



Fast Fashion Q&A

What is Fast Fashion?

Fast Fashion is defined as “inexpensive clothing produced rapidly by mass-market retailers in response to the latest trends.” - google. Fast Fashion brands produce massive amounts of clothing very rapidly, most of the time the clothing is not sustainable (synthetic materials, shipping from all around the world etc.) and often exploit their workers by paying them minimal wages.

What are some of the examples of Fast Fashion?

Fast Fashion brands include; Zara, Pull&Bear, H&M, Shein, Nike, Adidas, Bershka etc.

How Fast Fashion affects the environment?

Business Insider says that fashion production comprises 10% of total global carbon emissions, as much as the European Union. The most significant impact has dyes (36%), yarn preparation (28%) and fibre production (15%). Yarn preparation also has a massive effect on freshwater withdrawal and ecosystems quality due to growing cotton. Yarn preparation has the highest Carbon impact as they are highly energy-intensive processes.

"Among the environmental impacts of fast fashion include the depletion of non-renewable sources, emission of greenhouse gases and the use of massive amounts of water and energy. The fashion industry is the second largest consumer industry of water, requiring about 700 gallons to produce one cotton shirt and 2 000 gallons of water to produce a pair of jeans." - earth.org



How Fast Fashion affects society?

Researchers found out that young women between 18 and 24 make 80% of clothes. There have also been found evidence of forced and child labour in the fashion industry, in countries such as Bangladesh, Brazil, Indonesia, Philippines, Vietnam and more! Workers are also exploited, paid minimal wages and in some cases treated like slaves.

In 2013, an eight-floor factory building that housed several garment factories collapsed in Dhaka, Bangladesh, killing 1 134 workers and injuring more than 2 500.



What are some of the alternatives to fast fashion?

- First and most importantly, wear what you already have because the most sustainable clothing is the one you own!
- Thrifting - buying second-hand is an excellent alternative to new clothing. Thrift stores are becoming more and more popular, and you can often find unique pieces
- Try to support local companies in your area. There are often more sustainable, and you are helping the community
- It is also good to borrow/swap clothes with your family/friends
- Try to choose natural over synthetic materials - avoid polyester as it is not biodegradable and will pollute the landfills
- Donate old clothing to people that are in need
- If you are going to buy from a fast-fashion company, try to buy neutral, long-lasting pieces which will match many outfits. Don't jump onto trends

Podcast link: <https://linktr.ee/pola.janowskaa>