

# WE LAUNCHED FAST ART SLOW FASHION



For a more sustainable fashion future with the youth.



## Welcome to Fast Art Slow Fashion

**Raise the awareness of youngsters with artistic methods with us**

Interested in the topics of fast fashion and sustainable development? The Fast Art – Slow Fashion project puts fast fashion into the context of the triad of sustainable development (environment, society, economy). We aim to cultivate awareness of youngsters about the contribution of fashion to climate change and social justice by using creativity and building on learning by doing, learning by design, learning by feeling and action-based learning.

Creativity and art are used to face a social challenge. After providing creative digital contents on fast fashion we are organizing a four-round long national online competition in participating countries and an international online competition for the finalists. Solving the tasks of the competition needs creativity from the participating groups.

**FIND OUT MORE ON  
OUR MEDIA CHANNELS**

- Facebook
- Instagram
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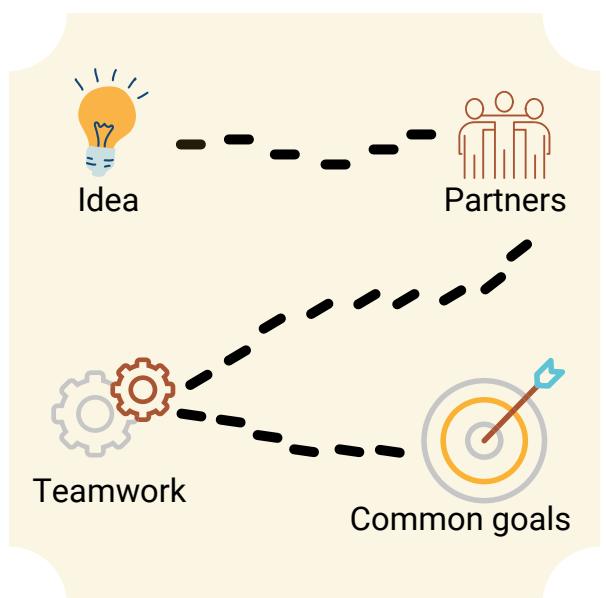
**Fast Art**  
Slow Fashion

# Meet the partners

## How did our project members meet?

The project started with an idea, to reveal the effects of fast fashion and show it to one of the most susceptible generation, the youngsters of today.

Project partners' interests coincided, so creative and artistic ways of delivering news about fast fashion were created in a tremendous teamwork effort from every participating partner. At the moment, partners are working towards common goals to create easily digestible content for the youth about fast fashion, and create grounds for the upcoming competitions.



## Who are we?

The Fast Art – Slow Fashion project is implemented in the cooperation of 4 partners from 3 countries of the European Union and is led by the Hungarian EKO. MASZK, from Hungary, represents the social pillar and is responsible for the creativity and artistic approach in the project. EKO, also from Hungary, represents the social and economic pillar of Fast Art Slow Fashion, while IDEC, from Greece, and Aiforia, from Germany, are responsible for the environmental aspects.

All project partners are devoted to the topic at hand and are striving together to make an impact on youngsters' lives. If you would like to find out more about what we are doing, you are on the right place, turn to the next page and see it for yourself.



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# Fast Fashion

## What is fast fashion?

The term of fast fashion as such goes back to the fast food phrase. It means that the products are made quickly, from cheap ingredients, under bad circumstances. Usually in Asian countries, where the employees are poorly paid and overworked.

This was made possible by global trade and multinational retail chains, shifting production to countries with cheap(er) labour and less controls of environmental and social standards. Fast fashion “relies on mass production, low prices and large volumes of sales, as a European Parliament Briefing states”.



**Want to do something  
against fast fashion?**

**Follow us and let's do it  
together!**

## Economic impacts

- 4.78% growth in the apparel industry in recent years
- Global clothing production has almost doubled in the last 15 years.
- 60-75 million people are working in the total global value chain of textiles.

## Social impacts

- The growth of cotton is a source of income for 5.8 million farmers in India which accounts for 25% of world cotton production.
- In China, minorities are relocated and forced to work in cotton fields without pay.
- Out of 60-75 million people working in the total global value chain of textiles, 40-75% are women, especially young and underage women.

## Environmental impacts

- One single cotton t-shirt takes 2700 liters of water for its production.
- Conventional cotton growth requires pesticides, which pollute the soils, impact local ecosystems and are made responsible for human health issues, including respiratory problems and even cancer.
- Clothing production contributes more to climate change than long-distance aviation and shipping combined.

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