

# FAST FASHION – FAST WASTE



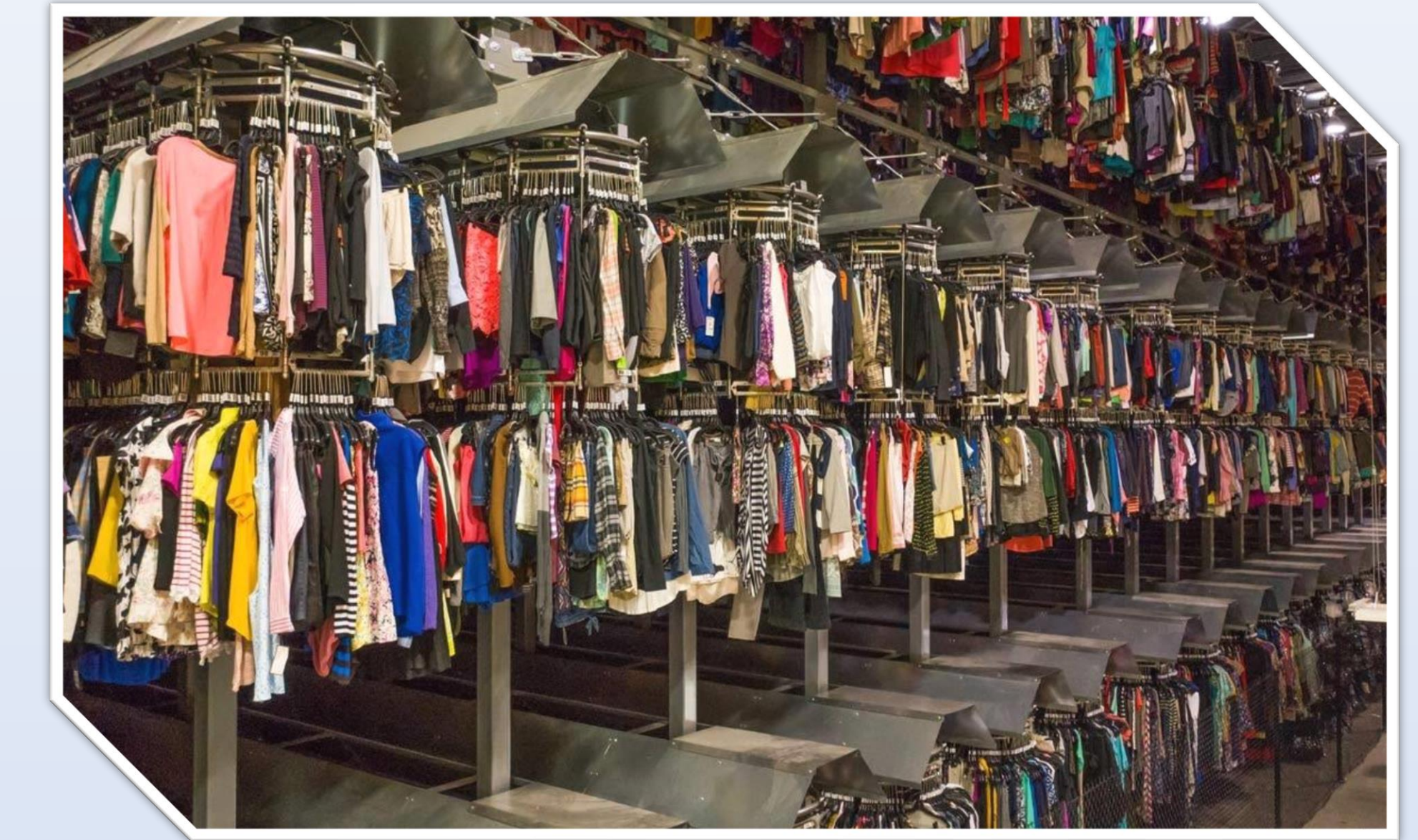
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## ABSTRACT

This poster explores the life cycle and processing of clothing within the fast fashion industry and the adverse effects these processes can have on the environment. There is a long process that goes into producing clothing. From gathering the raw materials, to the production of these materials, assembling the clothes, then transporting and supplying them to the consumer. Most clothing items will eventually end up in landfills, whether the consumer directly throws them in the garbage, or they travel around the world to end up in a landfill. There are many steps mass-produced clothing goes through that the average consumer may not be aware of. In each one of these steps, there are adverse impacts caused to the environment. Raw materials such as cotton, wool, polyester, and silk and the impacts from producing these materials are discussed. Also addressed are assembly factories and warehouses located in low to middle income countries. The pollution that these factories produce, as well as the hazardous work conditions within these factories and warehouses are touched upon. In conclusion, some actions an individual consumer can choose to make to be more sustainably conscious such as being aware and choosing to buy from more sustainable brands or choosing to buy second hand, renting clothes for special occasions, and washing and drying clothes less frequently.

