**Analyse PESTEL of the fast fashion sector**

'Fast fashion is a branch of the ready-to-wear sector that distinguishes itself by its particularly sustained production rhythm: large fast fashion retailers (Zara, H&M, Uniqlo, Mango, etc.) renew their collections by offering novelties several times a year, or even several times a month or week for ultra-fast fashion retailers (Shein, Cider, Boohoo, Pretty Little Things). One also speaks of "ephemeral fashion" or even "throwaway fashion": the low-quality clothing offered at low prices is intended to be worn only a few times, or even just once. Fast fashion retailers encourage consumers to constantly renew their wardrobe: in the case of Shein, it's an average of 7,200 new references added daily on the brand's website (so 900 times more than a traditional retailer).'

**Political**

The fast fashion sector is dependent on the legislation of countries where clothing is commercialized, which is linked to each country's commercial and environmental policy. Indeed, some countries like France may decide to think about restrictions in order to reduce the ecological impact of these products, or well as to promote locally manufactured and more ethical products.

**Economic**

The fast fashion sector has a significant economic weight: according to an ADEME study, more than 100 billion clothes are sold worldwide each year, and fast fashion brands dominate this production. Moreover, a Boston Consulting Group study reveals that the value of the fast fashion market should pass from €200 billion in 2022 to over €250 billion by 2028, representing an annual growth rate of approximately 3.8% over the period. In France, the fast fashion sector represents around €3 billion in 2022, or around 10% of ready-to-wear revenues. Specifically, Shein, Amazon, and Temu brands account for more than 50% of ultra-fast fashion sales in France in 2022.

**Sociocultural**

De mannerly globally, consumers are increasingly aware of the ethical and ecological problems raised by the fast fashion sector, and increasingly sensitized to the issues of sustainable development. This trend could contribute to threatening fast fashion, if more and more consumers turn away from it to prefer more ethical alternatives (themselves becoming increasingly accessible and varied). The fast fashion sector and its problems have been widely publicized, until they became one of the symbols of overconsumption in our time.

However, the appeal of consumers to the fast fashion sector remains undeniable: from April 4th to May 8th, 2023, the ephemeral Shein boutique in Paris experienced a great success and extremely high foot traffic. This can be explained by the numerous consumption calls, disseminated particularly through social networks via advertisements and sponsored content. Fast fashion brands also manage to seduce consumers thanks to their extremely low prices and defying all competition, particularly attractive in the current context marked by global inflation.

**Technological**

Technological advancements and innovations in textile manufacturing processes have strongly encouraged the fast fashion sector. Indeed, certain advances such as automation have enabled cost reduction and accelerated production cycles, which is a key element for fast fashion companies that aim to offer new products as often as possible at the lowest possible production cost. On the other hand, the rise of e-commerce has favored the fast fashion sector since these brands essentially have online sales platforms. Dispensing with physical stores allows them to offer shorter production and commercialization cycles and virtually unlimited product selection.

**Ecological**

The ecological impact of fast fashion is controversial, and it is one of the biggest weaknesses of this model. Indeed, according to ADEME, the total number of clothing items sold worldwide each year (over 100 billion articles) represents a production of 4 million tons of CO2 per year. The clothing industry alone is responsible for 10% of greenhouse gas emissions in a year.

The numbers linked to pollution represented by the textile industry are extremely telling:

-- 85% of the textiles produced worldwide end up being thrown away the same year;

-- Only in Europe, clothing waste is estimated at 4 million tons per year ;

-- The volume of water needed to produce a jean is 7,500 litres, which is equivalent to the amount of water drunk by one person over 7 years ;

-- The clothing textile production is responsible for 20% of the world's water pollution;

**Legal**

Several countries are trying to put in place laws that could hinder the fast fashion sector. Thus, France has been studying a bill proposal since March 4, 2024, which aims to penalize fast fashion, particularly by introducing a penalty on relevant products, and banning online sales platforms for cheap clothing from advertising.

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