

Fast Fashion

Fast fashion refers to the rapid production of trendy, inexpensive clothing to meet high consumer demand. It prioritizes quick turnarounds and low costs, leading to significant environmental damage and social exploitation. The industry relies on cheap materials and mass production, contributing to pollution, excessive waste, and high water consumption. To keep costs low, many brands outsource production to factories in developing countries where workers often face unsafe conditions, extremely low wages, and long hours with little to no labor rights protection.



Causes :

- **High Consumer Demand:** Constant need for new styles.
- **Cheap Materials and Labor:** Low-cost production in developing countries.
- **Marketing Trends:** Social media and influencers drive rapid consumption.
- **Overproduction:** Brands produce in excess to maximize sales.

Did you know?

What effects does fast fashion leave behind?

- Environmental Damage
- Water Pollution
- Waste
- Exploitation



The fashion industry is responsible for approximately **10%** of global carbon emissions.

Textile production is estimated to be responsible for about **20%** of global clean water pollution from dyeing and finishing products.

Of the 100 billion garments produced each year, **92 million tonnes** end up in landfills.



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Source: europarl.europa.eu, Earth.org