

RESEARCH DOCUMENT

What are the alternatives for fast fashion?

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Lost Media | Fast Fashion

Table of Contents

Research Question..... 2

Methodology..... 2

Summary 2

Validation 4

Conclusion 4

Sources 4

Research Question

What are the alternatives for fast fashion?

Methodology

I used literature study as my research methodology. I browsed through articles that handled the subject of interest and then combined the data I gathered in this document.

Summary

In order to persuade teenagers to avoid the fast fashion products and stores, it is crucial to provide them with attractive and accessible alternative ways of acquiring clothes. There are several options that check that boxes and can positively influence the teens shopping behaviour.

- **Sustainable Fashion Brands**

These types of stores are proud of their environmentally friendly materials and production process. Not only the products are durable and last much longer than the fast fashion products, but are also transparent when it comes to the ethical side of the manufacturing process, offering fair wages and safe working conditions. As a big bonus for teens, the products are trendy and stylish as well.

On the other hand, they tend to be much more expensive and may have a limited availability. What is more, the requirement of online shopping may be an issue when choosing the right size, since the customer cannot try it on first. (Affends Europe, n.d.)

- **Second-hand Shopping**

A big advantage of second-hand products is the fact that they can be significantly cheaper than buying new clothes. Since they come from different collections, stores and styles, they offer the customer an opportunity to increase their individuality and stand out. On the environmental side, this alternative reduces the demand for new production and helps to keep the clothes away from the landfills and extends their life cycle.

The downside of this option is that it requires much more time and patience to find the items that the customer is looking for and likes. The fact that there might be a limited selection of sizes is also a big obstacle for a person that wears a less popular clothes dimensions. As it is pre-owned clothing, the potential hygiene concerns

might occur. Finally, even though the client can find high-quality products in the store, they might be outnumbered by those much less durable. (Conway, 2022)

- **Clothing Swaps**

Teens can invite their friends and family to do a little clothing swapping. It is an entirely free way to refresh the wardrobe. What is more, this alternative promotes decluttering and minimalism in terms of the amount of clothes in possession. The other advantage is that clothing swaps helps people connect with other people, with similar interests and style preferences, providing a very positive social aspect of this option.

On the other hand, it may not be as effective when the amount of participants is limited. What is more, even when the interests and the style are a common factor, the sizing can be significantly different, proving it hard to find a suitable choice. Last but not least, it requires organisation and planning beforehand to set up meets or events. (Faster Capital, n.d.)

- **Clothing Rentals**

Thanks to this alternative the customer can wear high-end and designer clothes for a fraction of their original price. It is a nice way to try new trends without the necessity of a long-term commitment. What is more, the rentals reduce the need for storage in the wardrobe and proves more environmentally friendly than fast fashion, since it promotes a shared use of clothing.

As it might be a monthly subscription way of payment, the costs can add up without the customer noticing when it stopped to be cost-friendly. When damaging the clothes, there is a huge risk of additional costs and occurring fees. The limited period of having the clothes can also conflict with some plans and requires more effort since they have to be returned each time. (Buy Thrift, 2024)

- **DIY and Upcycling**

This alternative involves developing skills like repairing, sewing, crafting or personalizing, which are valuable to have when it comes to clothing. It allows people to express themselves and is extremely cost-effective, since the most of the materials used are already owned. It extends the clothes life cycle and gives them a refreshed look.

Since it requires to develop some skills, it might unfortunately require some time and effort to get on a satisfying level. If the skill is not satisfying, the results might not match the expectations and the clothes get thrown away despite the effort.

When it comes to the costs, the initial purchases such as a decent sewing kit and more advanced items can prove expensive. (Paulina, 2024)

Validation

Conclusion

Sources

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