

FAST FASHION

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Summary: *Fast fashion. This is something you should know about. It's an unstoppable game of selling and consuming, where we play the main role and the ending is not that happy.*

Keywords: *Fast fashion, clothes, consuming, companies, shops.*

Introduction

The purpose of my article is to show people that we are changing this world, not the world changes us or who we are. We must try to do our best to prevent our planet from collapsing.

Theoretical aspects

If you've ever wondered when fashion trends began moving, it was the 1960s. Teenagers embraced cheaply made clothing to follow these new trends and reject the traditions of older generations. Soon big companies like Zara, HM, TOPSHOP had to find ways to make stylish clothes for low prices. Furthermore, they just switched the countries and fabrics for cheaper ones. In that way these companies provided work for people in Bangladesh, China, Cambodia and Indonesia. You don't have to pay a lot there, because of their countries' economy. In these countries people earn less than 3 dollars a day. It is crazy. As well as the environmental cost of Fast Fashion, there's also a human cost. Fast Fashion impacts garment workers, who have been found to work in dangerous environments, for low wages and without basic human rights. There are also the farmers who may work with toxic chemicals that can have devastating impacts on their physical and mental health. An average of about 200,000 people die from the toxic exposure of pesticides per year across the world.

Experimental research

There is a bright side of every dark situation. What we can do to prevent this unstoppable circle of fast fashion? Some people say that you don't need to buy less, just give your clothes to a charity, it solves all of your problems. What to do if in the beginning your T-shirt was made from cheap fabric? First of all, most clothing you donate does not go into someone else's closet. There's just too much. Furthermore, if it gets sold abroad, which destroys local economies. I'm pointing this out because we really need to just buy less clothing from the start. In the past I've succumb to buying something cheap, thinking "oh, I can donate this if I don't end up liking it". Second of all, buy second hand clothing. You can find second hand shops everywhere in the world. By the way it is very trendy nowadays. In Europe people try to find unique pieces in vintage stores, to look more interesting. This culture of fast fashion become bigger and bigger, but it's in our power to stop and think twice before buying something we don't need to.

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