



**“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)





THE PROBLEM

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

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



GREENWASHING

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





Rana Plaza, a Bangladesh sweatshop (2013)



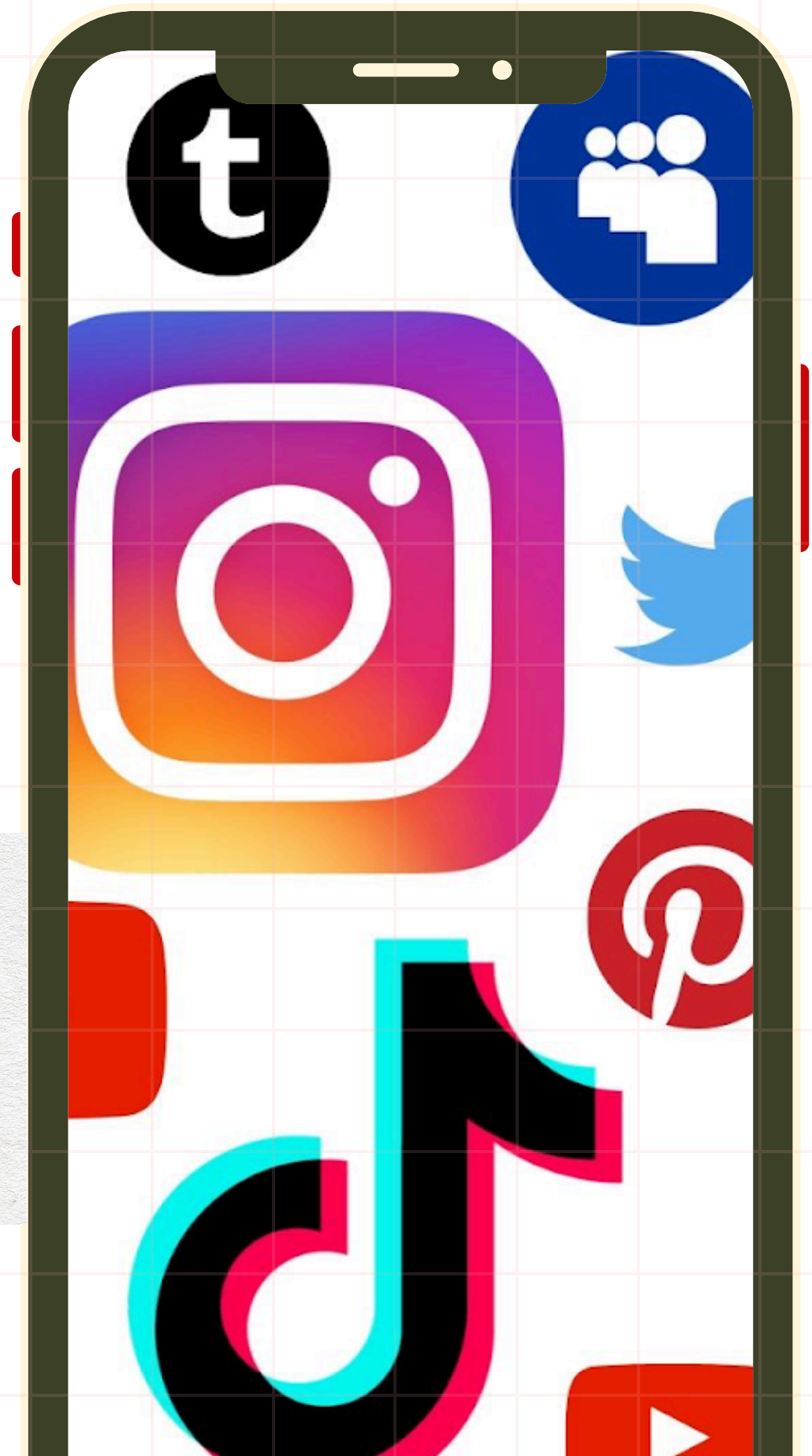
THE COST

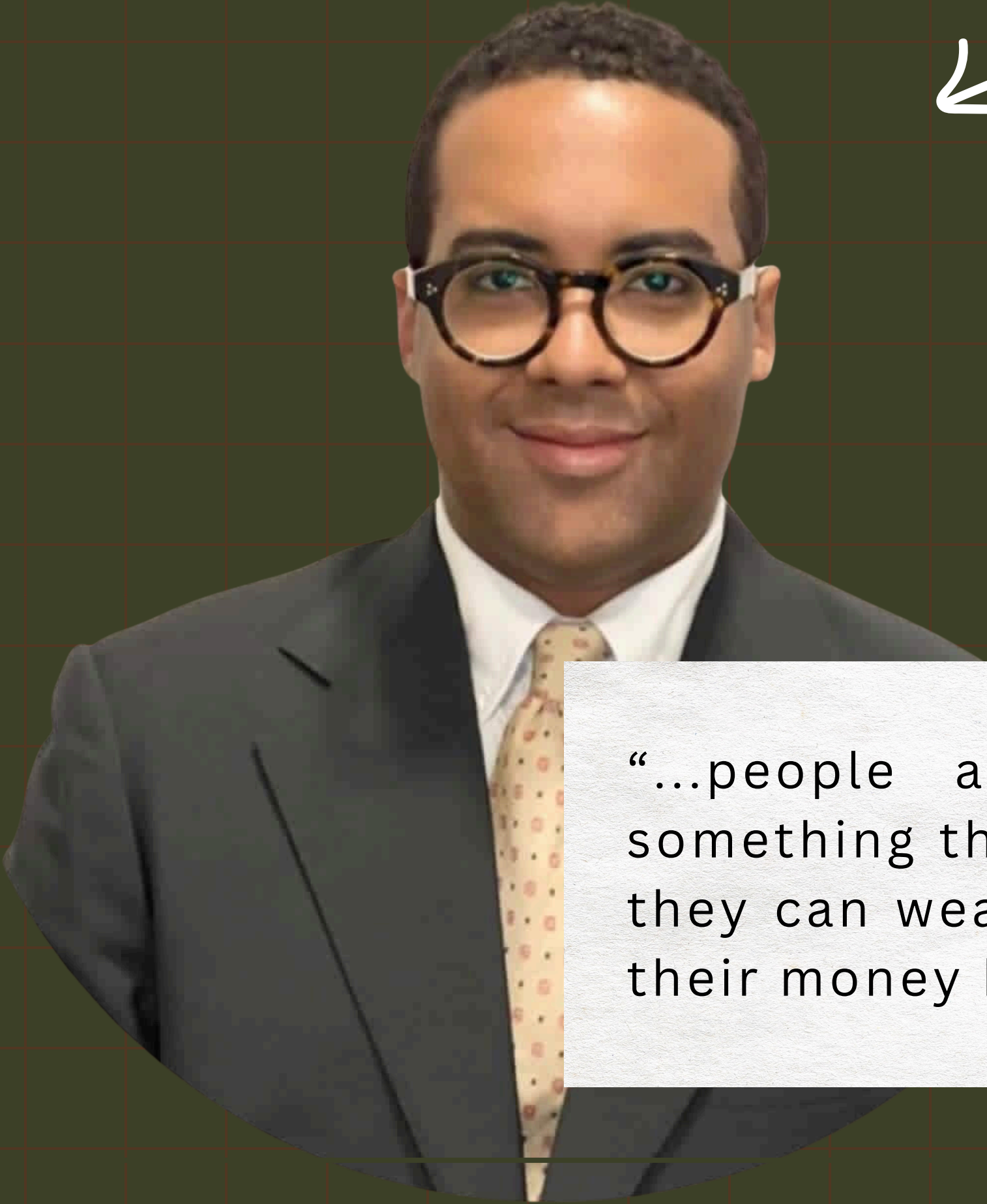
80% of garment workers worldwide are women, with many being Latina and Asian (“The Hidden Costs Behind Cheap Clothing,” 2023).

