



THE DARK SIDE OF FAST FASHION

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WHAT IS FAST FASHION?



FAST FASHION IS A TERM WE USE TO DESCRIBE A METHOD OF CREATING TRENDY CLOTHES AS FAST AND CHEAP AS POSSIBLE IN ORDER TO SELL THEM USUALLY IN CHAIN STORES OR VIA INTERNET SITES (LIKE SHEIN, OR TEMU), AT VERY LOW PRICES, YET IN A BIG AMOUNT.



WHAT'S SO BAD ABOUT IT?

IN ORDER TO MINIMALISE THE COSTS AND MAKE ENORMOUS AMOUNTS OF CLOTHES, FAST FASHION BRANDS USE REALLY UNETHICAL AND BAD FOR ENVIROMENT METHODES LIKE: ABUSING THE FACTORY WORKERS, USING TERRIBLE MATERIALS FOR THEIR CLOTHES, OR BUILDING THEIR FACTORIES IN COUNTRIES WHICH ARE NOT RESTRICTIVE ABOUT POLLUTING THE ENVIROMENT.

HUMAN ABUSE

IN ORDER TO PRODUCE CHEAP CLOTHES, FAST FASHION COMPANIES NEED TO REDUCE COSTS RELATED TO PAYING WORKERS, SO THEY ARE BUILDING THEIR FACTORIES IN 3rd WORLD COUNTRIES, WHERE PEOPLE ARE POOR AND NEED A JOB TO GET MONEY. BECAUSE THESE FACTORIES NEED A LOT OF WORKERS, THEY HIRE A LOT OF POOR LOCAL PEOPLE. IT MAY SOUND LIKE A GREAT CHANCE FOR THOSE PEOPLE TO START LIVING A BETTER LIFE, BUT ACTUALLY IT'S THE OPPOSITE. THEY ARE WORKING FOR MANY HOURS IN TERRIBLE CONDITIONS, WITH OFTEN ABUSIVE SUPERVISORS, WITHOUT ANY WORKER RIGHTS OR HEALTH INSURANCE, **FOR AN AVERAGE PAYMENT OF 30 CENTS PER HOUR**, WHICH MEANS THAT **TO EARN A THOUSAND DOLLARS, THEY WOULD NEED TO WORK WITHOUT ANY REST 24 HOURS DAILY FOR 138 DAYS**. THE WORST PART IS THAT **THERE ARE MANY CHILDREN THAT WORK THERE** BECAUSE THEIR FAMILIES CANNOT AFFORD TO FEED THEM, SO THEY NEED TO WORK TO BASICALLY STAY ALIVE.



