

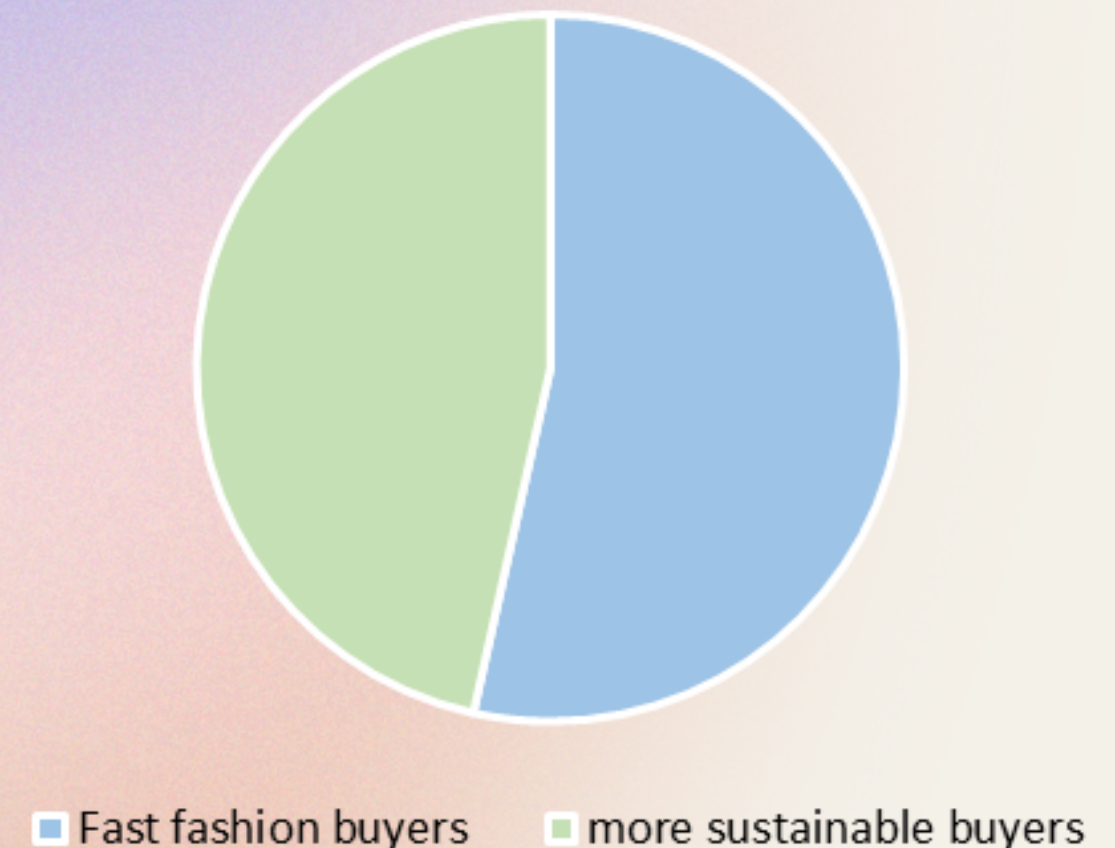
Fast Fashion

its cost, its impact and its solutions

We have done a survey which asked various questions to know how many students of our school could be fast fashion victims.

On the right, you can see that 53,5 % of students are fast fashion buyers and 46,5 % are more sustainable. But there's still progress to be made : how can we achieve that ?

Pourcentage of sustainable and fast fashion buyers



Environmental impact of Fast Fashion

Cotton is the most used fiber in clothing industries around the world, due to its lightness, softness, and breathability. However, it is extremely water-intensive and is also considered the dirtiest crop due to its high consumption of insecticides.

