

# Environmental Impacts of Fast Fashion

## The Problem:

Fast fashion has quickly become an unsustainable industry. The entire life of fast fashion is harmful to the environment. Starting with the production of fibers to the mass manufacturing, transportation, wear, and ultimately, disposal. All of which contribute to water usage and pollutants, CO2 emissions, microplastics, waste, etc.



## Fast Fashion Encourages Unhealthy Standards:

- Many workers are paid wages unsustainable for modern-day life
- Popularity of low-quality goods promotes a "cost-efficiency over quality" mindset in other companies, continuing this trend

## Why should we care?

- 2,700 liters of water are needed to make just one cotton t-shirt.
- Fast fashion generated more CO2 emissions than aviation and shipping combined.
- In total, up to 85% of textiles go into landfills each year.



### 10% of Global CO2 Emissions:

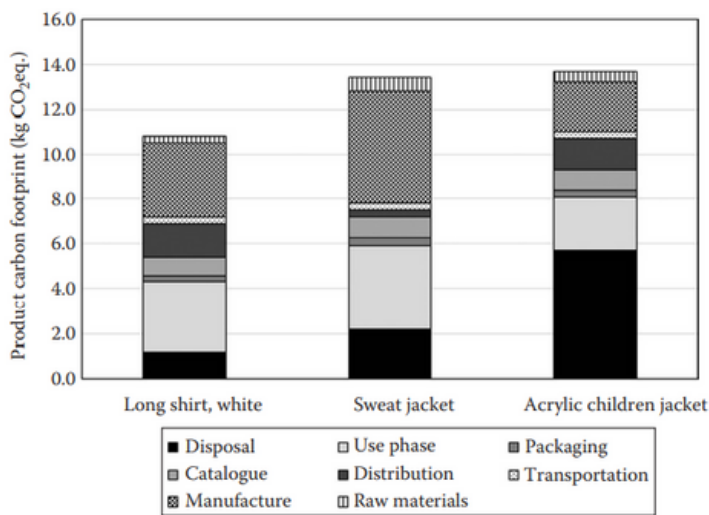
The fashion industry emits CO2 during transportation and production.

### 35% of Microplastics in the Ocean:

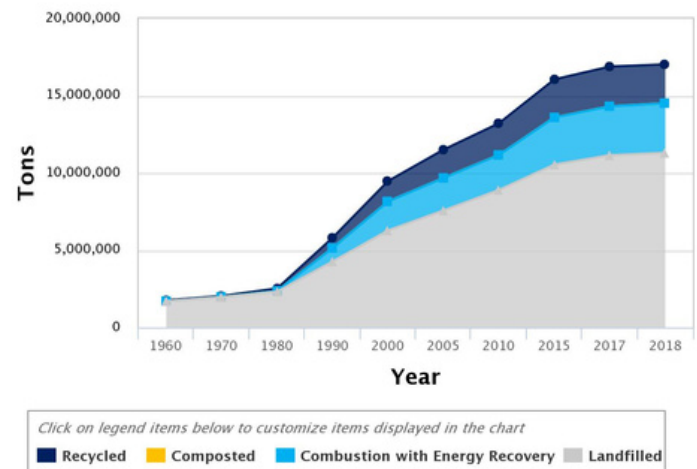
When polyester clothing is washed, tiny fibers come off and ultimately end up in the ocean.

### 20% of Global Wastewater:

Processes include using water as a solvent for dyes, as a medium for transferring dyes and chemicals to fabric, and as a washing and rinsing medium.



Textiles Waste Management: 1960-2018



## What can be done?

- The use of ethical labor and higher quality materials creates a product that is made to last longer and costs more so that people buy less frequently
- Encourage recycling of fashion and secondhand apparel
- A shift toward clean energy when producing clothing

## What can I do?

- Don't buy for trendiness, buy from brands with sustainable practices (and materials)
- Reduce how much you buy since 75% of the energy used in the garment's life cycle is used before it even hits the shelf