

FAST FASHION NEEDS TO SLOW DOWN!

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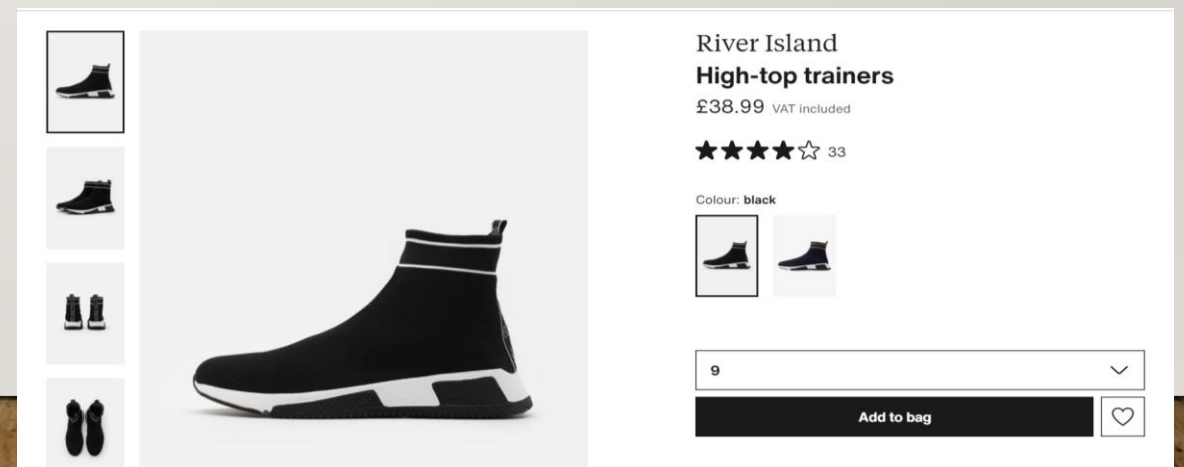
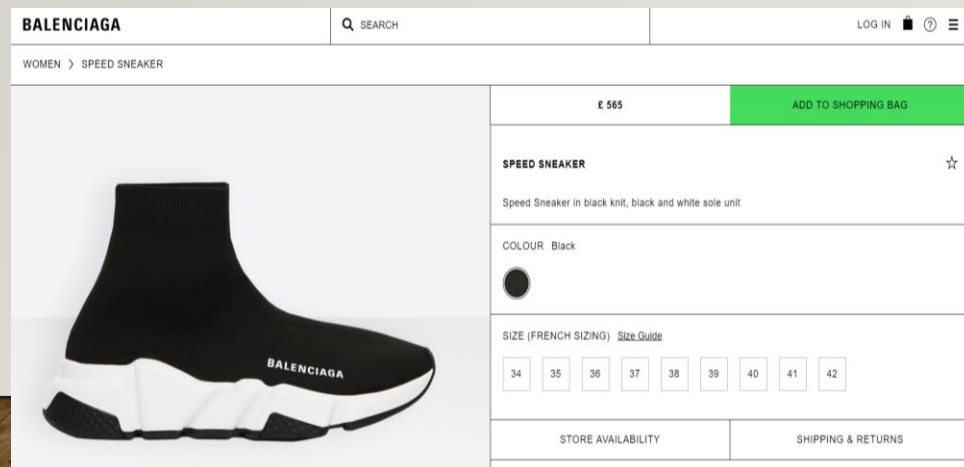
WHAT IS FAST FASHION?

- Fast fashion is clothing that has come from catwalk trends straight in to Highstreet stores.
- Shops keep up with the latest trends and continually have new products coming in on a weekly basis.



PRODUCT EXAMPLES

- Balenciaga trainers are a designer trainer that retail at £600.
- Soon after they were released River Island then produced a ‘knock off’ version of the trainer for a fraction of the price at £38.99.
- ‘Knock offs’ are legal as they do not fully copy the brands logos and tags like counterfeits do.



KIM KARDASHIAN

Thierry Mulgers 1998
archives

Haute couture

Vs

Fashion nova

\$50



WHAT ARE THE ENVIRONMENTAL IMPACTS OF FAST FASHION?

- High Carbon dioxide emissions, The Intergovernmental Panel on Climate Change (IPCC) found that the fast fashion industry produces 10% of global Carbon dioxide emissions each year.
- It is estimated that 1.5 trillion litres of water is used annually to produce products. (Davies, 2020)
- Microplastics polluting the oceans, estimated by the International union for conservation of nature (IUCN) that microplastics from clothing account for 15-31% of plastic pollution in the oceans.
- Tonnes of clothing each year end up in landfill.



ENVIRONMENTAL IMPACTS CONTINUED...

- Well known tanneries such as Hazaribagh tannery produce up to and more than 12,000 cubic metres of untreated waste per day. (Lanteigne, 2010)
- The fashion industry is the second largest clean water polluter in the world, falling only behind agriculture. (Cronin, 2015)
- Soil degradation- soil is an essential element in our ecosystem, healthy soil is needed for food production and to also absorb CO₂. Soil degradation contributes to global warming.



