

FAST FASHION AND CLIMATE CHANGE

Γενικό Λύκειο Ρίου



What is fast fashion?

Fast fashion can be defined as cheap, trendy clothing that samples ideas from the catwalk or celebrity culture and turns them into garments in high street stores at breakneck speed to meet consumer demand. The idea is to get the newest styles on the market as fast as possible, so shoppers can snap them up while they are still at the height of their popularity and then, sadly, discard them after a few wears. It plays into the idea that outfit repeating is a fashion faux pas and that if you want to stay relevant, you have to sport the latest looks as they happen. It forms a key part of the toxic system of overproduction and consumption that has made fashion one of the world's largest polluters. Before we can go about changing it, let's take a look at the history.



Polyester, which is the most commonly used fiber in clothing, is made from plastic and will never fully decompose. Instead, it acts like other forms of plastic, which are rarely recycled and will break down into microplastics for years to come, harming wildlife and emitting carbon dioxide into the atmosphere.

"Fast fashion is like fast food. After the sugar rush, it just leaves a bad taste in your mouth.", Livia Firth, co-founder and creative director of Eco-Age, a leading consulting and creative agency specialised in integrated sustainability.



"Buy less. Choose well. Make it last", Vivienne Westwood, English fashion designer and businesswoman



Environmental Impact of the Fashion Industry

Landfill Waste

On average, every American produces 80lbs. of textile waste per year.

80 lbs per person

85% of clothing produced each year ends up as landfill waste.

Water

1,800 gallons of water

Approximately 1,800 gallons of water are used to produce a pair of jeans, 400 gallons for a cotton shirt

The clothing industry is responsible for 20% of the world's industrial water pollution

20%

Pollution

An estimated 8-10% of global carbon emissions are produced by the fashion industry

8-10%

Microplastics

35% of ocean microplastic pollution is caused by fibers shed from synthetic fabrics.

It is now easier than ever to get a large amount of clothes at an extremely low price. But what is the true cost of the bargain clothes that fill our wardrobes?

Whether it is factory workers working long hours for less than a living wage, children picking our cotton or sewing our fabrics instead of attending school, or farmers and garment workers poisoned, injured or even killed in the workplace, someone, somewhere is paying for our global addiction to fast fashion.



Fashion designer Stella McCartney has been a pioneer of environmentally responsible fashion for over 20 years, committed to circularity and protecting the planet for tomorrow. Most recently, at her Paris Fashion Week show, her SS23 line featured the "world's first-ever luxury bag crafted from mycelium", while another collection used grape waste to create a plant-based alternative to animal leather. Another brand making positive sustainable waves in the luxury fashion space is Pangaia. With a similarly environmentally focussed mission, Pangaia's climate positive strategy focusses on minimising waste, increasing efficiencies, with a particular focus on reducing their water footprint. Just this month, the brand announced their latest capsule collection, in which the garments have been dyed with food waste ingredients as an alternative to reactive dyes, minimising the use of chemicals and utilising food waste.

SAY NO TO FAST FASHION
 Buy Ethical, Buy Pre-Loved, Mend / Upcycle, Swap, Recycle
 RagingforChange.net

