

The Guardian view on fast fashion: it can't cost the earth

Fashion operates on desire. How we dress feeds off cravings to be different as well as part of a tribe; to be en vogue but ahead of the pack. The message from the high street is that such wishes can be fulfilled, and fast fashion plays on the idea that hunger can be **sated** immediately.

sated 充分满足的; 过饱的

disposable 可任意处理的

But to overcome such urges we need to reflect on the fragility of our planet. This means accepting that there is a better way to keep the pleasures of fashion open to all parts of society than promoting **disposable** clothes as desirable.

Fashion shouldn't cost the earth. But the industry has for too long promoted overconsumption as a good thing. About a fifth of mass-produced clothing does not even sell and ends up being buried, **shredded** or burned. **Garments** now account for 8% of global greenhouse gas emissions. Synthetic fibres are being found in Arctic sea ice and in fish.

shred 切碎; 碎片

garment 服装; 衣服

At no other time in human history has fashion been so accessible to so many people. Technology will help to make fashion greener. Better regulation of supply chains will help too. There is a **discernible** shift from discarding clothes to repairing, reusing or even renting them.

discernible 可辩别的; 可识别的

However, it is hard to see how this will be enough to make fashion truly sustainable if the industry still produces more and more clothes.