

# THE FAST FASHION INDUSTRY: ARE INEXPENSIVE CLOTHES WORTH THEIR ETHICAL COSTS?

Fast fashion is based on appealing to consumers' demand for novelty and affordability by rapidly cycling through 52 "micro-seasons" per year. Fast Fashion companies, like H&M are enormously profitable due to the high volume of clothing they churn out each week, but these profits come with environmental and ethical costs. Clothing from these companies, though very inexpensive, is made to be worn once, earning it the name "landfill fashion".

To keep prices alluringly low for consumers, fast fashion companies manufacture their clothing in countries where prevailing wages are often far below the living wage.