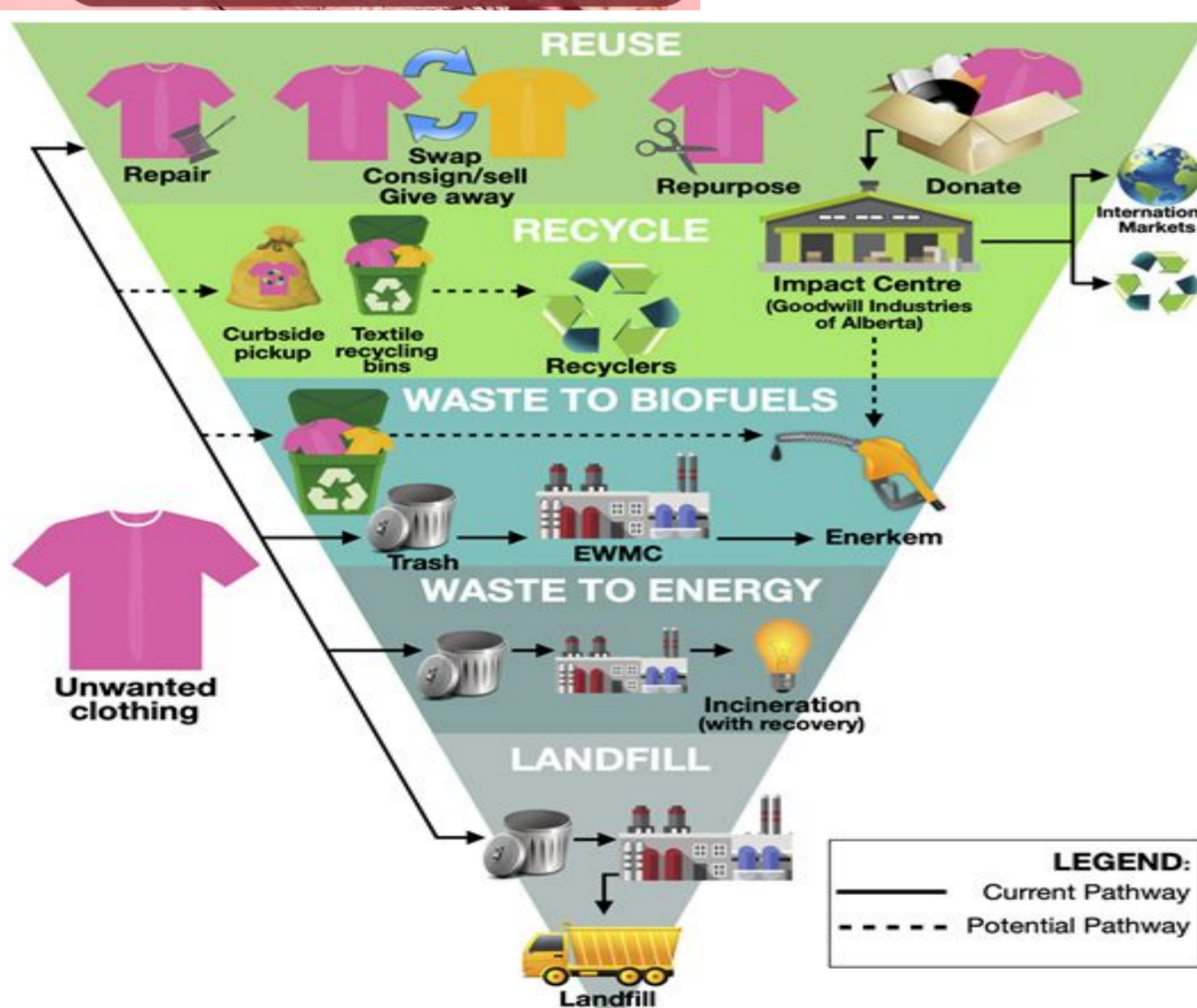
Is there hope?

The slow fashion revolution is a movement that aims to promote sustainable and ethical practices in the fashion industry. It advocates for a more conscious approach to the production and consumption of clothing, with a focus on quality, longevity, and environmental and social responsibility.

The slow fashion movement is a response to the fast fashion industry, which is characterized by the rapid production of inexpensive clothing that is designed to be worn for a short period of time before being discarded. This model of production has negative consequences for both the environment and the people involved in the production process, including exploitation of workers, water pollution, and carbon emissions.

