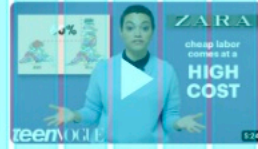




What is Fast Fashion?

In the clothing industry, fast fashion is the business model of producing new, trendy, affordable, and high-fashion designs using production techniques at a low cost and turning them into a retail store as quickly as possible.



Watch this video to learn more!

What's Your Level of Sustainability?

We want to know how you feel about your shopping habits. Take this quiz to see how you compare to others.

Take the Quiz

Fast Fashion Has Its Place

There are certain circumstances where buying fast fashion is a reasonable choice. For example, you might need a new outfit for a special occasion or you might be on a budget. However, it's important to be mindful of the environmental and social impact of fast fashion. We want to know how you feel about your shopping habits. Take this quiz to see how you compare to others.

Take the Quiz

What Can I Do?



How to Spot a Fast Fashion Brand >



Brands to Avoid >



Brands to Support (For All Budgets) >



Other Sustainable Ways to Shop >