TERRIBLE QUALITY

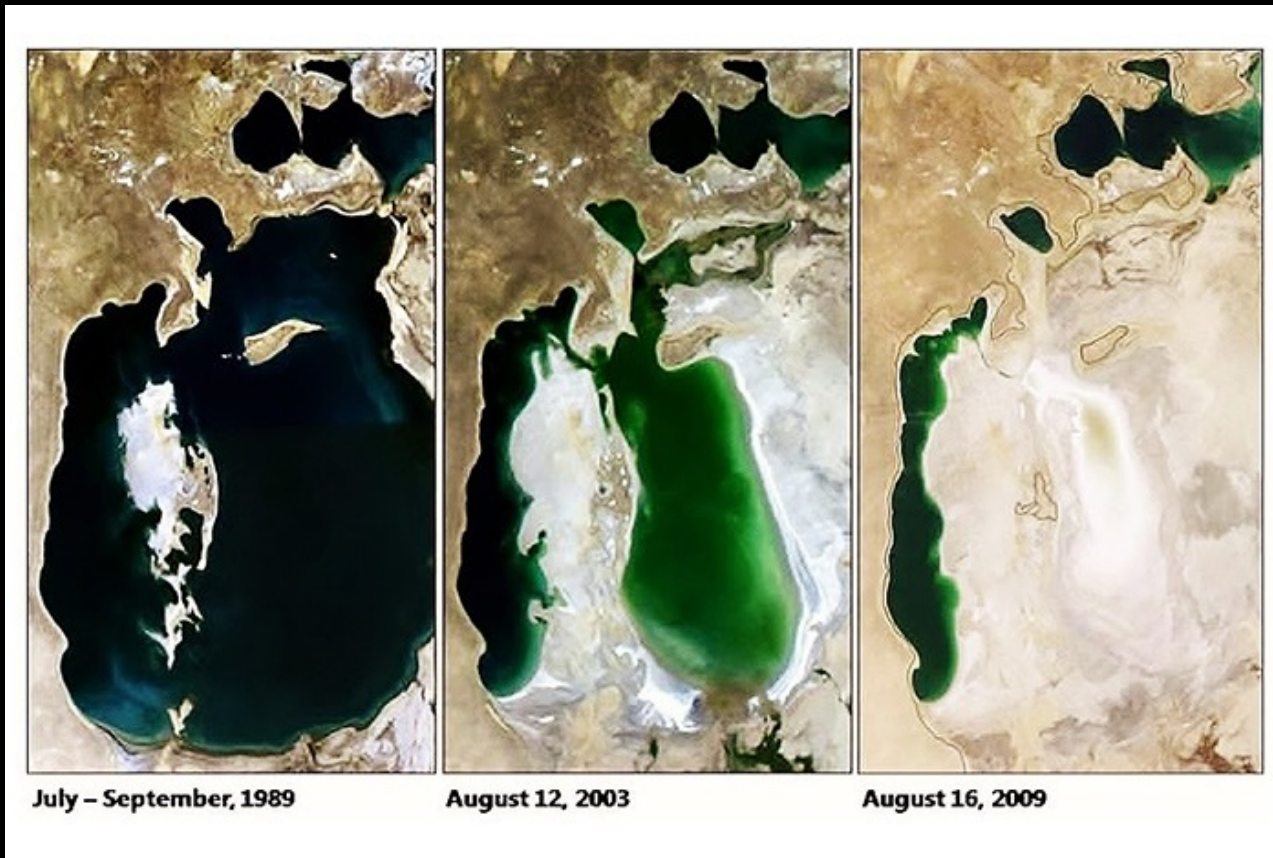
ANOTHER METHOD USED BY FAST FASHION COMPANIES TO REDUCE COSTS IS USING TERRIBLE MATERIALS WHICH ARE REALLY CHEAP, AND BECAUSE OF THAT THEY ALSO HAVE A TERRIBLE QUALITY, SO PEOPLE THROW THEM AWAY REALLY SOON, BECAUSE THEY ARE DESTROYED OR LOOK REALLY BAD AFTER A SHORT PERIOD OF TIME, CREATING MORE WASTE. ALSO, BECAUSE THEY ARE PRODUCED ON SUCH A BIG SCALE AND IN A VERY BIG AMOUNT, SOME OF THOSE CLOTHES ARE NOT SOLD BECAUSE THEY ARE FASHIONABLE FOR A SHORT PERIOD OF TIME AND SOON THERE IS ANOTHER COLLECTION AND NO ONE WANTS TO BUY THEM, SO THEY ARE USUALLY BURNT OR THROWN AWAY TO A DUMPING SITES IN POOR COUNTRIES WHERE THEY FINALLY END UP IN OCEANS AND BECAUSE MANY OF MATERIALS USED TO MAKE THOSE CLOTHES LIKE POLIESTER ARE ACTUALLY MADE FROM PLASTIC, WHEN THEY ARE THROWN AWAY, OR BURNT, THEY TURN INTO REALLY DANGEROUS AND TOXIC MICROPLASTICS, WHICH IS HARMFUL FOR THE ENVIROMENT AND FOR OUR HEALTH.



39 THOUSAND TONNES OF USED FAST FASHION CLOTHES IS TRANSPORTED TO ATAKAMA DESERT IN CHILE EVERY YEAR. TO COMPARE THAT, THE EIFFEL TOWER WEIGHS ONLY 11 THOUSAND TONNES, SO ALMOST 4 TIMES LESS. AND THAT IS JUST ON ONE DESERT. EVERY YEAR, OUT OF 100 BILLION OF PRODUCED CLOTHES, 92 MILLIONS END UP ON GARBAGE DUMPS, WHICH MEANS THAT EVERY SECOND ONE GURBAGE TRUCK FULL OF CLOTHES ENDS UP THERE!

WASTE OF WATER

TO PRODUCE 1KG OF POLIESTER WE NEED TO USE AROUND 100L OF WATER. IT IS A REALLY BIG NUMBER, YET IT SOUNDS LIKE NOTHING COMPARED TO COTTON WHICH IS ALSO A POPULAR MATERIAL USED IN FAST FASHION. TO PRODUCE 1KG OF COTTON YOU NEED TO USE 29 THOUSAND LITERS OF WATER. BECAUSE OF THAT, PRODUCTION OF COTTON IS RESPONSIBLE FOR 5% OF GLOBAL FRESH WATER USAGE. IT MAY SEEM LIKE IT'S NOT THAT MUCH, YET COTTON IS GROWN ONLY ON 2,5% OF WORLDS CROPLAND, SO IT'S ACTUALLY PRETTY BARELY PLANTED. NOW YOU SEE WHY THIS 5% IS ACTUALLY A LOT. IT ALSO REQUIRES USAGE OF 25% OF GLOBAL PRODUCTION OF ANTI BUGS CHEMICALS AND 10% OF GLOBAL PRODUCTION OF FERTILISERS, MAKING IT INCREDIBELY TOXIC FOR THE ENVIROMENT AND FARMERS THAT ARE GROWING IT.



THE BEST EXAMPLE OF HOW DESTROYING COTTON PRODUCTION CAN BE IS THE ARAL SEA LOCATED IN UZBEKISTAN, WHICH IN 20 YEARS HAS LOST 85% OF ITS SURFACE BECAUSE THERE WERE COTTON PLANTATIONS LOCATED NEARBY AND THE LAKE WAS USED AS A SOURCE OF WATER FOR THEM.





WHO PAYS THE PRICE FOR OUR CLOTHING?

THE TRUE COST

THANKS FOR YOUR ATTENTION