

How can we start to become more sustainable in the fashion industry?

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FAST FASHION

How much does fast fashion effect the clothing industry and environment?

What is fast fashion?

Learn about the basics of fast fashion

<https://goodonyou.eco/what-is-fast-fashion/>



Fast fashion is a cheap way of rapidly producing clothes in order to keep up with trends and customers demand. These trends can be sourced and inspired from celebrity looks, fashion walks, and high brand pieces.

How did people create fast fashion?

Find out how fast fashion first originated

<https://goodonyou.eco/what-is-fast-fashion/>



During the 1800's, the industrial revolution completely changed factory life and introduced new technology like sewing machines, which made producing much easier. Around this time sweatshops were made and from then on-wards clothing became easier, quicker and cheaper to make as time went on.

How does it effect the environment?

Learn about the reality of fast fashion

<https://www.sustainyourstyle.org/old-environmental-impacts>

The fashion industry is the second biggest polluter in the world and has a catastrophic impact on the environment. Unfortunately, this calamity continues to distress the environment as the industry grows bigger.

Water consumption

1.5 trillion litres of water are used by the fashion industry each year. This is because fabric (especially cotton) uses huge amounts of water in order for it to be dyed. 200 tons of water can be used for just one ton of fabric.

This has a detrimental impact on bodies of water and places where water is scarce. We can solve this issue by using fabric such as recycled fibers that do not use great amounts of water.

Waste accumulation

The more we dispose of clothes, the more waste piles up in landfills. Upon average one family can throw 30 kilograms each year for it to then go straight into landfill, instead of charity shops, recycling operations or organizations that hand out clothing to people who need it. Only 15% of this 30 kilograms go to these less wasteful options. Clothes can take up to 200 years to decompose however we can change this by choosing quality over quantity, fixing clothes ourselves and recycling.

Greenhouse gas emissions

This industry totals to %10 of the world's carbon emissions due to the producing, manufacturing and transportation of the garments. Along with this, synthetic fibers are formed from fossil fuels. These synthetic fibers are in common fabrics like polyester and nylon. We can solve this major problem by choosing to buy less garments made of better quality and natural fibers.

Fast fashion in Australia

Find out about fast fashion in Australia

<https://www.ibisworld.com/au/industry/fast-fashion/4172/>

The biggest Australian companies that use fast fashion are:

COTTON:ON

H&M

**UNI
QLO**

ZARA

The market size is around \$2 billion with 776 businesses across the country supporting this. 10,364 people are employed in this industry.

These well known fashion brands are constantly tracking and waiting on each new trends or styles, that are most likely to be promoted on social media nowadays due to the high influence that technology like this has on us.

These brands produce cheap, off-brand, poorly made garments that have low quality to them and are crafted using synthetic threads which are immensely dangerous for the environment.

These clothes can often sell out easily due to high demand, however this may change if people understand how these overpriced items are made and request for the company to change their ethical and sustainable background.

Sustainable brands to buy your clothes from instead

H&M
CONSCIOUS
EXCLUSIVE

M O T E L



All of these brands mostly use ethical and sustainable methods which go against the guidelines of fast fashion

- H&M conscious is a big collection made by H&M in order for them to start improving their company's environmental damage. Each piece of clothing is made using good quality fabric made to last many wears
- Nike reuses recycled polyester for many of their products and they manufacture in a sustainable way

Online fast fashion

Fast fashion is mainly found in online brands. These companies manufacture their clothes at rapid speed, send their products to warehouses and then ship them globally. They are heavily known for their incredibly cheap prices and trend-following designs

Here are some of the biggest/well known brands that are accountable for fast fashion:



SHEIN



ZARA



boohoo

All of these brands use sweatshops, underpaid labor and quick techniques in order to keep up with runway looks and social media trends while boosting their popularity. People feel the need to buy clothes from these brands because of how much you can get for so little

How to tell if your clothes are made by Fast fashion

As fast fashion becomes a growing theme for many companies, clothing becomes less wearable for long periods of time. This means the quality is extremely poor and ends up in wasteland soon after purchase.

Being able to tell whether your clothing is acceptable quality is normally an easy thing to do, however people still choose quantity over quality



How to check the quality of your clothes:

Will COVID-19 affect the fashion industry?



Find out about the impact of coronavirus fashion
<https://www.fastcompany.com/90468465/the-fallout-of-the-coronavirus-on-the-fashion-industry-may-be-just-beginning>

Due to the current global pandemic practically every event or workspace has automatically cancelled and shutdown in order to obtain the virus. Coronavirus has hugely impacted the way we live and our near future in almost every aspect of life, along with this is the fashion industry.

Huge events that shape and influence the industry tremendously have all been postponed or cancelled

- Milan fashion week
- Shanghai fashion week
- Barcelona fashion week

Fast fashion is therefore effected by the cancellation of the events as runway trends and new luxury styles are not available for brands to remake.

China (which has been affected by the virus) currently manufactures more than a third of all textiles and clothing meaning that all collections that brands have scheduled to release will be at least a month late.

REFLECTIONS

Journal entry 1

At the start of this project, I have looked at different regions to do with the topic of fashion and brainstormed it onto a mindmap. At the moment I would like to know more about the question 'Why is designer fashion more expensive than standard' because I have numerous questions branching off from this area. I would explore why it is so important for people to have these luxuries, why is it priced more than standard clothes found on cheaper brands etc. I would like to learn more around fast fashion and runway fashion as well for this project

Journal entry 2

I have now decided to do my project about Fast fashion as I have very limited knowledge about this area and it affects the environment which I feel is a current issue in today's society. I am up to planning my questions, researching and thinking about how I could present my topic in a way that relates to fashion. I feel that I chose a good topic as I am interested and I think it would be useful for other classmates/teachers/parents to learn about it. One of the student teachers proposed the idea that I incorporate the coronavirus into my project as it has effected the fashion industry along with many other things.

Journal entry 3

We are now in lockdown and doing class from home. We have been put into groups with a student teacher to help guide us along and help if we need it. I think I am coming along on my project pretty well as i have chosen how to present my project (ebook), planned what to do in the book, researched more and I have started the template. My book will be in the design of a magazine type booklet as I feel like this relates to fashion. I have not had any problems yet.

Final reflection

I have finally finished the information in my book for my ignite project. I have learnt a lot of things from this project about the fashion industry and how damaging it is to the environment. A lot of this research has been very useful as I can apply it to my own lifestyle e.g. where not to shop so that I don't benefit the industry of fast fashion. At the beginning of this project I felt that I was only finding small amounts of research each lesson, however when i mapped out my book more and more questions started to come up to which i found more information about. I used the website Canva to create my book as I felt it was incredibly easy to use, could create great layouts and designs for how I wanted my book to look and was overall a good website. I chose to do a book rather than a video or a website as I felt it was more appropriate for my topic (fashion) and I could design a magazine-like cover. For the future i feel like I could improve the book by adding more photos to make it more interesting and adding a more creative side to it e.g. sustainable clothing designs that are not similar to fast fashion products and don't harm the environment in anyway, however we are sharing our projects tomorrow and I don't have the time to do this.