



Problems with The Fast Fashion Industry

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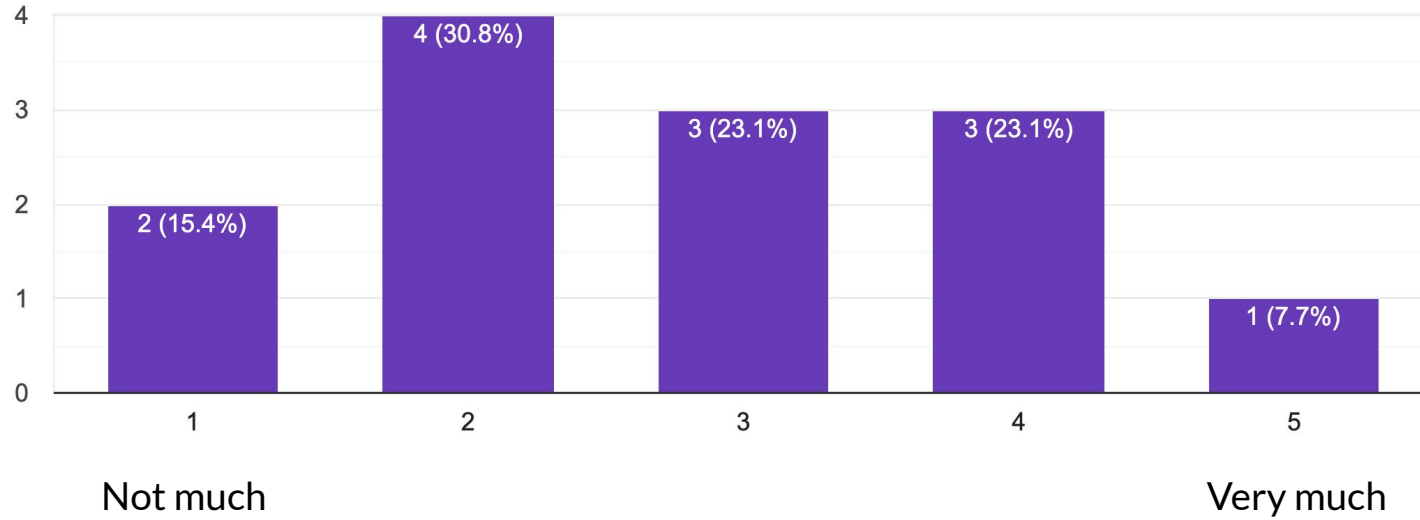


SUSTAINABILITY

How much fashion is influencing our lives

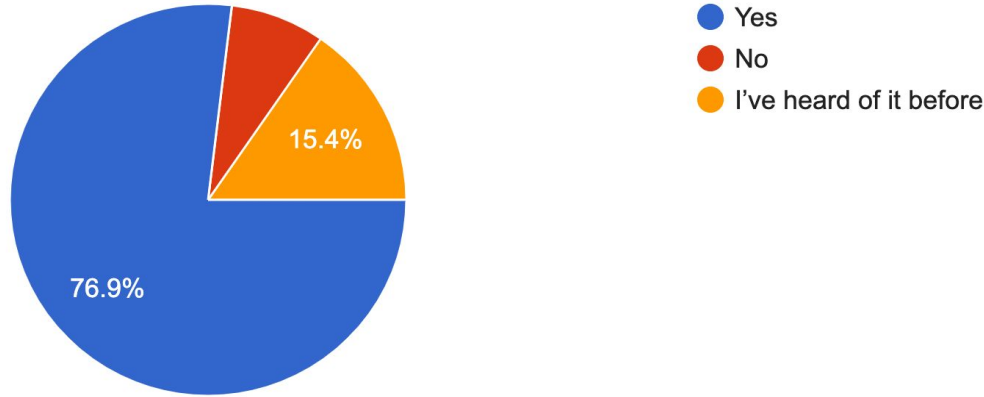
How much are you interested in fashion?

13 responses



Do you know the term “Fast Fashion”?

13 responses



"It's basically when fashion moves too fast that often times people have to throw out clothes they bought and it adds to landfills"

"It's like fast food. Low quality and bad for people and the environment"

"Fashion companies that produce mass amounts of usually cheap clothing and the companies pay their workers poorly"

"When brands quickly produce things like microtrends and its unethically produced"

What is Fast Fashion?

Fast fashion is a design, manufacturing, and marketing method of fast pace trending fashion rapidly producing high volumes of cheap clothing

What problems does Fast Fashion create?

Environmental Problems

- Carbon emissions
- Plastic waste
- Waste of large amounts of water
- Landfill

Worker Inequality

- Low wages
- Dangerous working conditions

How much carbon dioxide emission is the fashion industry responsible for?



