

RESEARCH DOCUMENT

Why is fast fashion bad in general?

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Lost Media | Fast Fashion

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Research Question

Why is fast fashion bad in general?

Methodology

To explore this question, I used a literature study. The articles I used can be found using Google Scholar which used real studies.

Summary

During my research I found a few articles that show the advantages, disadvantages and the impact of fast fashion.

Advantages

- **Profitable for manufacturers:** The constant introduction of new products encourages customers to frequent stores more often, which means more purchases and growing revenue. The retailer does not replenish its stock—instead, it replaces items that sell out with new items.
- **Quick to consumers:** Fast fashion enables buyers to get the clothes they want when they want them.
- **Makes clothing affordable:** Smart, innovative, imaginative new clothes and fun or even impractical items have become more affordable and widely accessible to all consumers.

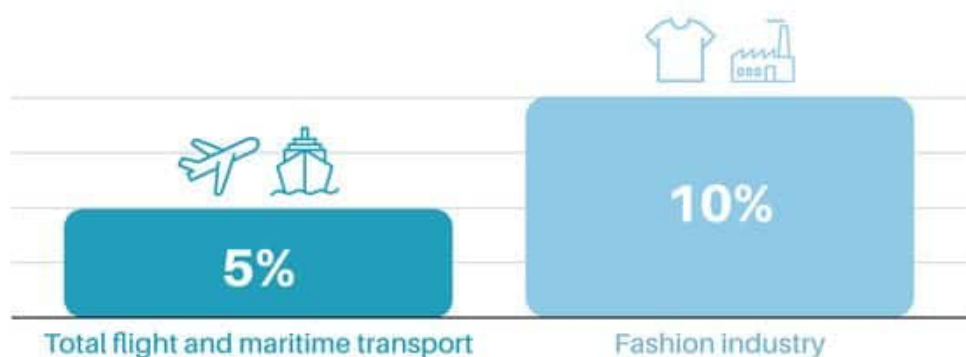
Disadvantages

- **Encourages “throwaway” consumer mentality:** Fast fashion has been called disposable fashion. Many fast fashionistas in their teens and early twenties—the age group the industry targets—admit they only wear their purchases once or twice.
- **Bad for the environment:** Critics contend that fast fashion contributes to pollution, waste due to its cheap materials and manufacturing methods. The garments can't be recycled because they're made predominantly of synthetics (over 60%).
- **Unregulated labor practices:** Manufacturers in developing countries with little regulation may not oversee subcontractors, enforce workforce rules, or be transparent about their supply chain.
- **Intellectual property theft:** Some designers allege that their designs have been illegally duplicated and mass-produced by fast fashion companies.

As you can see there aren't many big advantages to fast fashion, but there are a lot of disadvantages that have a big impact on our environment and the fashion industry. Furthermore, let's talk about the impact on the environment. As you can see below there is a big impact on the environment. These stats are shocking. For example, 5% of global carbon emission is produced in the flight and maritime transport industry, but 10% is produced in the fashion industry.

Impact on the environment

- The fashion industry uses 93 billion cubic meters of water per year.
- It takes 3,781 liters of water to make one pair of jeans.
- Of all the wastewater in the world, 20% is from textile dyeing and is highly toxic—many countries where clothes are made have reduced or zero regulations for wastewater disposal.
- Microplastic fibers used in clothing make their way to the ocean, amounting to about 500,000 tons—close to 50 billion plastic bottles.
- Fashion manufacturing emits more than 10% of global carbon emissions.
- We discard 92 million tons of clothes-related waste each year



With all these stats we can easily see how bad fast fashion really is and teens don't realize this yet.

Validation

The results were validated by comparing secondary data from previous studies, where we showed consistent data between the studies.

Conclusion

In conclusion, while fast fashion provides for quick, affordable and trendy clothes it comes with huge setbacks. The environmental impact, including waste and pollution, along with the use of cheap labor in developing countries, are all major concerns that cannot be overlooked. That is why both consumers and brands need to look at more sustainable and ethical practices, for example recycling materials and developing better labor conditions.

Sources

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