

THE PRICE OF FAST FASHION

WHAT IS FAST FASHION?

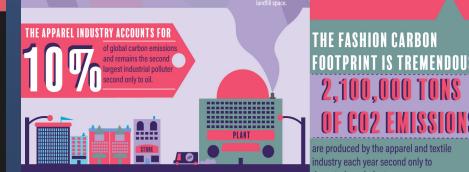
Fast fashion is the term used to describe clothing designs that move quickly from the catwalk to stores to meet new trends. The collections are often based on designs presented at Fashion Week events. Fast fashion allows mainstream consumers to purchase trendy clothing at an affordable price.

1.7 various dyes and chemicals are used in the garment dying process

150 different garments are produced annually (designing one garment per person)

70 pounds of clothing are thrown away by Americans each year

93% of companies that source their raw materials do not know the origins of their raw material



COMBAT THROWAWAY FAST FASHION

DID YOU KNOW?

THERE'S AN ESTIMATED £30 BILLION OF UNUSED CLOTHING IN WARDROBES IN THE WORLD

£140 MILLION OF CLOTHING IS SENT TO LANDFILL EVERY YEAR

SMALL STEPS



2. SHOP SMART & THINK BEFORE YOU BUY

WHO ARE YOU BUYING FROM? WHO MADE IT & ARE THEY FAIRLY TREATED? WHAT ARE THEY MADE OF?

3. UPCYCLE, RECYCLE, REPAIR

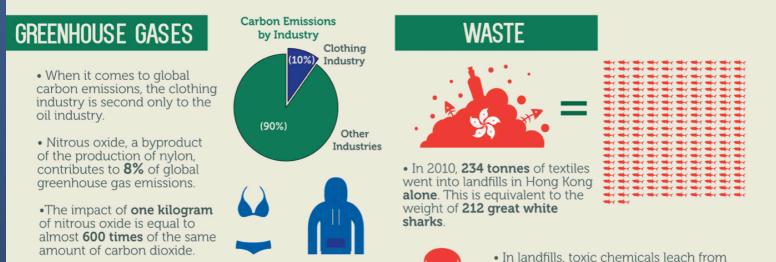
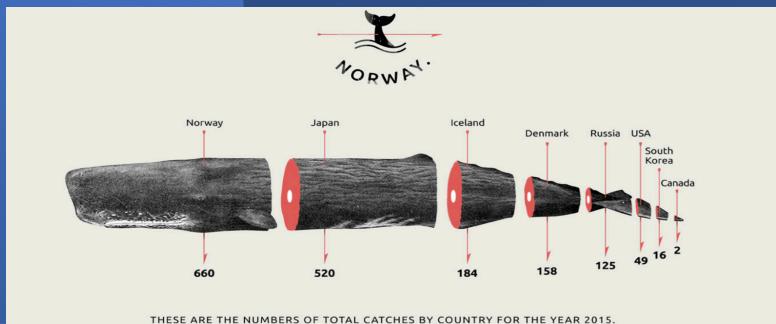
DID YOU KNOW?

95% OF CLOTHING CAN BE RECYCLED

1 = 713 GALLONS OF WATER

#WhoMadeMyClothes

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Quellen:

- <https://plana.earth/academy/infographic-fast-fashion-industry/>
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