

FASHIONING & SUSTAINABILITY

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Exploring the Impact and Sustainability of Fast Fashion:

In Mississauga, the local impact of fast fashion is connected to global issues.

Production and consumption are part of global supply chains, often involving countries with lower labor and environmental standards. Addressing fast fashion locally can contribute to global sustainability efforts. Fast fashion has reshaped our approach to clothing, with many brands embracing its rapid turnover of styles. This trend, characterized by frequent releases of new collections, has become a defining feature of modern fashion. However, beneath the surface of this trend-driven industry lies significant environmental, and social challenges that raise critical concerns about its sustainability.

Revealing Labor Exploitation & Challenges in the Fast Fashion industry:

Labor exploitation is a huge problem in the fast fashion industry, where workers often face tough conditions and receive low wages. This issue is widespread, affecting many workers, particularly in developing countries with fewer labor protections. Although some improvements have been made, there's still a long way to go to ensure fair treatment and decent conditions for everyone involved in making our clothes.

Pollution, A Price Paid for Fashion:

Fast fashion contributes significantly to pollution at every stage of its production process. From sourcing raw materials like cotton or synthetic fibers to dyeing fabrics and manufacturing things like garments, each step consumes large quantities of resources such as water, energy, and chemicals. For example, the production of

synthetic fibers like polyester and nylon, liked for their affordability/versatility in fast fashion, relies heavily on non-renewable fossil fuels and involves the emission of harmful substances.

As garments are made, they release pollutants like wastewater and emissions, which harm the environment. Disposing of fast fashion items worsens this pollution problem. When these clothes are thrown away, they usually end up in landfills, where synthetic fibers can remain for centuries, contaminating the soil and water with toxins.

Environmental Footprint:

Fast fashion has a big environmental footprint. Making clothes pollutes water, uses lots of energy, and depletes resources. It also creates a ton of waste, from production scraps to thrown-out garments. Plus, the fast fashion culture encourages frequent buying and discarding, worsening the waste problem. Overall, fast fashion poses significant challenges for environmental sustainability and resource management.

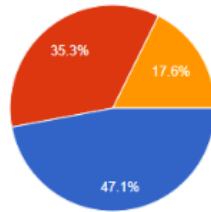
Choosing Sustainable Fashion: Eco-Friendly Materials Over Fast Fashion:

Fast fashion, with its constant demand for new clothing, goes against the “principles” of the 3 R’s: Reduce, Reuse, and Recycle. Meanwhile, eco-friendly materials like organic cotton, hemp, bamboo, and recycled fibers offer sustainable alternatives to traditional textiles. By opting for these materials, we can help reduce pollution, conserve resources, and decrease the fashion industry's reliance on harmful chemicals.



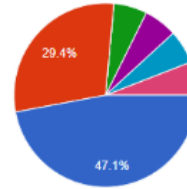
"Eco-friendly materials like organic cotton help reduce the environmental impact of fashion."

Are you familiar with the term "Fast Fashion"?



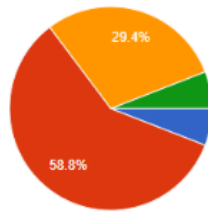
What factors influence your decision to buy from fast fashion brands?

● Very familiar
● Somewhat familiar
● Not familiar at all



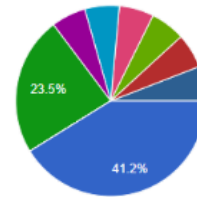
● Price
● Quality
● Brand reputation
● Convenience
● all of the above + if I like it
● I don't buy from fast fashion brands
● I hate fast fashion brands because the environmental impacts are insane and also most dont pay their workers- thas why they so cheap. Like shien- EW.

How often do you purchase clothing items?



● Once a month or more
● Every few months
● Once or twice a year
● Rarley or never

What do you primarily use to stay updated on fashion trends and new clothing releases?



● Social Media (Instagram, Tik Tok)
● Fashion magazines
● Online blogs or magazines
● Friends or family recommen
● I never follow fashion trends
● I dont
● don't need to stay updated
● I don't stay updated on fashi

▲ 1/2 ▼

“Data conducted with many people responses & opinions”

Data Conducted Within My Class Community:

In my class, I've conducted a survey to gather insights of Fast Fashion. My findings revealed a diverse range of perspectives among respondents. Notably, 47.1% of the participants reported being very familiar with fast fashion, while 35.3% had some level of familiarity, and 17.6% admitted to not being familiar with it at all. When it comes to shopping habits, 5.9% of respondents purchase clothing items once a month or more frequently, with 58.8% doing so every few months, and the rest making purchases once or twice a year, or rarely. As for staying updated on fashion trends and new releases, 41.2% primarily rely on social media, 41.2% trust recommendations from friends or family and the rest from fashion magazines or online blogs. These answers offer valuable perspectives towards fast fashion and how we engage with fashion trends in our class.

Embracing Slow Fashion:

Slow fashion focuses on quality, sustainability, and mindfulness. It suggests careful buying, transparent supply chains, and eco-friendly materials to combat the adverse effects of mass production. This approach promotes durable clothing, sustainable materials, and ethical practices, for a more responsible fashion industry.

Redefining Fashion, Embracing Sustainability For a Better Future:

In summary, fast fashion has serious consequences. From exploiting workers to harming the environment, we can't ignore its **true** cost. As we face a changing world, it's crucial to change our habits and support a more sustainable fashion industry. By making smart choices and pushing for change, we can create a fairer, greener future for fashion.

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