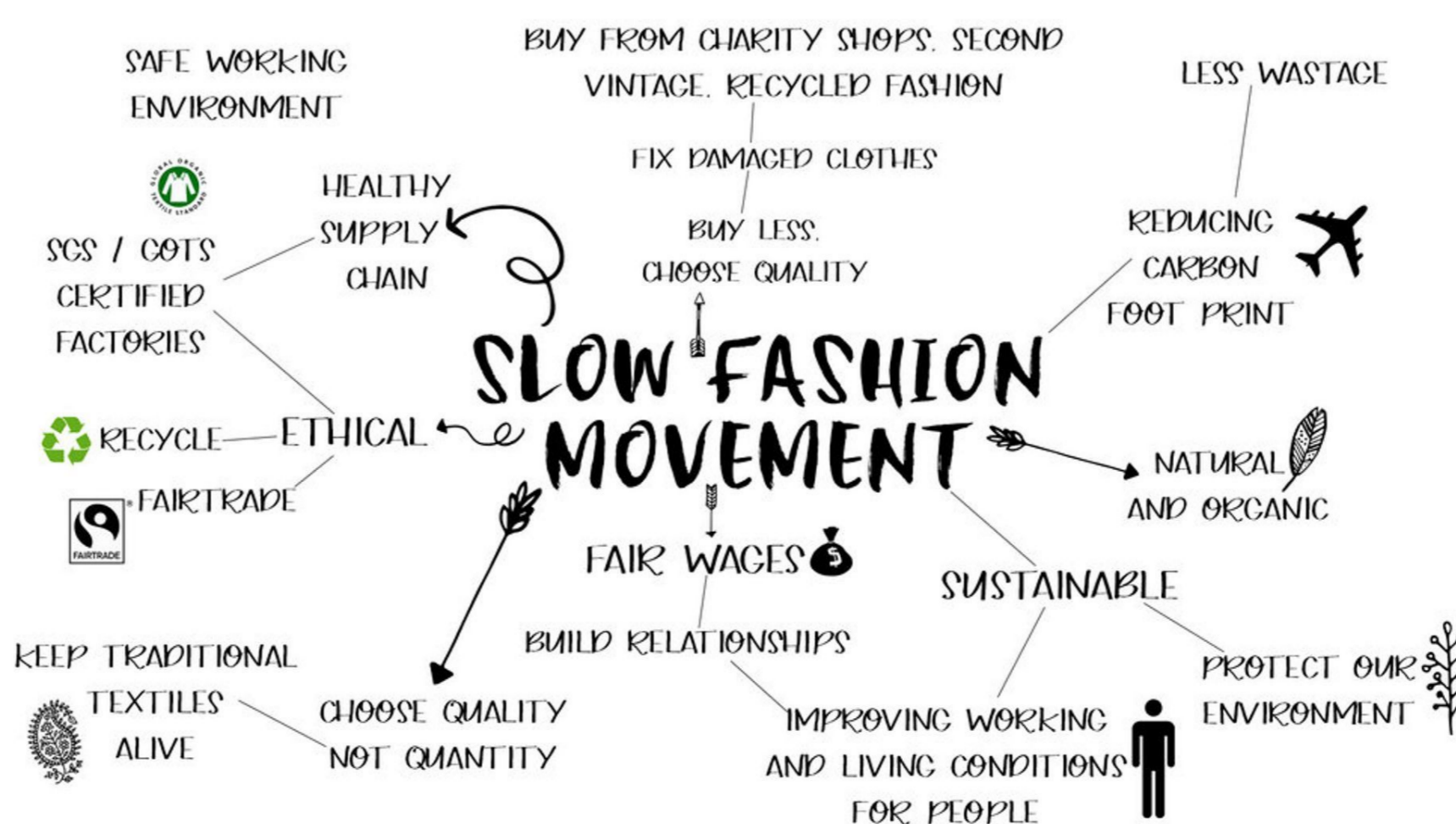
The slow fashion revolution emphasizes the importance of transparency, fair labor practices, and environmentally friendly production methods. It encourages consumers to buy high-quality, timeless pieces that are designed to last, rather than constantly purchasing cheap, disposable clothing. It also promotes the use of sustainable and eco-friendly materials, such as organic cotton, hemp, and recycled fabrics.

Overall, the slow fashion revolution seeks to create a more sustainable and ethical fashion industry, where the focus is on quality, durability, and social and environmental responsibility, rather than on profits and fast fashion trends.



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Fast fashion solutions

- Buy less and more durable clothes—choose slow-fashion instead;
- Rent clothes you're only likely to wear once;
- Buy pre-owned items;
- Swap clothes with friends;
- Repair and upcycle your clothes;
- Resell or give clothes for free online.
- Pull out clothes from the back of the wardrobe and try to introduce them into your daily style;
- Change the purpose of your clothes (for example, clothes for special occasions can become office outfits or casual T-shirts can become clothes for the home and end their lives as cleaning rags, once totally worn out);



ΟΜΑΔΑ ΕΡΓΑΣΙΑΣ

ΓΕΛ ΡΙΟΥ 01/04/2023
 Αντωνάτου Μαρία, Αντωνέλλη Χριστίνα, Απόκη Μαριάννα, Βικάτου Αρετή, Δημακόπουλος Ευστάθιος, Κυριαζή Φωτεινή, Πλώτα Φρειδερίκη, Ζαϊμί Στέλα, Κανδρή Ηλιάνα, Καράι Κυριακή, Καταραχιά Θεοφανεία, Πλώτα Φρειδερίκη, Σούλι Χριστίνα, Σπανός Νικόλαος, Σωτηρόπουλος Βασίλειος, Τσάκας Γεώργιος, Χαλιώτη Νικολίτσα
 Υπεύθυνη Καθηγήτρια
 Παπαδοπούλου Δώρα Μαρία