

# FAST FASHION

A BUSINESS MODEL OF MASS PRODUCING CLOTHING WITH LOW COST MATERIALS AND LABOR

"REFLECTS THE GROWING CONSUMER DESIRE FOR SPEED AND VALUE"



## WATER

- PRODUCES 20% OF GLOBAL WASTEWATER
- TEXTILE DYING IS THE SECOND LARGEST POLLUTER OF WATER
  - TAKES 2,000 GALLONS OF WATER TO MAKE A PAIR OF JEANS

## WASTE

- 35% OF ALL NON-BIODEGRADABLE PLASTICS IN THE OCEAN COME FROM THE LAUNDERING OF SYNTHETIC TEXTILES LIKE POLYESTER
- ONE GARBAGE TRUCK OF TEXTILES IS LANDFILLED OR BURNED EVERY SECOND



## WORKING CONDITIONS

- BANGLADESHI WORKERS' MINIMUM WAGE = 19% OF THE MINIMUM LIVING WAGE
- 80% OF WORKERS WORK 12-14 HOURS/DAY, 7 DAYS A WEEK
- 1.4 MILLION INJURIES IN THE FASHION INDUSTRY WORKPLACE OCCUR EVERY YEAR
- IN BANGLADESH, ONLY 10% OF THE 4,500 GARMENT FACTORIES HAVE A REGISTERED UNION DUE TO GOVT REGULATIONS

## CO2 EMISSIONS

- FAST FASHION MAKES UP 10% OF ALL GLOBAL CO2 EMISSIONS. THAT IS MORE THAN AIRTRAVEL AND MARITIME COMBINED.
- THE GLOBAL FASHION INDUSTRY EMITS 1.7 BILLION TONS OF CO2 PER YEAR



## WHAT CAN WE DO ABOUT IT?

1. BUY CLOTHES THAT LAST
2. DON'T THROW OUT YOUR CLOTHES, DONATE THEM
3. RECYCLE OLD CLOTHING
4. AS A CONSUMER, PUSH FOR CHANGE IN FACTORY WORKING CONDITIONS!