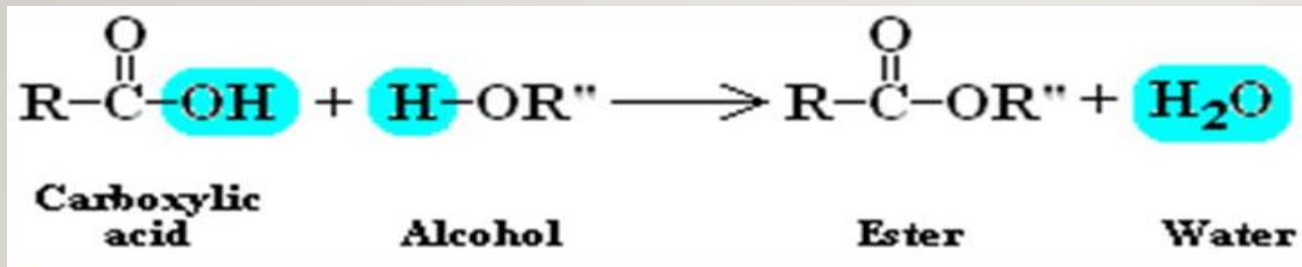
PLASTIC IN OUR CLOTHES?

- Polyester, nylon, acrylic and polyamide are all materials used in clothing especially in fast fashion retailers as these are cheap to use.
- When we wash these items of clothing millions of tiny microplastic threads shed and are so small they can drain through the washing machines and wastewater treatment plants and end up in the sea.
- Once in the sea Marine species eat these fibres. There have been studies where they have found plastic fibres in seafood meant for human consumption.

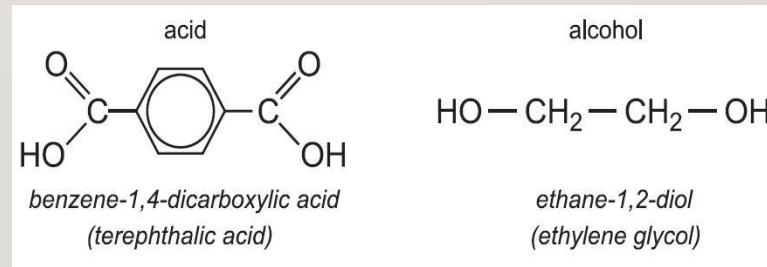
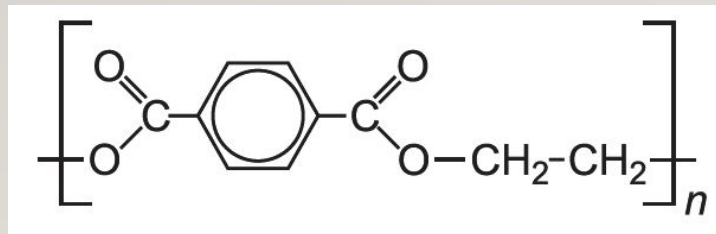


POLYESTER

- Polyester is a polymer (a chain of repeating units) where the individual units are held together by ester linkages. It is a condensation process (water molecule is removed)

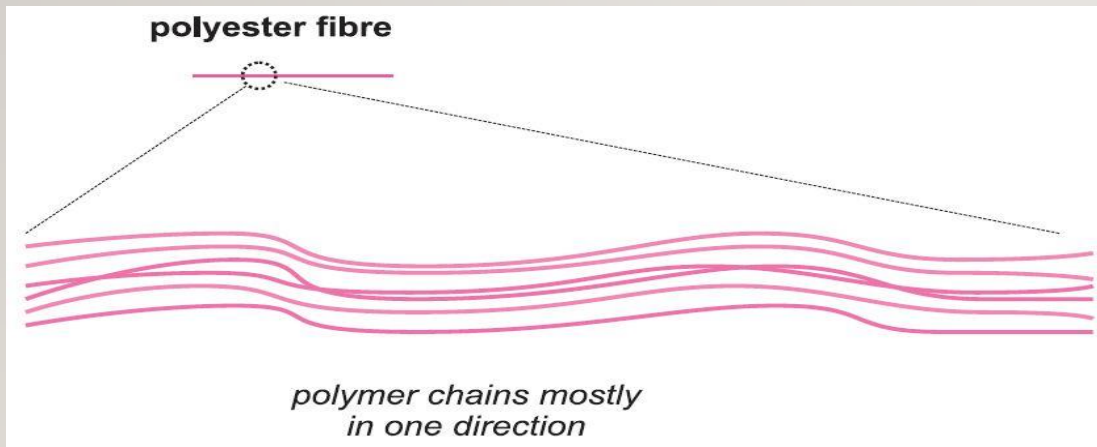


- Most used polyester formula



POLYETHYLENE TEREPHTHALATE (PET)

The different uses of polyesters depend on their structure. The benzene rings in the molecular chain give them a rigid structure, leading to high melting points (over 500 K) and a great strength, due to this it is used in conveyer belts and hoses and they do not discolour in the light/sun.



