None.

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