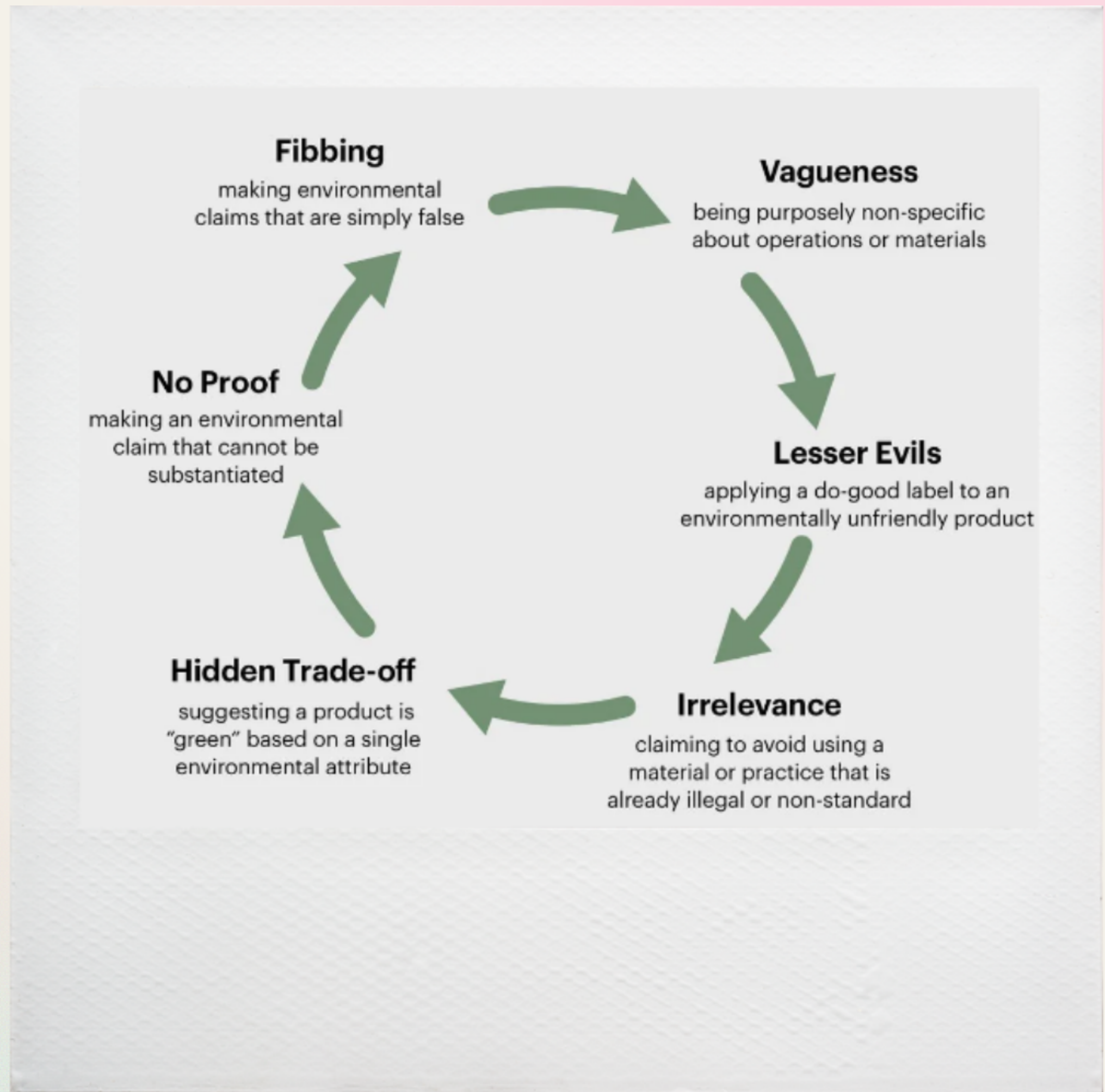
When it comes to global carbon emissions, the clothing industry is second only to our industry. Nitrous oxide, a byproduct of the production of nylon, contributes to 8% of global gas emissions. The impact of one kilogram of nitrous oxide is equal to almost 600 times of the same amount of carbon dioxide.

In 2010, 234 tons of textile waste ended up in landfills in Hong Kong alone. This is equivalent to the weight of 212 great white sharks. In landfills, toxic chemicals from clothing materials pollute the land, air, and water. In total, 21 billion tons of clothes can be found in landfills.

WHAT IS GREENWASHING ?

Greenwashing is the process of conveying a false impression or misleading information about how a company's products are environmentally friendly and ethical.

**Companies who work in fast fashion often do green washing.
So be careful !**



Easy Suggestions

- **Buy less ! Fast fashion is caused by overconsumption overall, so ask yourself twice before you buy something : do you really need it ? Will you wear it often ?**
- **Throw out less and donate your clothes !**
- **Thrift and buy second-hand ! If you need clothes at a reasonable price, go to a vintage or second-hand store. There are many in Lausanne like Kiloboutique, Finest Vintage and Emmaüs. There are also online second-hand retailers such as ThredUp, Poshmark, Vinted and Depop.**
- **Check the fabrics of your clothes : are they synthetic or organic ? If the first, avoid buying it as it could represent a threat to you and the planet.**
- **Avoid fast fashion brands as much as you can.**