For my visual argument project, I am attempting to tackle the fast fashion industry and the negative impacts it has on our environment, the labor practices that keep the prices so low, and our consumption habits. The goal is to emotionally engage viewers and try to bring additional awareness to the cause. We, as a society, are all aware that we consume a lot and disregard clothing with little to no regard, but I’m hoping that this spin will bring a human aspect to the conversation and appeal to people’s human nature. By marketing on social media and reaching an audience between the ages of 13 through 40, it would reach and influence those that fast fashion ads are marketed to the most. Since we are the demographic that is most susceptible to social media marketing for fast fashion, using this visual argument to persuade them to reconsider their purchase to help reduce the consumption and waste.