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)



A portrait of Demetrius Gutierrez, a man with short dark hair and glasses, wearing a dark suit, white shirt, and patterned tie. He is smiling slightly. The background is a dark green grid.

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

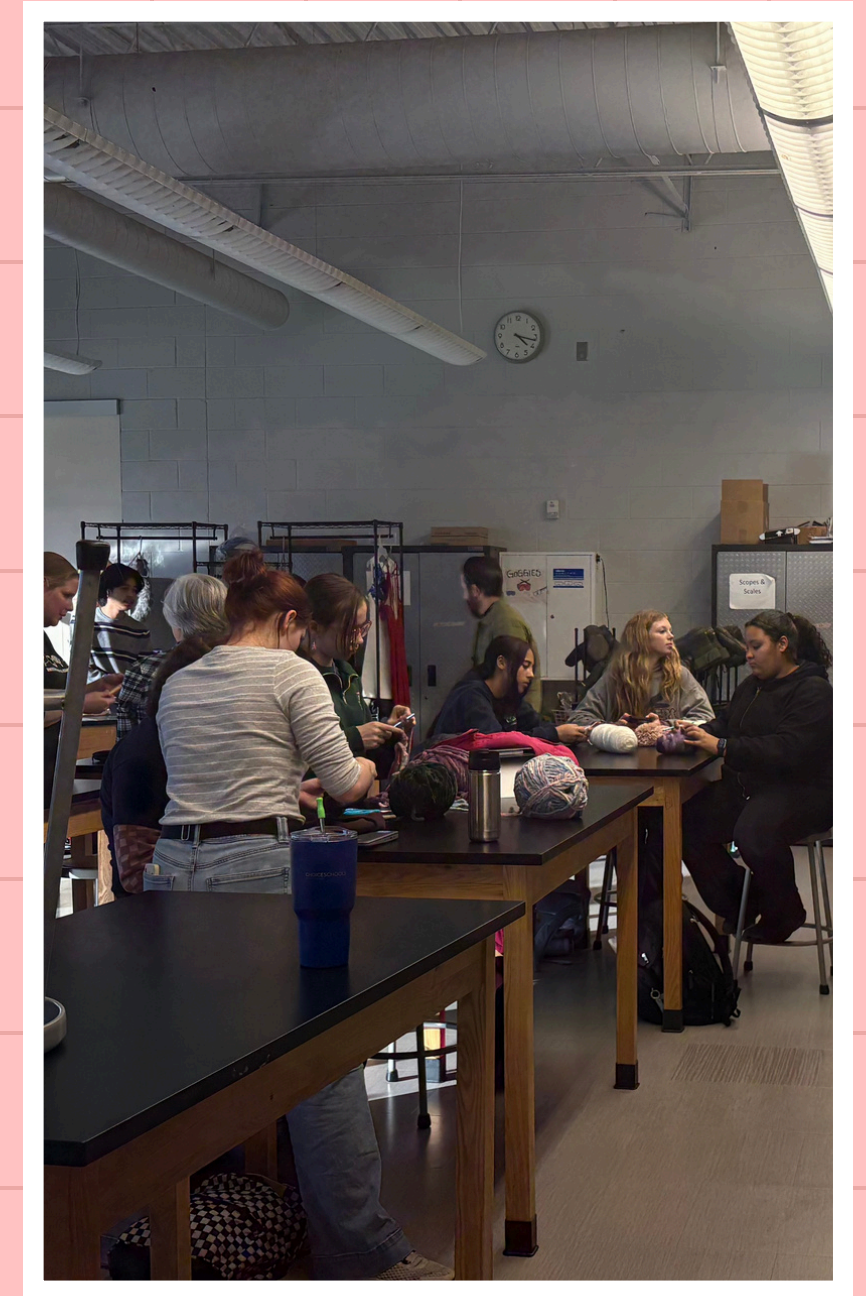


SECONDHAND
CLOTHING

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

