

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. Additionally, cotton, which is a large amount of fast fashion products, is also not environmentally friendly to manufacture.

Why research fast fashion?

- I feel like my age group into young adults are affecting fast fashion the most because we are the ones that want the latest fashion. Older teenagers and adults are interested in vintage fashion however younger children aren't. However, we should be discouraging disposable fashion because once it is out of fashion it probably just sits in the back of your wardrobe. The fixing fashion report published in 2019 stated that the fast fashion business model is 'encouraging over consumption and generating excessive waste'. I'm sure at least half of my age group would rather go to Primark than do a shopping spree in charity shops. This is a massive problem because people are buying more instead of recycling more. Furthermore, I went to Primark one day and I remember asking my mum why it was so cheap. Well, her answer rang a massive bell in my head. The reason why Primark's fashion is so cheap is because the people (sometimes children) making it earn nearly nothing for it. In addition, if you buy from charity shops it could benefit loads of people and topics. Such as, cancer research, heart foundations or animals. Therefore, being a waste. There are ways to avoid this though. 1) Buy less clothes only buy what you need. This is a great way to start off because you will be spending less and wasting less. 2) Having a capsule wardrobe. A capsule wardrobe is a small selection of clothes that all go together. For example, if you had a t-shirt it would go with leggings, trousers and jeans.

Dictionary

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Look it ...

fast fashion

[fast fashion] 

NOUN

inexpensive clothing produced rapidly by mass-market retailers in response to the latest trends.
"the high-street leader when it comes to fast fashion" · [\[More\]](#)



Fast fashion brands include Topshop, Primark, Guess, GAP, Fashion Nova, Boohoo, PLT (pretty little thing), New look, Nasty gal, Miss Guided, H and M, Zara, Adidas, ASOS and Shein. There have been many scandals surrounding these fashion brands such as workers being unfairly treated, children and prisoners being forced to work for little or no money.

- **Solutions**

- In 2019, the House of Commons Environmental Audit Committee released a report around fast fashion. They proposed to ban clothing going to landfill, make charges for better clothing collection and sorting and make it mandatory to implement a Sustainable Clothing Action Plan to companies with a turnover of 36 million. **All these recommendations were rejected.**

More than 60% of households in the UK say they have unwanted clothing and textiles stored at home (clothesaid.co.uk).

We need to make 2nd hand shopping attractive to the younger generation.

See my poster for local action plan.



30% of unwanted clothing goes to landfill.

The UK could save £3 billion per year if we changed the way we supplied, used, and disposed of clothing. This would reduce our carbon footprint of clothing consumption.

The UK sends 700,000 tonnes of clothing to recycling centres, textile banks, clothes collections, and charity shops.

- What is wrong with it?

- *'Fast fashion is 'fast' in a number of senses: the rate of production is fast; the customers decision to purchase is fast; and garments are worn first, usually only a few times before being discarded. It is a model that is entirely unsustainable.*

- - Alex Crumbie, September 2019 (ethicalconsumer.org)



How does it affect people?

Here are some examples of news items related to fast fashion exploiting workers.

Top Shop faced accusations of using sweatshop labour in 2007. In addition, they also treated workers unfairly.

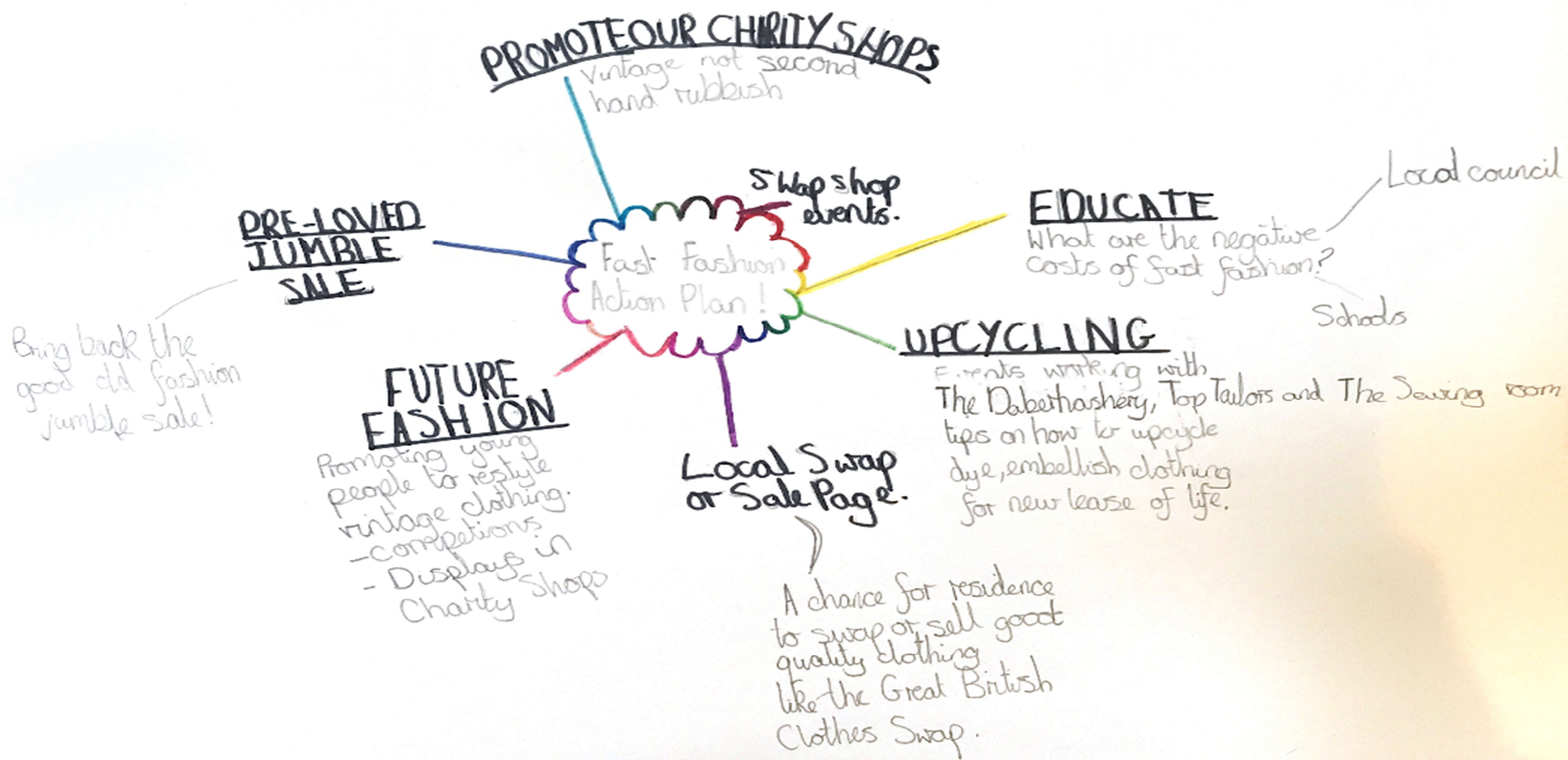
Primark has been accused of keeping children prisoned, being unfair towards workers and using children for child labour.

Guess has also been accused of paying very minimum wage.

GAP has also not been paying staff fairly or not at all.

Why is fast fashion bad for the environment?

Environmental Impacts. 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. Pollution. Fast fashion accounts for 10% of all carbon emissions in the world and is the second largest industry when it comes to pollution behind the oil industry. Fast fashion companies put out 150 billion clothing items every year.



This is an Action Plan for Wellington but any local areas could adapt.