Fast Fashion Visual Argument

Project Introduction:
This visual argument addresses the environmental impact of fast fashion, represented through an image of a landfill overflowing with discarded clothing. The central message, "Wear it, Toss it, Repeat," aims to critique the harmful cycle of overconsumption and waste in the fashion industry.

Rhetorical Goals:
The primary goal of this project is to provoke a critical reflection on fast fashion's environmental consequences. By using the stark visual of clothes piling up in landfills, combined with the repetitive phrase, I aim to evoke a sense of urgency and responsibility in the audience. The choice of words emphasizes how disposable fashion has become and its role in perpetuating wasteful consumer habits.

This visual argument appeals to the audience's emotions (pathos) by depicting the overwhelming scale of clothing waste. The repetitive phrase serves as a critique of the fast fashion cycle, encouraging viewers to reconsider their purchasing habits and the true cost of disposable fashion. Ultimately, the visual seeks to promote more sustainable practices in fashion consumption.