



**“THE AVERAGE AMERICAN THROWS OUT  
80 POUNDS OF CLOTHES PER YEAR.”**

# Fast FASHION

Presented by

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Fast fashion  
brands



# WHAT IS IT?

“Give customers what they want, and get it to them faster than anyone else.”

(Walt 2013)



FOREVER  
21

UNI  
QLO

Brandy  
♥  
Melville

SHEIN

URBAN  
OUTFITTERS

ZARA



# THE PROBLEM

- Clothes of plastic
- Green washing
- Landfill overflow
- Abuse of labor
- Increased carbon emmissions
- Overconsumption

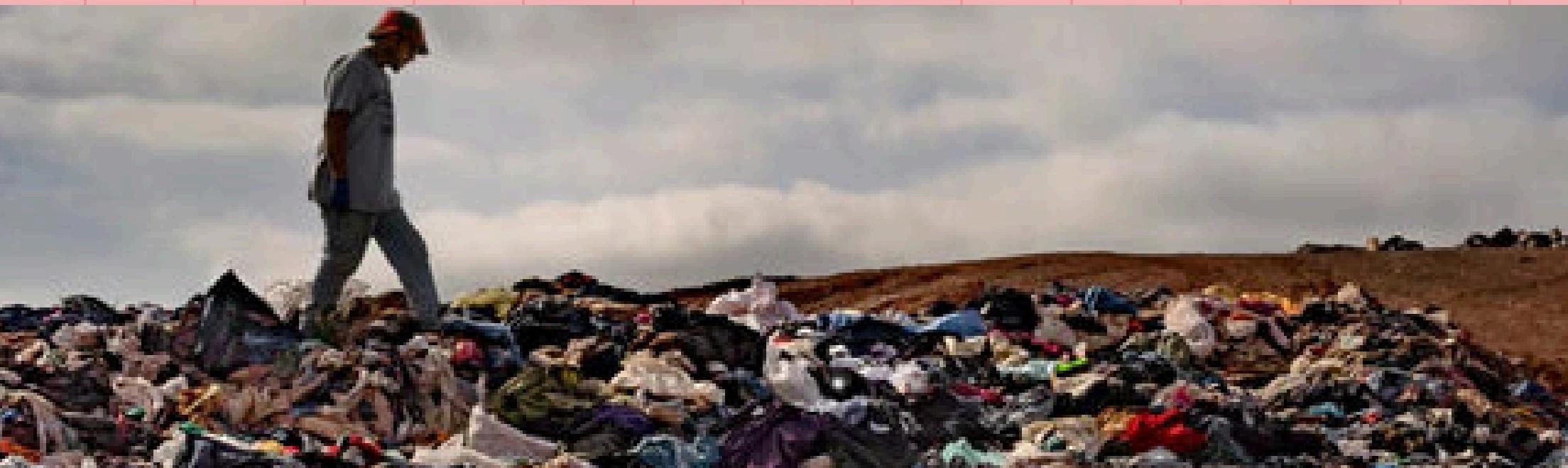
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# CLOTHES OF PLASTIC



The production of polyester, nylon, and spandex develops through the extraction of oil.

Rayon comes from threatened forests, where the habitats of many species are destroyed by deforestation.



# LANDFILL OVERFLOW

- 92 million tons of textiles thrown out globally ending up in landfills
- 80 pounds of clothing are thrown out each year!
- Takes hundreds of years to decompose, if they even can

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# CARBON EMISSIONS

With the rise of carbon emissions, global warming becomes a bigger threat.

## Global Warming Effects

- Rise in global temperature
- Increase in wildfires
- Flooding



**“Organic, recycled, sustainable, and affordable cotton.”**- Primark

# GREENWASHING

## GREENWASHING INSTRUCTIONS



EXAGGERATE POSITIVE CONTRIBUTIONS TO ETHICAL AND SUSTAINABLE FASHION.

USE MANIPULATIVE AND MISLEADING TERMINOLOGY AND IMAGERY.

DISTRACT FROM THE ONGOING MASS PRODUCTION OF FAST FASHION GARMENTS.



