



The Inelegance of Overconsumption in Fast Fashion

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What is fast fashion?


- Brands manufacturing cheap and trendy clothes for rapid pace use and disposal.
- Aimed at young people who like to be up to date with the latest trends and shop very frequently.
- Brands make profit by exploiting workers and not having environment friendly policies.
- Famous fast fashion brands you might be buying from: H&M, Forever21, Zara, GAP.



Socio and economic impacts of fast fashion

- Long tireless working hours and inhumane working conditions
- Young women hired in this sector are **overworked and underpaid**
- Attracted by the cheap prices of trendy clothing, consumers contribute to **overconsumption**



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- Society is biased towards low cost stylish garments, new style brings with it a feeling of self worth and confidence. People are spending more on clothes than they did before.
 - There is industry wide movement towards overwhelming demand bringing with it large **employment opportunities**. As a result, apparel industry is growing rapidly.
 - There is an increase in **labour demand**, which in turn is increasing **employment opportunities** in developing countries.

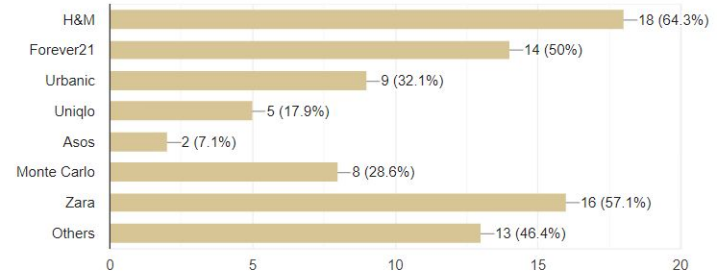
Research findings

Survey analysis

- Majority people are aware of the leading fast fashion brands and shop from there regularly.
- A major chunk of their wardrobe consists of apparel from these brands
- 58% of the respondents browsed for clothes online frequently, wanting to keep up with the late

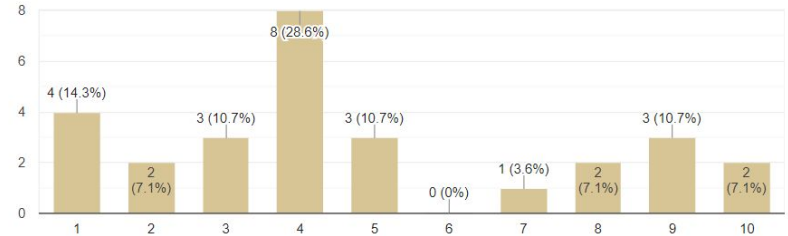
Which of the following do you shop from:

28 responses



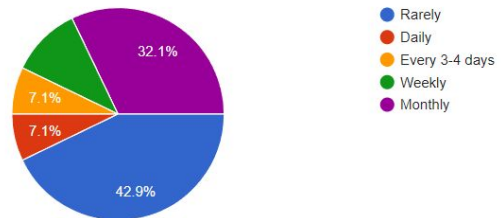
What percentage of your wardrobe is consumed by the above brands:

28 responses



How often do you browse for clothes online?

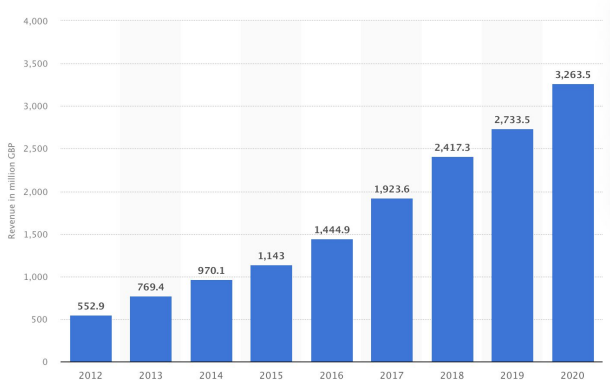
28 responses





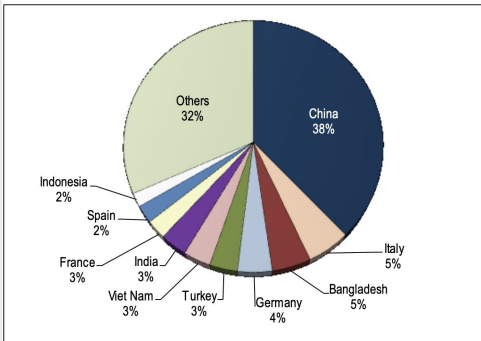
Internet based research

- Sales by these retail brands are on the rise. They contribute heavily to the growth of the apparel industry.
- Even though countries like China, India, Bangladesh and Vietnam combined account for half of the global clothing export, the minimum wage for garment workers is significantly low in these countries.



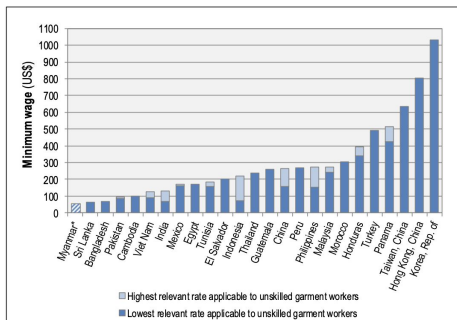
Revenue collected under ASOS from 2012 - 2020

World's top 15 clothing exporters: Share of world's total clothing exports, 2012



Source: Graphic based on WTO table "Country merchandise trade by commodity (clothing) 2012".

Minimum monthly wages in the clothing industry in 2014, selected countries



* Temporary rate for industrial zones, currently under review. Source: ILO compilation based on national sources. ILO Regional Office for Asia and the Pacific/Regional Economic and Social Analysis Unit, 10 Feb. 2014.