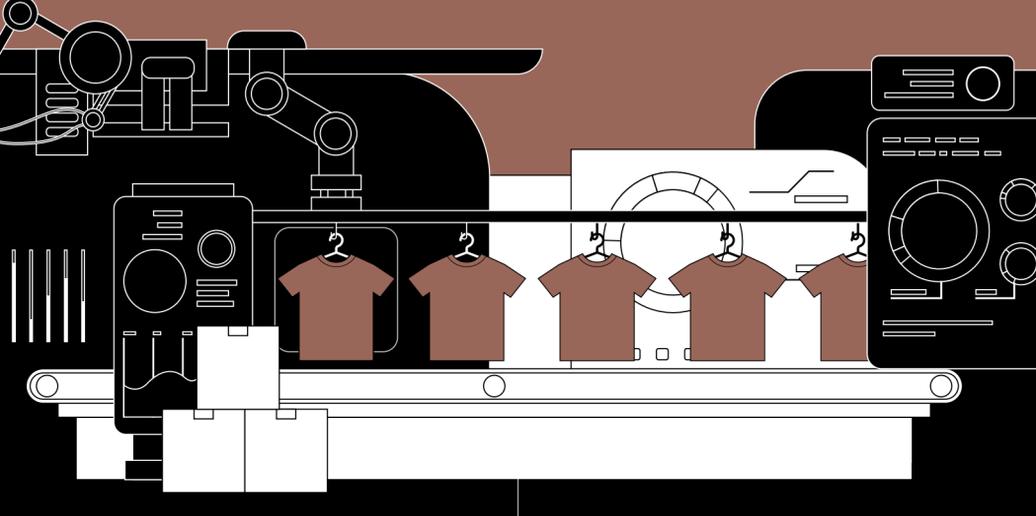


# FAST FASHION:

IT'S IMPACT ON ENVIRONMENT AND WASTE



It seems like fashion trends (and items) are coming and going sooner than ever. Brands like Zara and H&M churn out new styles and items at a pace that's already hard to keep up with and newcomers like Shein have brought "ultra-fast fashion" to the masses. Shein releases 700-1,000 new items a day on their website and as recently as June of this year, [became the largest fast fashion retailer](#) in the US, beating H&M, Forever 21, and Zara.

But fast fashion has some major environmental impact that's hurting these company's reputations and shifting consumer trends and behaviors.

If these fast fashion companies don't change their ways, they'll be massively contributing to climate change, excessive waste, and oceanic devastation.

Here's how.

## WATER

The fashion industry is one of the largest consumers of water by industry. Between production, maintenance, dyeing, cleaning, and shipping, every piece made by the fashion industry uses up a lot of water. This, alongside the use of synthetic fibers, is also contributing to the increased presence of microplastics in our oceans.

The fashion industry **CONSUMES 1/10 OF ALL WATER**

used to run factories and clean products



From production to store delivery, it takes **3,781 LITERS OF WATER**

to make and ship a pair of jeans



Around **35%** of microplastics in marine environment come from **SYNTHETIC TEXTILES**



Each year, the equivalent of **50B PLASTIC BOTTLES**

in the form of microfibers end up in the ocean as a result of washing clothes.



## CARBON EMISSION

The fashion industry is also a huge emitter of carbon dioxide, contributing massively to the global climate change crisis. Because of their massive factories, wide-reaching supply chains, and use of natural products (much of which are wasted), the environmental impact can't be understated.

The fashion industry is responsible for **8-10% OF ANNUAL GLOBAL CARBON EMISSIONS**



The equivalent of **1 GARBAGE TRUCK OF CLOTHES**

are burned or end up in a landfill each second



By 2050, the fashion industry is expected to use

**1/4 OF THE WORLD'S CARBON BUDGET**



In 2030, the fashion industry's carbon emissions are expected to increase

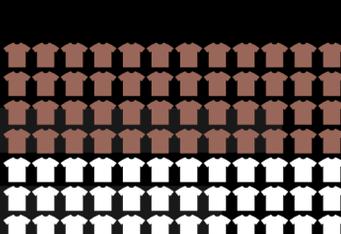
**50%**



## WASTE CULTURE

Fast fashion's increasing speed of creating new items and establishing new trends and styles has led to a consumer culture of waste. By creating new styles at a low cost, consumers are much more likely to discard clothing and buy the hot new thing.

**57%** of discarded clothes and **85%** of all textiles end up in a landfill each year



Clothing production has

**DOUBLED**

since the year 2000

Synthetic fibers are used in **72%**

of clothing and take up to

**200 YEARS**

to decompose



100% SYNTHETIC FABRIC 200 YEARS TO DECOMPOSE

Consumer buy **60%** more clothes compared to 15 years ago but hold onto them for

**HALF AS LONG**



## ADOPT THE SLOW FASHION TREND

The best way to reduce the damage these companies are doing is to vote with your wallet. If consumers reject fast fashion and opt for longevity when shopping, companies will have no choice but to adapt to new consumer behaviors and desires.

Shop sustainably, look for longevity in your fashion (think jewelry, high quality leather), search for all-natural, sustainably made, or recycled items. And above all else, aim to buy items you're likely to wear for years on end — even if it costs more, you'll be saving money by not having to buy the same kind of item season after season.

For more advice on how to adopt a slow-fashion mentality, [check out our guide here](#):

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