Rana Plaza, a Bangladesh sweatshop (2013)



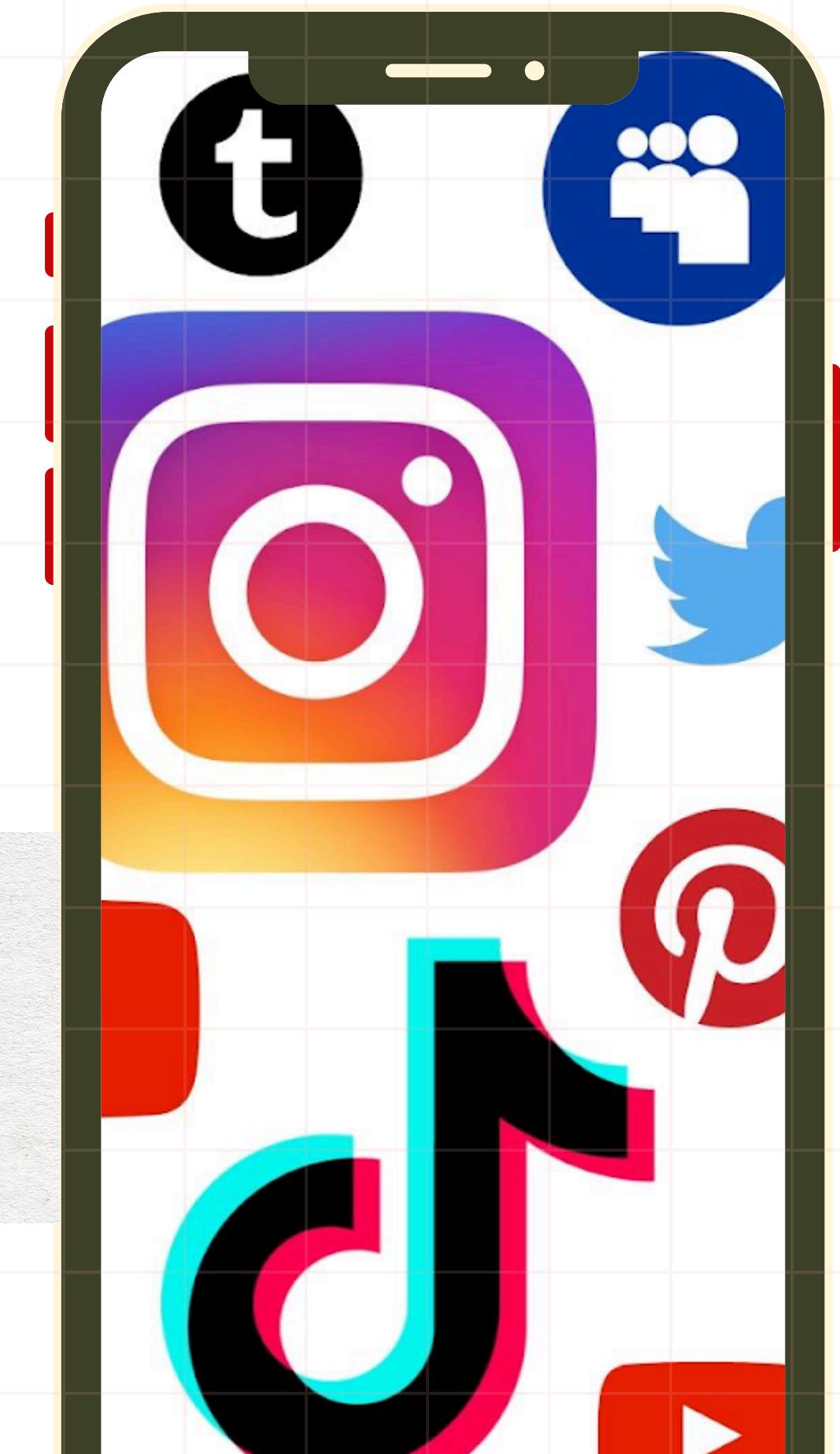
# THE COST

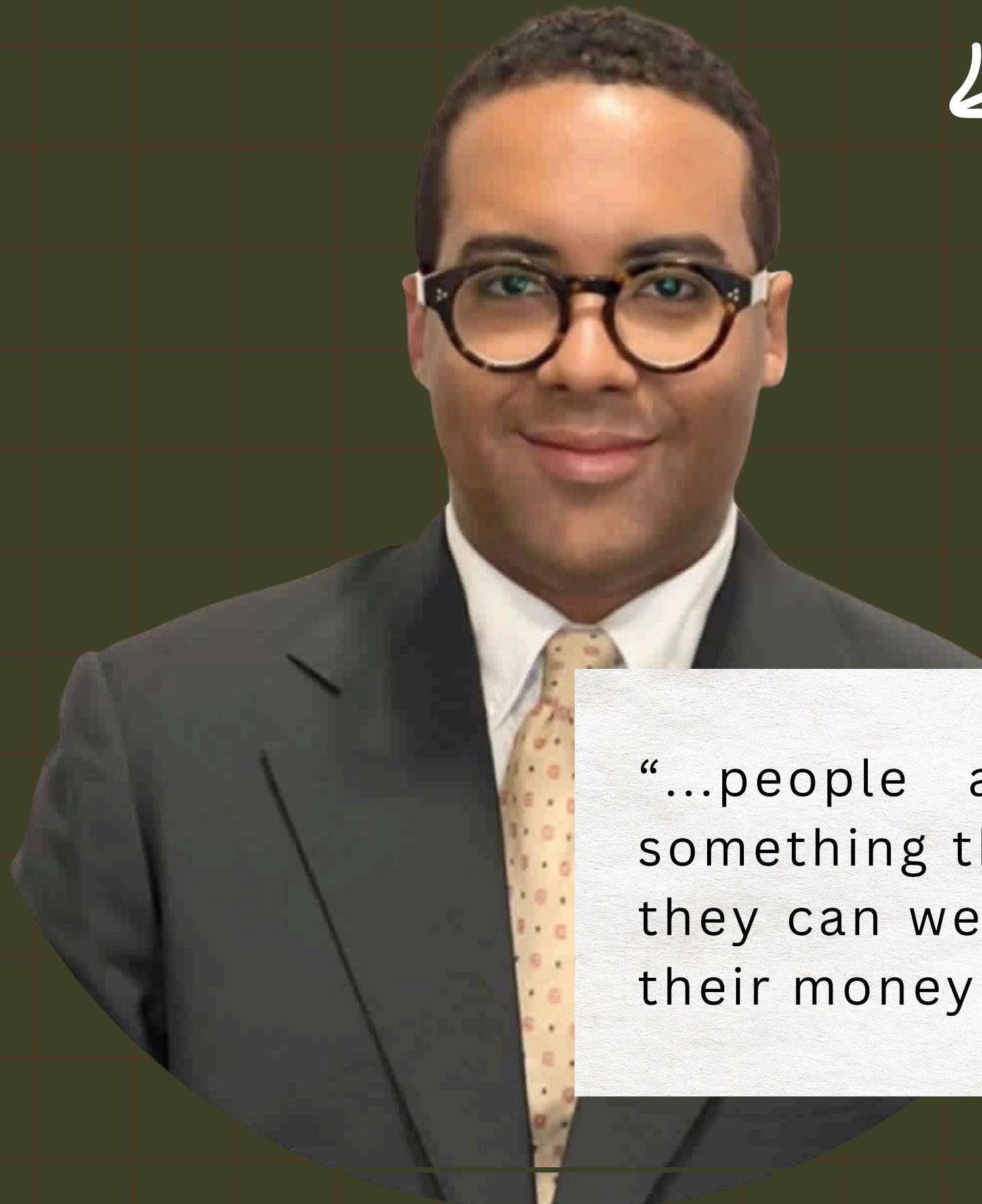
80% of garment workers worldwide are women, with many being Latina and Asian (“The Hidden Costs Behind Cheap Clothing,” 2023).

# TARGET AUDIENCE

Can you measure up?

