

THE WORLD OF FAST FASHION

The shirt you're wearing has a story to tell

Let's look at its APPEAL

THE ECONOMIC IMPACT OF YOUR NEXT T-SHIRT

- Creates millions of jobs
- Reduces poverty
- Source of high income for companies

CONSUMERS WANT INSTANT GRATIFICATION AND LOW PRICES

- Different styles and sizes are easily obtained within a short time
- Prices have fallen to their lowest in a decade

Here is a viable SOLUTION

WHAT ABOUT SUSTAINABLE, ETHICAL FASHION?

- Goes beyond using eco-friendly materials, every step of the life cycle is sustainable
 - Cuts down waste, water, emissions and chemicals
 - Protects workers and pays fair wages
- Consumers are looking for more sustainable materials
- May not be trendy or have your size

But also consider the DOWNSIDE

WE'RE DAMAGING OUR ENVIRONMENT AND FILLING LANDFILLS

- Sales go up, clothes are not worn or are thrown away easily
- Harms environment at all stages of the life cycle

THE TOXIC, UNETHICAL PRACTICES OF THE FAST FASHION INDUSTRY

- Adverse working conditions and forced labour
- Loss of jobs and income with unexpected COVID-19 lockdowns in 2020