

A stylized illustration of a woman with long brown hair, wearing sunglasses and a pink coat, walking through a landfill. She is carrying three shopping bags: a black one with 'ZARA' in white, a pink one with 'H&M' in red, and a yellow one with 'REVER 21' in black. In the background, there are yellow bulldozers and piles of trash under a blue sky with birds.

FAST FASHION

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What is fast fashion?

Fast Fashion refers to clothes that are made and sold cheaply, so that people can buy new clothes often. Examples of famous fast fashion brands are H&M and Zara.



H&M

ZARA

For: the price

Fast fashion is cheap for the consumer to make them buy new clothes more often.



For: fashion

Fast fashion is the fastest way to copy catwalk fashion, helping you to try different styles and trends



For: work

Fast fashion creates manufacturing, logistics and sales jobs in developing countries



Against: the environment

Fast fashion is dangerous for the environment for the materials used, the way they are produced, how they are transported, and the life cycle of the clothes, which are then thrown into the sea.



Against: exploitation

Fast fashion exploits workers globally, paying them less than what they should earn



Against: costing too much

Fast fashion can wind up costing you more than "real" clothes, making you pay more than you should.



What can we do?

We can buy less and give priority to Quality Fashion over Fast Fashion, choose eco-friendly fabrics, and make our clothes last wearing them until they are worn out.

