

FAST FASHION

Presentation by the Wear Green organization
weargreen.earth



WHO ARE WE?

Hi! My name is Sena and I am the founder of the Wear Green Organization! As part of my Girl Scout Gold Award project, I started Wear Green to make fast-fashion information clear, accessible, and actionable.

Meet The Team!



Sena Knopf, founder
Huntington High School



Josephine Aller
Stony Brook University



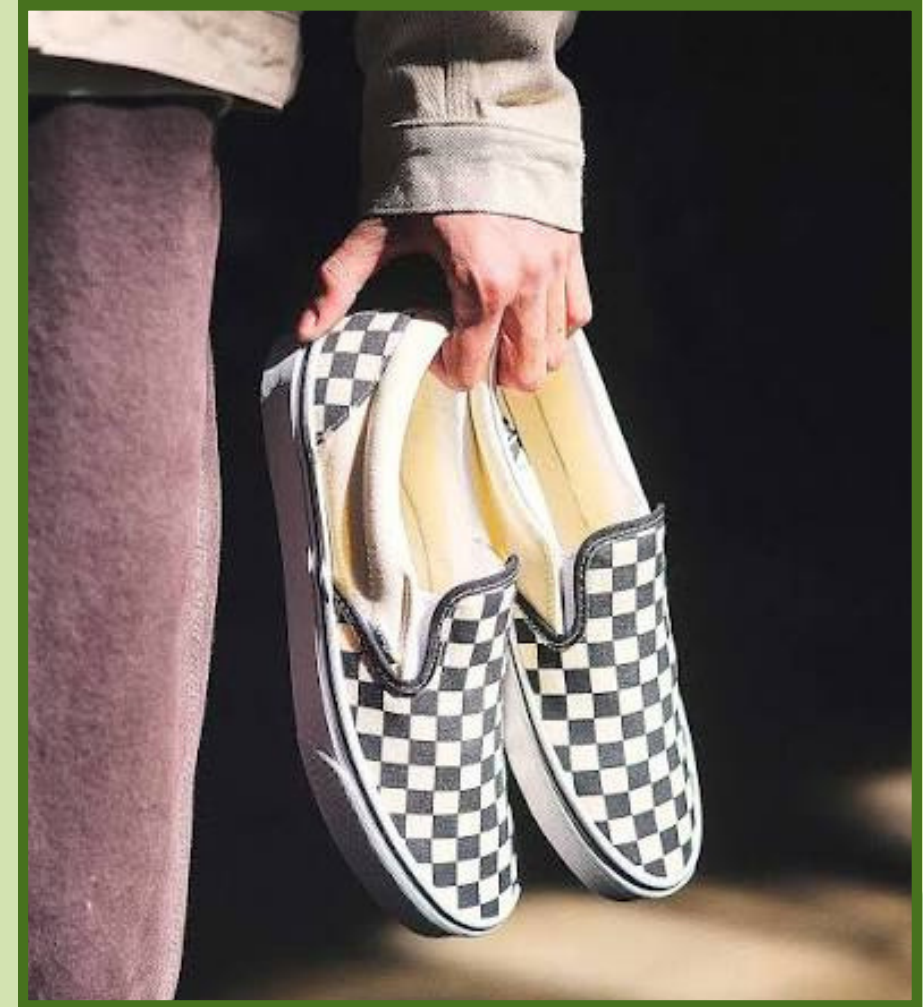
Sarah Hall
Huntington High School



Huntington Breast Cancer Action
Coalition

SO WHAT IS IT?

Fast Fashion is a business model built around bringing pop culture or media trends into retail/digital stores as quickly and cheaply as possible. Instead of prioritizing longevity, the system encourages consumers to constantly buy something new



A BRIEF HISTORY



The term “fast fashion” originated around 1989–1990, when it described Zara’s unusually fast process of turning new fashion ideas into clothing sold in stores. Trend-focused clothing became especially popular with younger consumers through social media influencer advertising. It has since grown to dominate online shopping, where most targeted consumers shop.



ENVIRONMENTAL IMPACTS



Water

Garment production accounts for about 20% of global clean-water pollution, affecting waterways, ecosystems, and the communities that depend on them.

Climate

Producing, dyeing, and shipping all require fossil fuels. The fashion industry is estimated to produce 5–9% of global greenhouse gas emissions, contributing to rising global temperatures.

Waste

Each load of polyester laundry releases about 700,000 microplastic fibers into our environment. About every second, the equivalent of a garbage truckload of clothing is landfilled or burned.

Fast fashion companies generate more pollution than international aviation and shipping combined

MENTAL HEALTH IMPACTS

Trend Cycles

Social media and pop culture can make trends come and go quickly, creating intense pressure on individuals. Especially the youth

An illustration of a yellow megaphone with black outlines, emitting several short black lines representing sound. To its right is a yellow rounded rectangle with a black border containing the word "SALE" in bold, black, sans-serif capital letters.

SALE

Self-Image

Advertising and influencer culture can encourage comparisons based on material possessions. Clothing might become a measure of worth or popularity.

Overconsumption

Dopamine is part of the brain's reward system, so the anticipation and excitement of buying something new can temporarily make shopping feel rewarding. Once that excitement fades, consumers may feel tempted to shop again to recreate the same feeling.



HUMAN IMPACTS



Garment Workers

Clothing production often relies on underpaid labor in dangerous conditions. Women make up the majority of the workforce and frequently face harassment.

Production Communities

Textile dyeing can pollute local air and waterways that neighboring communities rely on daily.



Clothing Waste

Poorly disposed of clothing can overwhelm markets in other countries. Unusable garments can become waste for communities that never originally consumed them.

WHAT CAN YOU DO?

Buy Differently.

Pause and ask yourself, “Will I wear this for an extended period of time?” before buying clothing.

Shop secondhand! Go thrifting or use sites like eBay or Depop to buy pre-worn clothing!

Research brands before you buy, and choose quality over quantity when possible.

Use What You Have

No shame in repeating outfits! Rewear and restyle your clothing when building outfits.

Learn to repair small damages before deciding to replace them. There is a YouTube video for everything!

Read clothing labels for proper care and maintenance

Small choices, repeated over time, matter.

WHAT WE OFFER!

Through our website weargreen.earth we provide educational presentations (like these!), flyers, academic sources, and local involvement so that you can help spread awareness of our cause!

we also provide resources in Spanish!



Scan this to reach our website!



QUESTIONS?
COMMENTS?
CONCERNS?

Reach out online at:
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or contact us through our website!





THANK YOU

FILL OUT OUR SURVEY
AND CHECK OUT OUR
WEBSITE!

weargreen.earth

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SOURCES

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