“Relying on fast fashion for emotional comfort created a cycle of dependence, where individuals become trapped in a pattern of consumption to manage their feelings...” (Sustainability Directory 2025)





Demetrius Gutierrez  
Owner of D&W Curated Vintage

# INTERVIEW

“...people are seeing vintage as a commodity; not something they wear once and throw away, but something they can wear until it's tattered and still be able to make their money back if need be.”

# CURRENT SOLUTIONS



REPURPOSE CLOTHING

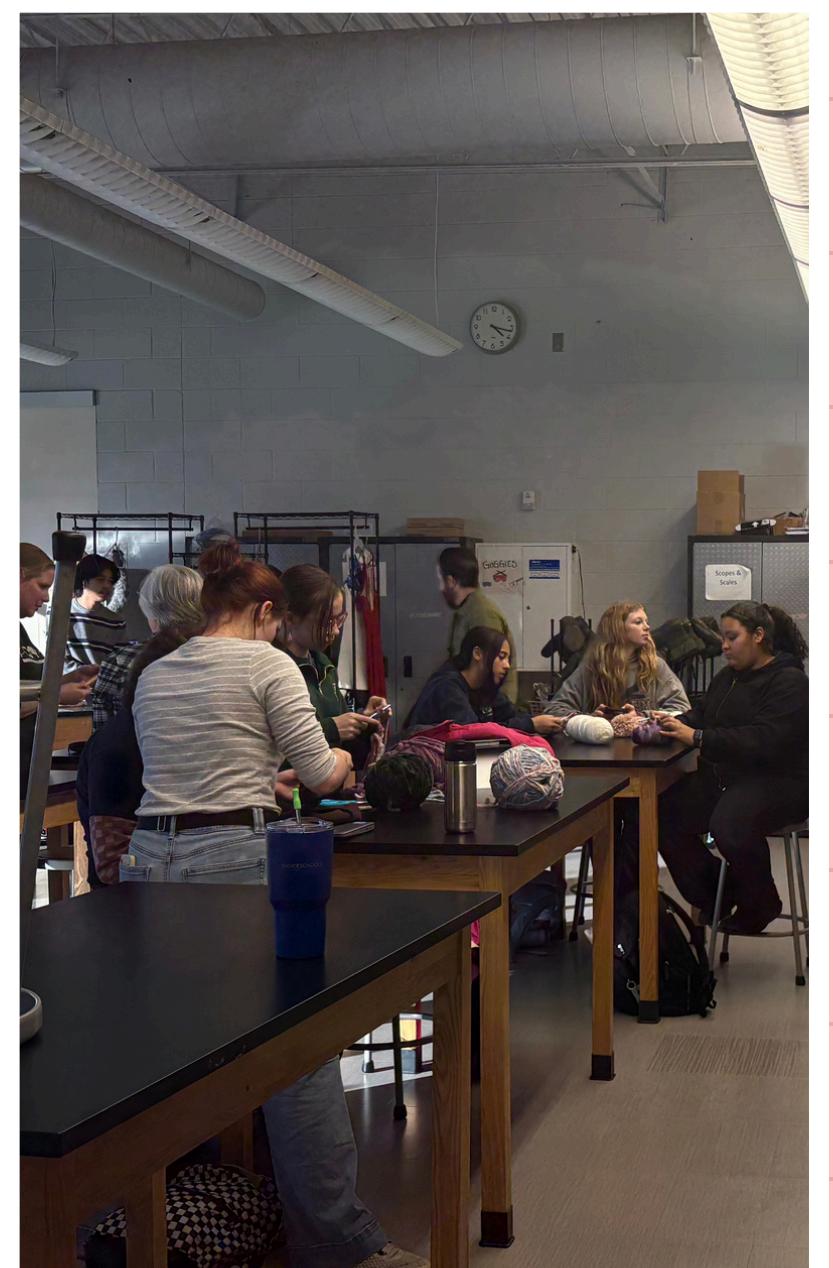
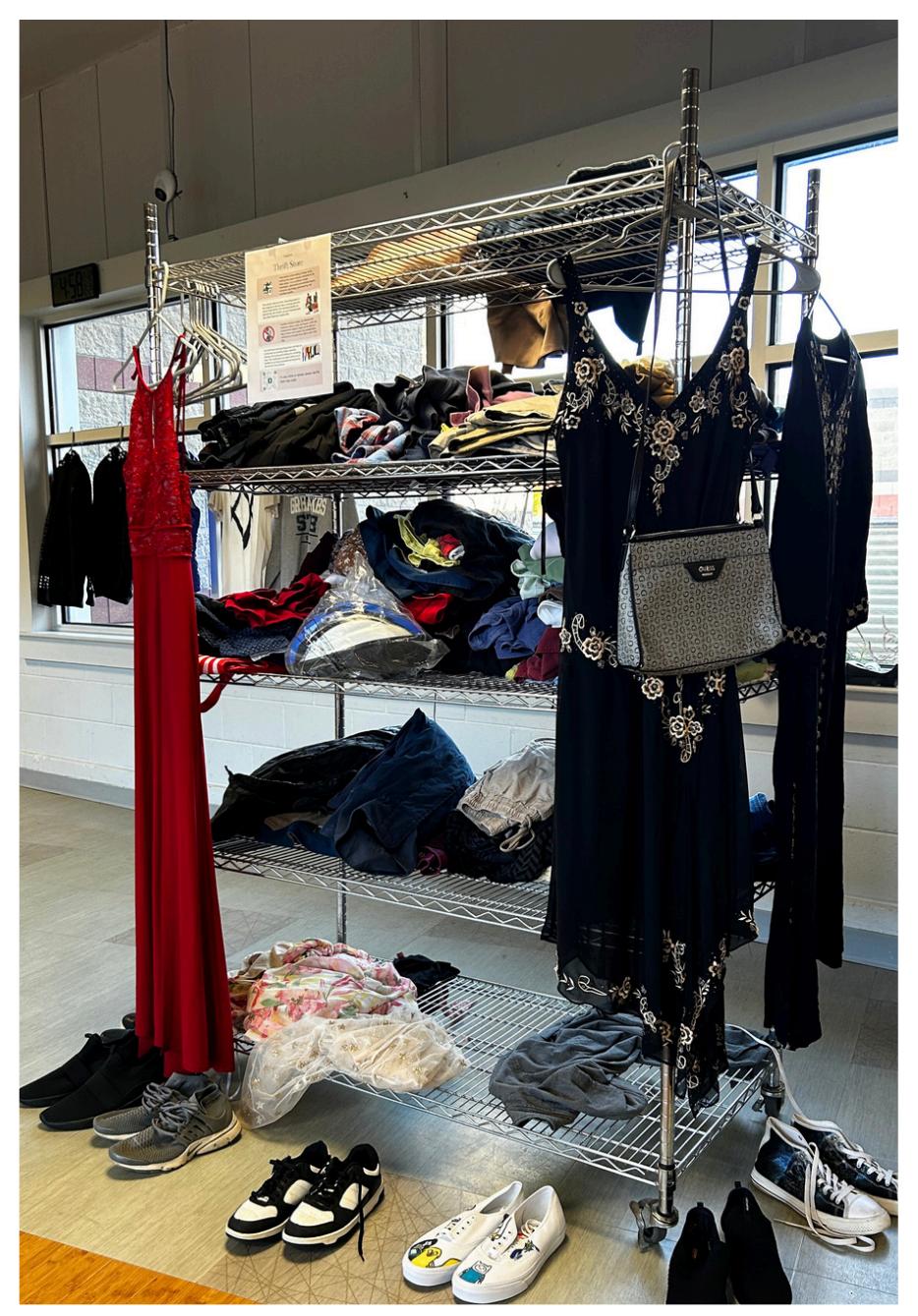


BUYING ORGANIC  
CLOTHING



SECONDHAND  
CLOTHING

# Thrift Store



Thread Heads Club

# Action



Mel Trotter Homeless  
Shelter

# MOST IMPORTANT TAKEAWAY

- Fast fashion contributes to pollution and textile waste
- Consumers can help create change in sustainable choices



# Call to action

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