

# FAST FASHION

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- Fast fashion is described as low cost clothing that copies clothes from luxury cat walk fashion shows.
- This means that clothing is designed and manufactured quickly and cheaply to allow consumers to buy trendy styles at a lower price.



# Fast Fashion

*fast fashion  
isn't free.*

*Someone,  
somewhere  
is paying.*

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LUCY SIEGLE

- Who are the offenders?
- The main offenders are the businesses that produce huge amounts of cheap clothing. They have in mind customers who are preteens to thirty-somethings....and that's YOU!!!

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LUCY SIEGLE

- How do they manage really cheap prices?
- Really cheap prices are possible through business models that are selling incredibly high volume of incredibly cheap clothing.

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LUCY SIEGLE

- Why are designs made quick to copy?
- Quick to copy is just what fast fashion is about, producing cheap imitations and delivering them as quickly as possible to shops all over the world at affordable prices!

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LUCY SIEGLE

- Any reasons for breakneck speed of production?
- Breakneck speed is when companies order new pieces to stores on a weekly basis to frequently draw in traffic.

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LUCY SIEGLE

- What don't we see?
- Unfortunately we don't see what this is doing to our water, people, designers, workers in garment factories, the earth's resources and landfills.



**TARGET?** fashion shows → stores  
**TIME:** shorter time of production and delivery  
**SUPPLIERS:** from the factory → the shops

And these are the images behind the production....





# Fast Fashion



- The lowest price, bad quality of textiles, poor employees
- BUT! "Fast fashion isn't free. Someone somewhere is paying."
- Do you know what are you really paying for? **MARKETING.**

# The marketing....which makes us want to buy more!!!



Last chance  
to buy  
selected sizes





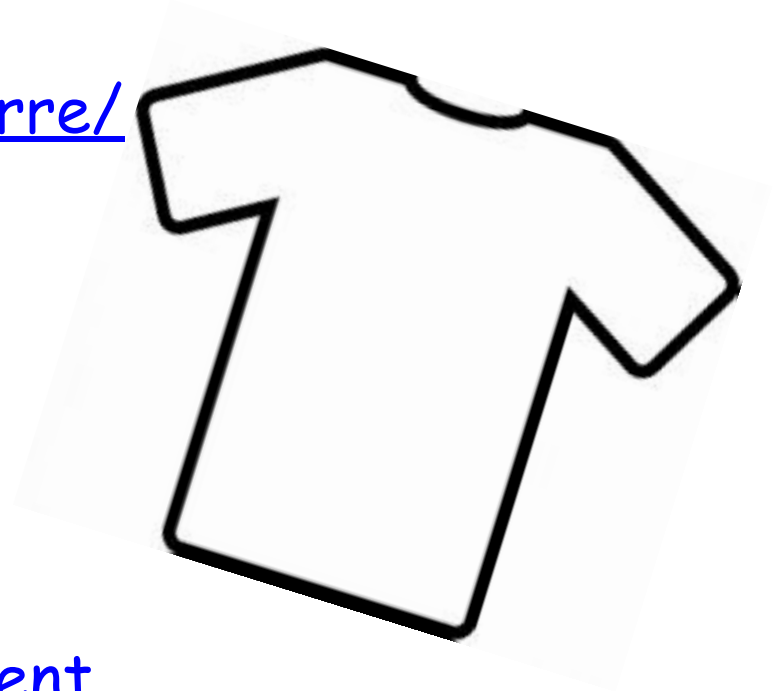


# Good ideas !!!!



Sustainable fashion ideas can be found on these websites

- <https://inhabitat.com/ecouterre/>
- <https://goodonyou.eco>
- <https://cleanclothes.org>
- <https://www.greenpeace.org>
- <http://ec.europa.eu/environment>



The question remains...

If we buy a cheap tee shirt ... how much would the person who made it earned and what is its cost to the environment?

ACT  
NOW!

Thank you!