

FAST FASHION



SAY **NO**
TO FAST
FASHION

Fast Fashion Concerns:

Environmental destruction
Unfair labor practices
Poor quality clothing
Encouraging continual consumption

Fast Fashion is described as: inexpensive and trendy clothes that are mass-produced, inspired by fashion runway shows, and are replaced frequently. Fast Fashion is a highly profitable business model that depends on consumers continually buying new clothes.

Fast Fashion Facts



Fast Fashion Videos:

- [The True Cost](#) - 1.5 hour documentary on Fast Fashion (NOTE: there are graphics scenes from the 2013 Dhaka garment factory collapse and ads during this YouTube video)
- [Made in America](#) - 10 minute documentary of apparel factories in Los Angeles, CA

- Each year 80 billion items of new clothing are purchased globally!!
- In 2018, the US generated 17,030 tons of textiles but only 14.7% were recycled, according to the US EPA.
- In the past 20 years, more clothing has been made from polyester, a synthetic material derived from oil. When washed, polyester clothes shed tiny plastic fibers that pollute waterways.
- Wastewater from garment factories often contains dyes containing toxins and heavy metals. [Greenpeace](#) has been working to reduce this.

The Fashion Industry accounts for up to 8% of global greenhouse gas emission.



Alternatives to Fast Fashion



- Buy used clothes
- Buy less clothes
- Buy durable clothing that you plan to wear year after year (e.g., capsule wardrobe)
- Mend your clothes
- Rent clothes
- Donate quality clothing for reuse directly to friends or family, or organizations in need
- Organize a neighborhood or community clothing swap
- Slow Fashion
- Create a circular textile industry

Buy Used!

Online Used Clothing Stores

- Worn Wear - Patagonia
- Thred Up
- Depop
- Poshmark



Used Clothing Stores in Gainesville:

- Sandy's Savvy Chic Boutique
- Weecycle of Gainesville
- Haven Attic Resale Store
- St. Vincent De Paul Thrift Shop
- Goodwill Thrift Store Gainesville
- Plato's Closet
- Outreach Thrift Store (2430 NW 6th St, Gainesville, FL 32609)
- Flashbacks Recycled Fashions
- Humane Society of North Central Florida Thrift Store

Buying New? Check out this Fashion Accountability Report by ReMake

Textile Recycling, is that a solution?

- It can be part of the solution. If you truly want to recycle old, worn out clothes that you've had for a very long time and that aren't worthy of being reused, then consider textile recycling. If you use textile recycling as a way to clean out your closet so you can fill it up with new clothes, then no, it's not the answer. Check out Retold Recycling



References:

- US EPA Textile Material Specific Data
- Bick, R., Halsey, E. & Ekenga, C.C. The global environmental injustice of fast fashion. Environ Health 17, 92 (2018). <https://doi.org/10.1186/s12940-018-0433-7>
- Good on You. What is Fast Fashion
- The Climate Impact of Fashion