



# AWARENESS OF FAST FASHION AND FASHION ALTERNATIVES

MODULE 1.



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# AWARENESS OF FAST FASHION AND FASHION ALTERNATIVES

- Introduction to Fast Fashion
- Wardrobe Content Analysis
- Alternatives to Fast Fashion
- Fast Fashion Features – Quiz
- Debate: Can Fast Fashion Be Ethical?
- Conscious Shopping
- Fashion Investigation
- Creating Social Posters “Stop Fast Fashion”



- The Impact of Fast Fashion on the Environment
- How to Change Your Own Habits?
- Sara's Story
- Statistics on the Clothing Industry
- Slow Fashion vs. Fast Fashion
- Clothing Recycling and Upcycling
- Experiment: A Month Without New Clothes
- Summary and Conclusions



## INTRODUCTION TO FAST FASHION

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Fast fashion is characterized by **a high turnover of collections** and **low quality of materials used**.

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Fast fashion products **quickly lose their value**, which leads to **excessive consumption and waste**.

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Fast production located in countries **with low labor costs** affects the ethics of production.



## ALTERNATIVES TO FAST FASHION

- Sustainable fashion brands such as Patagonia and Stella McCartney promote ethical production and sustainable materials.
- Responsible consumer choices involve selecting sustainable brands – supporting conscious shopping and reducing the negative impact on the environment.
- Education about alternatives to fast fashion influences consumer choices.



## FEATURES OF FAST FASHION



Fast fashion brands often launch new collections every few weeks, fueling consumption.



Fast fashion production is dominated by synthetics such as polyester, the manufacturing of which is harmful.



# CAN FAST FASHION BE ETHICAL?



PULL&BEAR



RESERVED



SEPHORA





## WARDROBE CONTENT ANALYSIS

- Young people often prefer fast fashion brands – what do you have in your wardrobe?
- How many of your clothes come from branded fast fashion collections?
- Sustainable fashion – what does it mean?



## THE IMPACT OF FAST FASHION ON THE ENVIRONMENT

- **Effects of Overproduction** – excessive production in fast fashion leads to **enormous amounts of textile waste, generating pollution.**
- **Environmental Pollution** – fast fashion production results **in water pollution** and **CO<sub>2</sub> emissions**, negatively impacting the planet.





## THE IMPACT OF FAST FASHION ON THE ENVIRONMENT



- **Use of Natural Resources** – fast fashion heavily exploits wastewater, water, and raw materials, contributing to their depletion.

## STATISTICS ON THE CLOTHING INDUSTRY

- Fast fashion production **generates controversial chemical** waste that pollutes our waters and ecosystems.
- One T-shirt requires about **2,700 liters of water**, which equals **the annual water consumption of one person**.
- The clothing industry contributes to **10% of global CO<sub>2</sub> emissions**, becoming a major source of pollution.



## CONSCIOUS SHOPPING

- Personal Shopping Rules.
- Impact Minimization – seeking alternatives and sustainable products reduces the negative environmental impact of shopping.
- Swapping and Recycling.





## HOW TO CHANGE YOUR OWN HABITS?

- Individual Action Plans to Reduce Fast Fashion Shopping.
- Alternative Shopping Options – second-hand stores and sustainable fashion brands.
- Long-Term Commitments – making long-term commitments to change shopping habits.

# FASHION INVESTIGATION



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Interviews with Loved Ones



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Awareness of Fast Fashion



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Reflection on Habits



# CREATING SOCIAL POSTERS “STOP FAST FASHION”



Creativity in Action



Social Awareness



Teamwork



## SARA'S STORY

- **Sara's Challenges:** Sara struggled with giving up fast fashion and maintaining responsible shopping habits.
- **The 30-Day Rule:** Implementing the 30-day rule helped Sara control impulsive shopping and reflect on her decisions.
- **Impact on Others:** Through conscious choices, Sara inspired others to reflect on their clothing purchases and their consequences.



## CLOTHING RECYCLING AND UPCYCLING



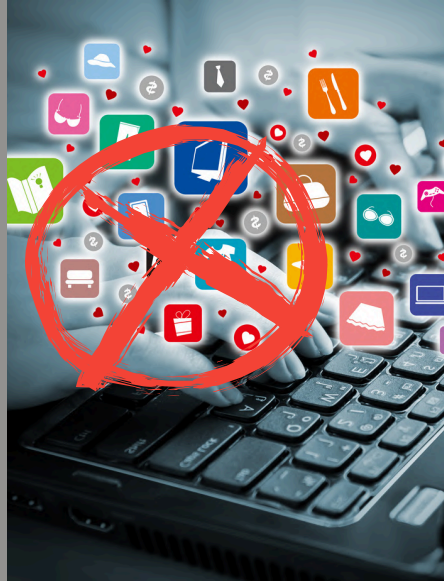
- **Clothing recycling** allows for the reuse of materials, reducing waste and conserving resources.
- **Upcycling** involves transforming old clothes into new products, creatively increasing their value.
- **Shared initiatives**, such as clothing swaps, support local communities and promote sustainable fashion.





## EXPERIMENT – A MONTH WITHOUT NEW CLOTHES

- **Conclusions from the one-month no-shopping trial**, noticing changes in shopping habits.
- During the challenge, participants **analyze what they truly needed** and **how their approach has changed**.
- They propose **new rules and future plans**, emphasizing the importance of a conscious approach to shopping.



## SUMMARY AND CONCLUSIONS

- **Conscious shopping** means paying attention to your choices when making purchases.
- **Fashion education** is about raising consumer awareness of the impacts of fast fashion.
- **Alternatives to Fast Fashion.**





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