

MAKING FAST FASHION SLOOOOW

## About the Industry

### What is Fast Fashion?

Fast fashion refers to the fast-paced manufacturing process that allows retailers to quickly produce and sell new clothing items at low prices. This process involves rapid prototyping and production, often using synthetic materials and low-cost labor. The result is a large volume of affordable, trendy clothing that changes frequently.

### History & Rise in Popularity

Fast fashion emerged in the late 1980s and early 1990s, driven by the rise of retail giants like Zara and H&M. These brands focused on quick turnover and low prices, which led to their massive success. The industry has since become a dominant force in the fashion world, with many brands adopting similar practices.

### Industry Impacts

Fast fashion has had significant environmental and social impacts. It is a major contributor to textile waste and carbon emissions. Additionally, it has led to the exploitation of labor, particularly in developing countries where workers often receive low wages and work in poor conditions.

### How to Spot a Fast Fashion Brand

Look for brands that offer a wide range of styles at very low prices. Fast fashion brands often have frequent sales and discounts. They also tend to have a high volume of inventory and a large number of retail locations.

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## Shopping Guidance

### Brands to Avoid

Brands to avoid include Shein, Fashion Nova, and Temu. These brands are known for their fast-paced production and low-quality materials. They often use synthetic materials and low-cost labor, which leads to a high volume of textile waste and carbon emissions.

### Other Sustainable Ways to Shop

Consider shopping at thrift stores, secondhand shops, or brands that use sustainable materials and ethical labor practices. These options are more environmentally friendly and support local businesses.

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### Thrifting/Donating

Thrifting is a great way to get unique pieces for a good price. You can also donate to local charities to help those in need. This is a more sustainable and ethical way to shop.

### Apps to Shop Secondhand

Shopping for secondhand items is a great way to reduce your carbon footprint. There are several apps that allow you to buy and sell secondhand items online.

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