- 1) 0%
- 2) 2%
- 3) 5%
- 4) 10%

10%

Environmental Problems

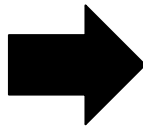
Carbon emissions

- Emits 1.2 billion tons of **carbon dioxide** in total
- Carbon emissions causes **global warming**



Plastic waste

- Plastic microfibers are used in textiles such as polyester and nylon when making clothes
- Every year a **half a million tons of plastic microfibers** are dumped into the ocean, the **equivalent of 50 billion plastic bottles**. Microfibers are released to the oceans get **eaten by marine animals**. Microfibers are extremely harmful to marine animals because plastic is not easily degradable



Waste of large amounts of water:



- **Second largest water supply** in the world
- Reduces access to clean drinking water to communities
- Every year the fashion industry uses **93 billion cubic meters** of water which is enough water to fulfill the water consumption of **five million people**

Landfill:

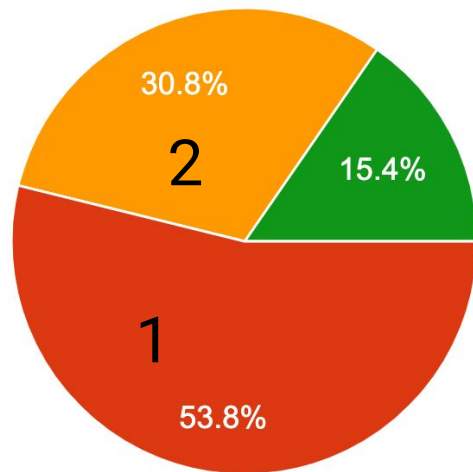


- **Contains toxins** (methane, carbon dioxide, acids, and more)
- Creates **greenhouse gases**
- Of the total fiber input used for clothing, **87 %** is incinerated or disposed of in a landfill
- **11 million tons** of clothing is thrown away every year just in the U.S, and these clothes cannot be easily recycled because of all the chemicals used in these clothings

How much do you think fashion industry workers earn on average?

How much wage do you think the workers in the fashion industry earn per hour?

13 responses



● \$10.00

● \$5.00

● \$2.77

● \$7.25

Correct Answer

Worker Inequality



- Workers are paid **miserable wages**
- Pays less than the **minimum legal salary**
- Fashion industry pays the workers **five times less** than the minimum living wage

Living wage:

The bare minimum that a family requires to fulfill the needs of food, rent, education, healthcare, transportation, clothing and savings.

- **Endless working hours** without extra payment
- Workers work with **dangerous and toxic chemicals**
- No ventilation
- Frequent use of **child and forced labour**

1. **Low quality clothing** requires **low skilled labour**
2. Fast fashion companies **pay them less**
3. Workers such as young children are forced to work under these **poor and unethical conditions** to support their families; therefore workers cannot refuse more working hours.
4. Fast fashion companies **prohibits worker unions** to stop worker's rebellion.



- Most of the fashion industry manufactures in Asia: **China, Vietnam, Bangladesh, India, Malaysia, Sri Lanka, Indonesia, and Cambodia.**



IT TAKES 3,781
LITERS OF WATER
AND 33.4 POUNDS
OF CARBON TO
MAKE A PAIR OF
JEANS



THE FASHION
INDUSTRY IS
RESPONSIBLE FOR
10% OF GLOBAL
CARBON
EMISSIONS
ANNUALLY

Want to know more about
the problems that the
clothes we wear are
causing right now?

Scan this QR code!

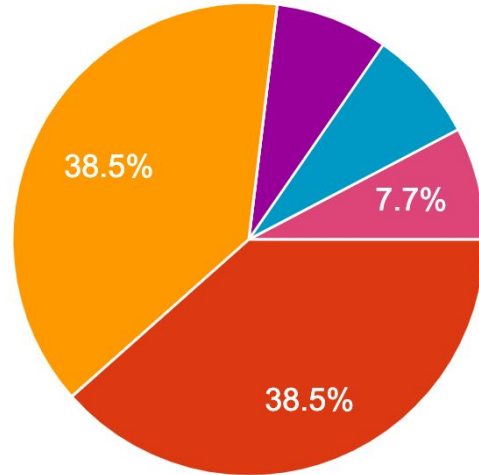


How to take action

1. Spread awareness about the **climate change** and **worker inequality** the fast fashion industry is causing
 - **Tell** your family and friends about this topic
 - **Post** about this topic on social media
 2. Try to **limit** your shopping times
 3. Encourage your family and friends to look at the **clothing label**
-

How often do you shop for clothings or accessories?