## • What is Fast-Fashion?

- Fast fashion is a term used to describe the process of clothes produced quickly and in large quantities, usually with the goal to keep up with the most current, but ever changing, fashion trends. Companies will use current trends and cheap prices as a marketing technique in order to influence consumers to buy from them. A fast fashion brand can be often be spotted by a brand that adds new clothing to their inventory frequently, or advertises of hundreds, or even thousands of products available for sale. This promotes the idea that clothing is disposable, that people should be buying what on trend and getting rid of what's not.



## Textile Dyes and Wastewater Run-off

- Dyeing garments creates wastewater. This wastewater contains many toxins from the dyes used and run—off into local water, harming the local wildlife and even residents in the area.



<https://www.gettyimages.com/detail/news-photo/general-view-of-the-river-bandi-where-pollution-with-heavy-news-photo/159334459>

- According to The United Nations Economic Commission for Europe, nearly 20 percent of global waste-water is produced by the fashion industry.

- This image is of the Bandi River in India and shows the pollution formed from textile dyes in the river.

## Daily New 19793 Products

Discover something new every day - whether it's that sweatshirt you saw on Insta or the dress you never knew you wanted

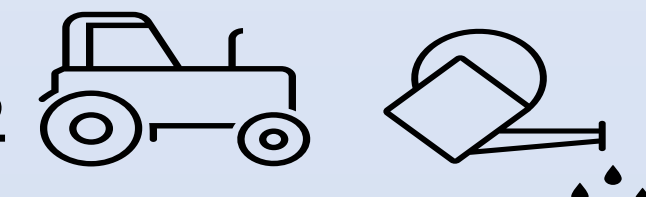
Image taken directly from shein.com home page

“The fashion industry, including the production of all clothes which people wear, contributes to around 10% of global greenhouse gas emissions due to its long supply chains and energy intensive production.” (The United Nations Climate Change)

