

The background is a vibrant watercolor wash in shades of teal, green, orange, and purple. In the top right and bottom left corners, there are white line-art illustrations of leafy branches. A thin white rectangular border frames the central text area.

Fast fashion: the secret behind the fashion industry

WHAT IS FAST FASHION?

Fast fashion, the dream of any shopper, being able to buy lots of clothing at a very low price. Yet, shoppers (consumers) are only one stage at the broken system of fashion. Fast fashion refers to clothing produced at very low price and low quality in a short amount of time, which is catastrophic for the environment and people.



It takes

2,720



**liters of water to make
a t-shirt. That's how
much we normally
drink in 3 years.**

Indeed the journey of these clothing does not start or end in the hands of consumers, avoiding the law of toxins in toxins out, utmost of the time using synthetic fibers such as polyester and nylon, affecting water quality and the lives of workers, who work for long hours in inhumane conditions in the different stages of the line of production. Meanwhile, the companies are experiencing exponential growth, how could they not be making money, if they are selling very affordable clothes, and changing the "trend" more often than ever, making people feel like they NEED to buy more clothes, while paying their workers less than minimum wage? This is the reality of another broken system.

**We are enjoying new clothes
at the expense of the world
and others**



More than 500 Billion USD are lost because we are underusing garments?



Did you know that...



Only in 2016, 107 billion units of clothes were bought in 2016



Now, $\frac{1}{3}$ young women consider clothing to be old after 1-2 usages?



Did you know that...

The fashion industry is the world's second largest polluter? Equivalent to 8% of carbon emissions.





“

By thinking of the garments we wear as short term tools rather than long term investments, we contribute to wasteful consumption patterns that inevitably lead us towards drastic climate change.

(Darmo, 2020)

Fashion revolution day

A few years ago, in Bangladesh, one of the places where fast fashion is most common, an entire building with more than 1000 fast fashion inside fell, for which that day is now commemorated as fashion revolution day.





The case of my T-Shirt



Materials: 95% cotton and 5% elastane (synthetic fabric)

Place of origin: Vietnam

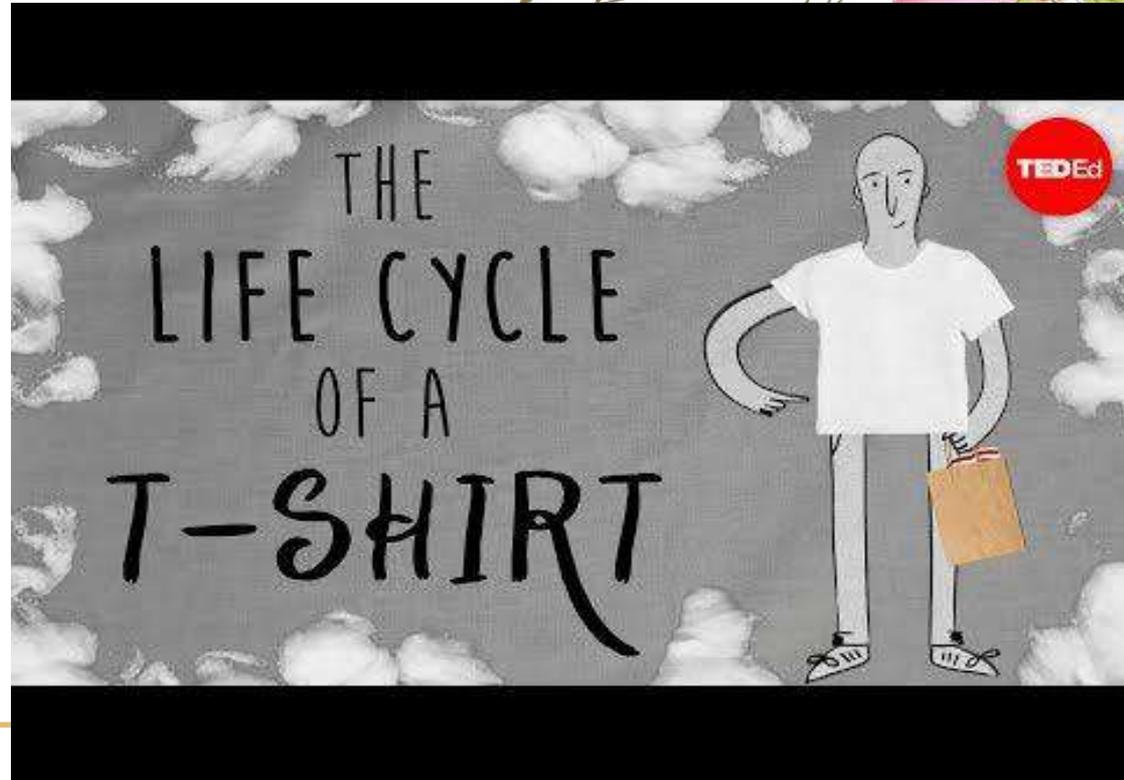
Brand: Hollister

Hollister is probably a fast fashion brand as it contains little to no information on sustainability on its website, which probably means they are part of the problem

The life of a cotton T-shirt

Do you expect your Shirts have such a large journey?

What can we do to stop contributing to such carbon footprint?



ASK these questions before buying something

1

DO I own something similar? The first step against fast fashion is simply reducing the amount of clothes we buy

2

Does this brand align with my ethics and values?

3

How much information about fast fashion and sustainability is in their websites

4

What type of fabric do they use to fabric this garment?

5

Where was this garment produced?



IS ALL OF THIS WORTH IT? LET'S FIX THIS BROKEN SYSTEM!



SOURCES

Darmo, J. (2020, August 30). 20 Hard Facts About Fast Fashion. Retrieved October 14, 2020, from <https://goodonyou.eco/fast-fashion-facts/>

YOUTUBE VIDEOS:

<https://www.youtube.com/watch?v=9Fkhzdc4ybw>

https://www.youtube.com/watch?v=BiSYoeqb_VY

Instagram posts

