

Fast Fashion Fast Facts

What is fast fashion?

Fast fashion is the mass production of clothes rapidly to correspond with the latest trends at a low price

Why is fast fashion harmful?

The fast fashion industry generates huge amounts of waste, for example in the U.S. alone 34 billion pounds of textiles are thrown away every year, the fashion industry is responsible for about 8% of carbon emissions, and the textile industry is responsible for about 10-20% of pesticide use. All of this and more contribute heavily to climate change and the pollution of our environment in general.

What can we do?

- Buy less clothing and try to repair and upcycle old pieces
- Buy from local/small clothing brands
- Buy from thrift stores and donate your old clothing there
- Avoid fast fashion brands like Shein, Zara, H&M, and more

