

FAST FASHION: SUSTAINABLE?

**DR. GAYATHRI BANAVARA
DEPARTMENT HEAD AND
ASSISTANT PROFESSOR
BUSINESS LEADERSHIP, FASHION &
HOSPITALITY
COMMUNITY COLLEGE OF
PHILADELPHIA**



HOW DO WE SHOP?

- Let us discover own own habits. Take out your phones or play the game on your own computer. Type in the link below to begin the game.

- <https://play.blooket.com/play>

WHAT IS FAST FASHION

- Fast fashion is the term used to describe clothing designs and products that move quickly from the catwalk to stores to take advantage of trends



UNDERSTANDING FAST FASHION

- Prior to late 1990's shopping was considered a special event.
- With innovation in supply chain management retailers began changing the consumer perception
- Shopping became a form of entertainment.
- Enter Fast Fashion – cheap, trendy knock-off garments, mass-produced at low cost
- Products, although felt straight out of catwalks, did not last more than a few washes.
- The belief among consumers to feel trendy and generate a need to constantly shop.

IMPACT OF FAST FASHION IN OUR LIVES

- Ability to purchase couture fashion of runway fast and cheap
- A sense of instant gratification
- Ability to purchase frequently and move with the ever changing trends.
- A sense of belonging among fashionista's and/or upscale trendsetters.
- An emergence of fashion bloggers for all age groups

IMPACT OF FAST FASHION IN OUR LIVES

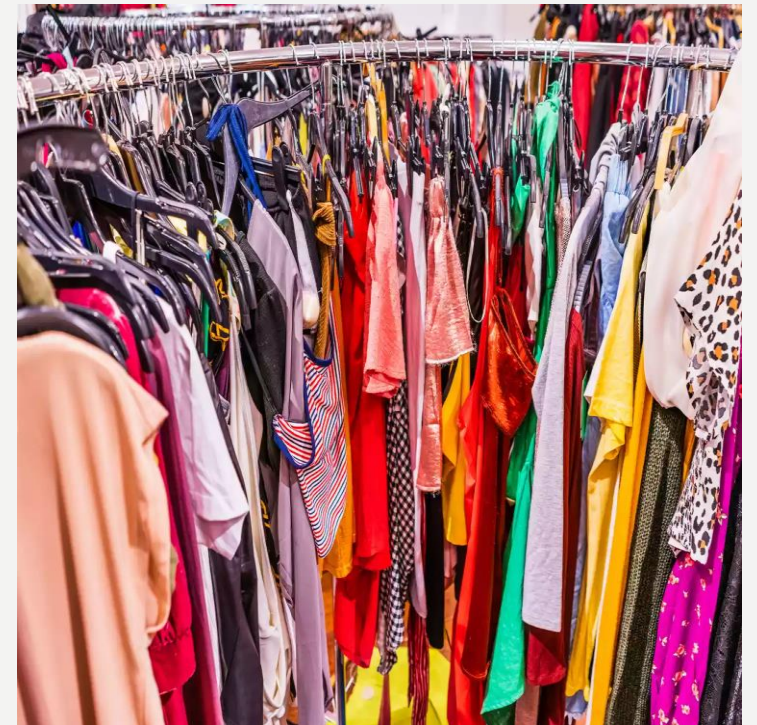
- An increase in quantity and frequency of clothing disposal
- Neglect/ignoring implications of fast fashion in resources and environment.
- Lack of planning for proper disposal and reuse of the discarded clothes
- Increase in abuse of resources

BUSINESS IMPACT OF FAST FASHION INDUSTRY

- Marketing pressure of the necessity of trendy new clothes constantly
- Social media campaign on positive correlation between fashion and self confidence.
- Collaborations to increase customer buy ins:
 - Zara and Stranger Things (2022), Zara and Barbie (2021) (<https://www.sportskeeda.com/pop-culture/5-popular-zara-collabs-time>)
 - H & M and Jimmy Choo (2009), H & M and Alexander Wang (2014) (<https://www.vogue.com/article/hm-designer-collaborations-ranked>)

A SOCIAL EXPERIMENT

- https://youtube.com/watch?v=KfANs2y_frk&feature=shares
- How does this make you feel?
- How would you react to this?



HOW DO WE SOLVE THIS CRISIS?



- Be conscious of what we purchase and where do we purchase from.
- Speak about the issue with friends and family to make everyone aware
- Be involved
- It takes a generation or two to change the consumerism behavior
- Educate and lead in your schools, colleges and communities

LEARN MORE



- Learn more about the issue of Fast Fashion and its impact on resources:
- <https://youtube.com/watch?v=ISM0wyBdggs&feature=shares>
- <https://youtu.be/mKPB0uVW4cto?si=asdRRWx3pYpzBI5K>
- <https://youtu.be/rwp0Bx0awoE?si=2xYF874Ab8oi9agR>

THANK YOU

- Some questions to think about:

1. Do you think Fast Fashion can be sustainable? Why or why not?

2. What do you think is the future of Fast Fashion? Will it continue to be a major part of the fashion industry? Why or why not?