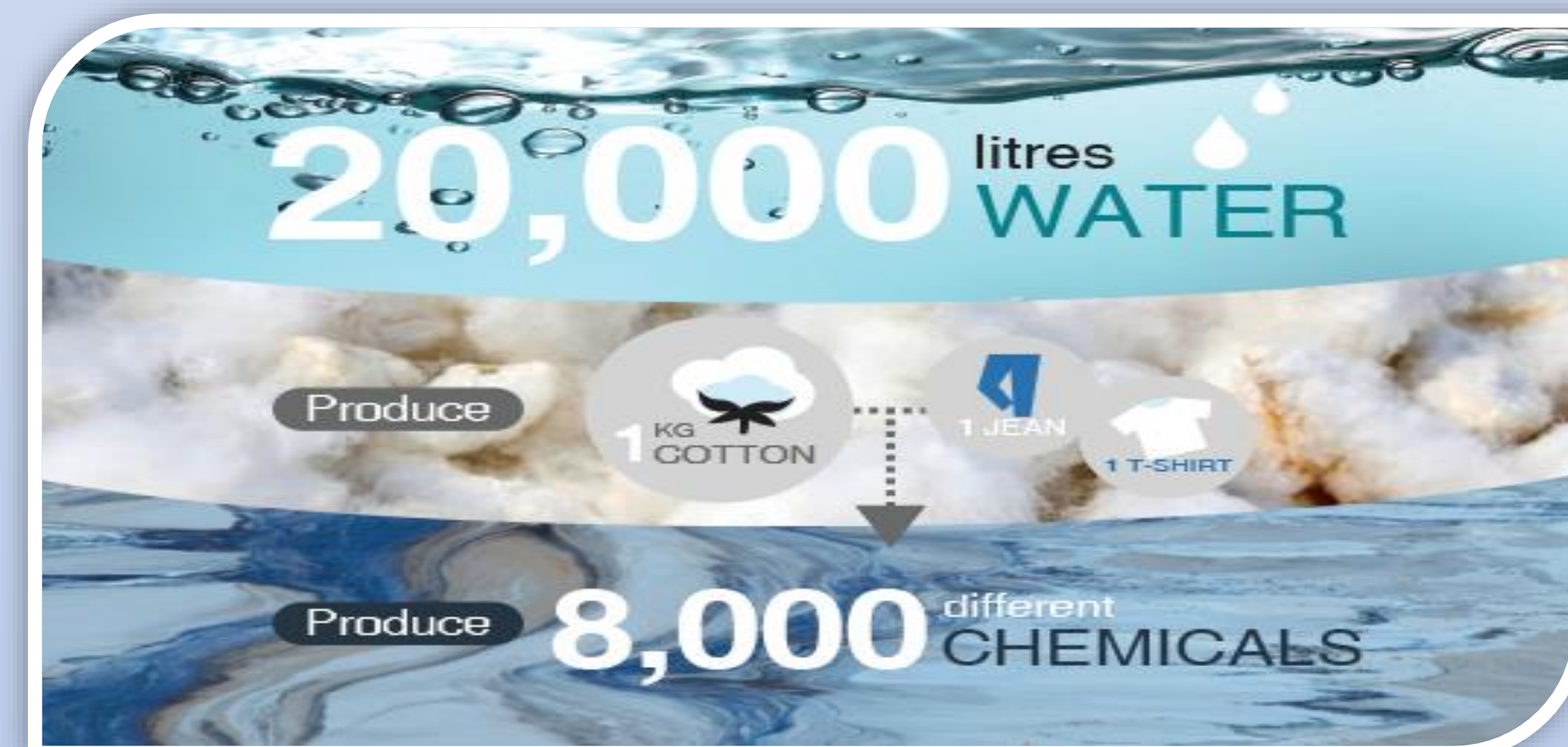
“In 2015, an estimated 98 billion tons of petroleum was used by the textiles industry to create synthetic textiles, fertilizers for growing crops, and chemicals used to process textiles.” (Chen, 2019)

Estimates show that every year approximately half a million tonnes of plastic microfibres from washing clothes end up in the ocean. “ (European Parliamentary Research Service)

## Producing the Raw Materials



- Natural and synthetic materials are used when making fabrics for clothing.
- Synthetic materials are fabrics such as polyester, nylons, and acrylics. These material are made from the burning of fossil fuels, like petroleum oil, which contribute to green house gas emissions.
- Microplastics from synthetic plastics, especially polyester, are also an issue.
- Natural materials such as cotton, silk, wool, and leather are farmed and require lots of water and pesticides to grow.



<https://www.iso.cuhk.edu.hk/english/publications/sustainable-campus/article.aspx?articleid=63112>



<https://www.bbc.com/future/article/20200710-why-clothes-are-so-hard-to-recycle>

## Textile waste in landfills

- Textile waste from clothing accumulates in landfills in several ways.
- The first textile waste is produced when the clothing is being cut for assembly. The unused scraps are disposed into landfills.
- Clothing items that never get purchased usually end up in landfills.
- When consumers no longer want the clothes, they are either thrown away or donated, but even the donated items may never make it to a second home and instead can end up in landfills due to poor quality or being badly assembled.

## Hazardous work conditions in clothing factories



<https://www.nytimes.com/2013/05/23/world/asia/report-on-bangladesh-building-collapse-finds-widespread-blame.html>

- In order to produce low-priced clothing, the clothes need to be made cheaply. That is why so many fast fashion brands produce their clothes in low-income countries, because the labor is cheap. The working conditions in poor countries is not usually safe and the factories where these clothes are produced usually lack safety regulations and enforcement of these regulations.

- The air quality in most factories is poorly ventilating, leading to workers breathing in fibers from materials which can lead to respiratory and lung conditions.

- In 2013, The Rana Plaza factory building in Dhaka, Bangladesh collapsed and killed over 1000 people and injured over 2500. This was due to poor infrastructure. There were cracks on the building that were apparent, leading to the collapse, but instead of closing the building operation continued.

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