13 responses

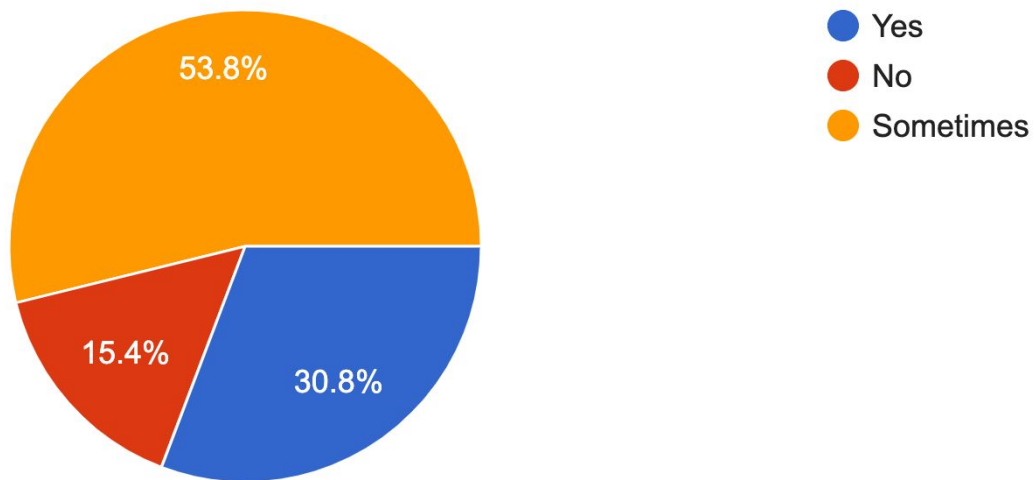


- Every week
- Once every month
- Once every season
- Once an year
- Whenever I grow out of what I have and/or don't have enough of a type of clothing.
- A few times a month
- Pretty randomly. I'll go shopping around once a year, but every once and a whi...

Clothing Label

Do you look at the clothing label when you go shopping for clothes/accessories?

13 responses



What to look for on clothing labels



Material

Look for:

- Organic/Recycled Cotton
- Organic Hemp
- Organic Linen
- Tencel
- Recycled Polyester (rPET)
- Econyl

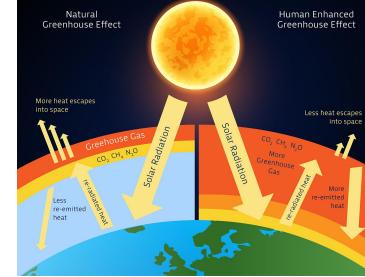
Avoid:

- Polyester
- Rayon (Viscose)
- Nylon
- Acrylic
- Conventional Cotton

Unsustainable Fabric

Unsustainable fabric causes....

- Waste of large amounts of water
- Create **greenhouse gases**
- **Highly toxic chemicals** used which negatively affects the workers health and our skin health
- **Non-biodegradable**
- **Release of microplastic** when washing these clothes
- **Deforestation**



THE FASHION INDUSTRY
IS ONE OF THE MAIN
CAUSES OF CLIMATE
CHANGE



*WE CAN BECOME MORE GREENER
SHOPPERS*



LEARN MORE

How can you take action in your daily lives?

1. **Mend or repair** clothing instead of buying new clothes
2. To ensure your clothing lasts longer, be sure to **launder on lower temperatures and line dry** when you can
3. **Buy** from sustainable clothing shops or second hand/thrift shops - **ThredUp**: You can buy second hand clothing and sell second hand clothing here

(<https://www.thredup.com>)



Sustainable Fashion Brands

1. **Patagonia:** Outdoor clothing made out of organic cotton and recycled material (<https://www.patagonia.com/home/>)
2. **Velvety:** Bags made out of leaves (<https://velvety.com.au>)
3. **Girlfriend Collective:** Clothing made out of recycled nets and water bottles (<https://www.nordstrom.com>)
4. **Christy Dawn:** Clothing made out of deadstock (<https://christydawn.com/pages/farm-to-closet>)



girlfriend
collective

·CHRISTY·DAWN·

More Brands are here:

<https://www.thegoodtrade.com/features/fair-trade-clothing>

Examples of sustainable clothing



Velvety

Multicolour vegan
leaf leather purse

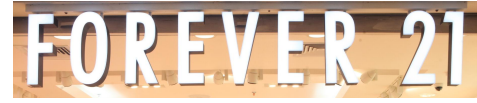
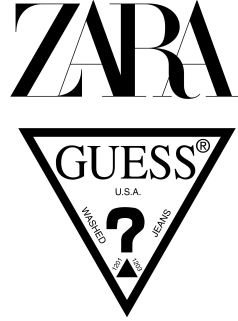
Girlfriend Collectives:

Pocket Crop
Leggings

Made of
recycled
water bottles



4. **Boycott** fast fashion or unsustainable companies



5. **Recycle or upcycle** your clothes

- Find a community clothing drop-off place near you to recycle your clothes
- (<https://www.grownyc.org/clothing>)
- Search on YouTube on ways to upcycle your clothing

6. **Donate** your gently used clothes to organizations (a solution for post-COVID)

Why should you buy sustainable clothes?

- Sustainable clothes **last longer** than fast fashion clothes
- While sustainable clothes last **4 to 5 years**, fast fashion clothes last as short as **1 month to 1 year**
- What is discounted from the clothes you buy **will create more problems later**
(environmental problems, and low wages and dangerous working conditions for fashion industry workers)



Petition

I created a petition to improve working conditions and wages for fashion industry workers.

Please sign this petition to contribute to this cause:

<https://www.ipetitions.com/petition/fast-fashion-industry-worker-need-better-condition>



"Remember the 'true cost' of fashion"



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