ANNUAL PRODUCTION OF PET

- World- 53.3 million tonnes
- Europe- 3.9 million tonnes
- North America- 7.2 million Tonnes
- US- 7.0 million tonnes
- FSU- 1.9 million tonnes
- China- 18.9 million tonnes
- Rest of Asia- 16.4 million tonnes (Japan- 1.5 million tonnes)

HOW MUCH DO WE WASTE?!

- A study found each British person throws about 1.7kg fashion waste a year.
- Britain is the 4th largest textile waste producer in Europe.
- Each person on average spends £980.50 a year on new clothes.
- The UK produces 206.456 tonnes of textile waste per year.

(LABFRESH)



SWEAT SHOPS

- These are factories where workers are paid very little and work long hours in bad conditions. It is an example of modern day slavery.
- Sweat shops produce water pollution, air pollution and acid rain due to a lack of followed regulations.



Companies still using sweat shops in 2020 include-

- Primark
- H&M
- ASOS
- Forever 21
- Victoria's secret
- And many more

WHO ARE THE BIGGEST FAST FASHION BRANDS?

- Topshop
 - GAP
 - Primark
 - Mango
 - Pull&Bear
 - H&M
 - Forever 21
 - Bershka
- Next
 - River Island
 - Fashion Nova
 - Urban Outfitters



PULL&BEAR

MANGO

**URBAN
OUTFITTERS**

PRIMARK®



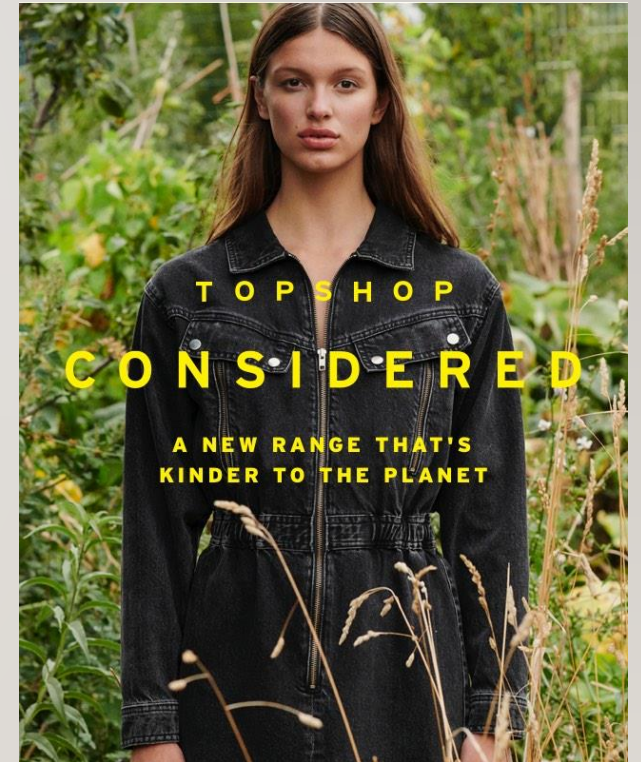
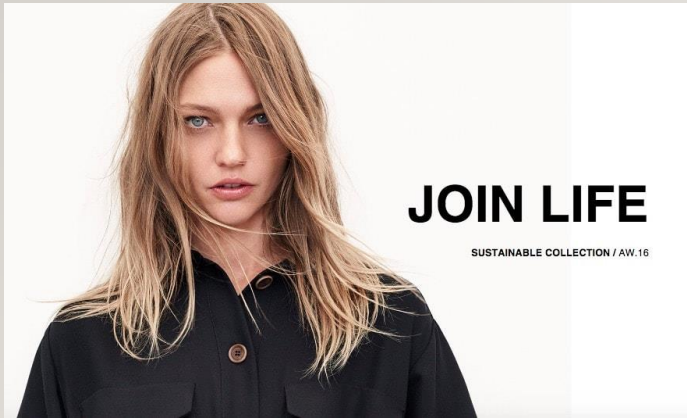
GREEN WASHING

- Green washing is disinformation disseminated by an organisation to present them selves with an environmentally responsible public image.
- Sustainability is a word that holds no legal power, therefore brands are allowed to say that their fashion is sustainable without repercussions, even if their fashion is not actually sustainable.



EXAMPLES OF GREENWASHING

- H&M Conscious
- Topshop Considered
- ZARA Join Life
- Urban outfitters 'eco living' collection



WHAT CAN WE DO TO REDUCE ENVIRONMENTAL IMPACT THROUGH FASHION?

- Buy second hand, charity shops, Depop and vintage shops are great ways to buy second hand clothes.
- Swap clothes with friends.
- Try and fix damaged clothing rather than just throwing them away.
- Buy less, think how many wears you will get out of each garment.
- Upcycling and repurposing.



ANY QUESTIONS?



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