Fast fashion

Fast fashion is the design, manufacturing, and marketing method focused on rapidly producing high volumes of clothing. Fast fashion garment production leverages trend replication and low-quality materials (like synthetic fabrics) in order to bring inexpensive styles to the end consumer.

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8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

1 Environmental Degradation

Heavy use of natural resources (water/energy) and raw materials (cotton)

2 Waste Generation

Pre-consumer (scarps from production) and post-consumer waste (discarded clothing)

3 Labor Exploitation

Low wages, poor working conditions, long shifts and child labour

Countries that dominate the market for retail purchasing in the fast fashion industry in 2019

$28B
$6.9 B
$6.8 B
$4.9 B
$34 B
$8.6 B
$4.4 B

7,8

10% CO2

The industry produces 10% of the annual global carbon emissions, making it one of the most polluting industries in the world. 1

20% WATER USE

The industry is the second-largest consumer of water worldwide. The production of a single cotton t-shirt requires up to 2,700 liters of water. 5

92 MT WASTE

The industry produces around 92 million tons of waste each year, with the equivalent of one garbage truck full of textiles being landfilled every second. 2

60% MORE CLOTHES

The average consumer purchases 60% more clothing items per year as compared to 2000, and keeps them for half the time. 2

35% MICROPLASTIC

It is estimated that the washing of synthetic textiles is responsible for up to 35% of all microplastic pollution in the ocean. 4
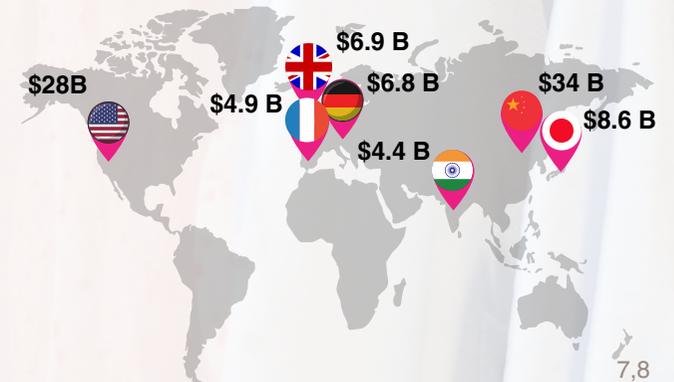
40% WORN ONCE

30% of European consumers have purchased more clothes than they need, with 40% of those clothes being worn only once or not at all. 6

Some Fast Fashion companies responsible for environmental pollution in 2022

Uniqlo
Forever 21
Mango
H&M
Primark
Zara
Shein

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