

# Ramification of Fast Fashion on GAIA

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## Abstract

Fast fashion is considered as a fashion trend that produces rapidly to the current fashion trends. Fashion has become one's identity in the present scenario. After the gas and oil industry the fashion industry is the second largest pollution causing industry in the world. The way of fashion consumption is totally changed by the fast fashion industry. The main focus of fast fashion is that it gives cheap clothing. But it has negative impact on the environment and the labour involved in the production. The main objective of the study is to give insights the customer perception and buying practices regarding fast fashion sector. The present research creates awareness regarding the negative aspects of the sector.

**Keywords**— Fast Fashion, environment, labour, pollution

## I. INTRODUCTION

Emerging e-commerce has resulted in a revolution in the traditional marketing. In the earlier years people used to have to the maximum of 6 sets of dress for daily use but now for daily occasion people buy new attire..The textile industry contributes to the degradation of environment in most of the situation. During the different phases of the supply chain the environment is affected drastically by the emissions and solid wastes. The air and water are polluted due the fast fashion. Compared to the previous years, brands now-a-days produce more clothing compared to previous years. Since the cost of clothing is reduced, the quality of the textile is also low. This enhances the consumption of customers and also this impact in early and fast disposal of clothing.

In the current merchandise management the retailers have started to adopt to the emerging fast moving trends. Every individual in the globe is influenced by the design industry in one way or the other. In the cities of affluent countries, the demand for fast fashion is rapidly increasing and so the industry is pressurised to

produce more. To satisfy the demand of the customers the worker's health and environmental degradation are compromised.

The fast fashion industry creates a hazardous working environment for the workers and at the same time it creates a negative impact on the environment too. The industry consumes enormous amount of water and simultaneously generates huge amount of waste water. The fast fashion industry leads to frequent fashion obsolescence and early replacement of clothing. The consumption of clothing across the globe is increasing. The reason behind this is that the change in trends and price reduction.

Like fast food, the fast fashion industry is playing a pivotal role in the current situation. As the purchasing and consumption is increasing the production should also take place at a greater speed and this affects the environment. As the population increases, the consumption and disposal of the clothing increases leading to environmental degradation. In the era of globalisation and economic gain, fast fashion is playing a major role. The main objective of the study is to give insights the customer perception and buying practices

regarding fast fashion sector. The present research creates awareness regarding the negative aspects of the sector.

## 2. REVIEW OF LITERATURE

By maintaining capital-intensive activities in-house and outsourcing labour-intensive operations, fast fashion refers to the technique of adapting item assortments to current fashion trends as soon and cost-effectively as possible. (Gamundi&Del Mar, 2019),(Ayse Begum Ersoy, 2021).It is said that the fast fashion industry is the most polluting industry in the world. As consumers become increasingly concerned about the environment, sustainable marketing has become a crucial component. Retailers must comprehend the effect of sustainable marketing on the attitudes and actions of consumers in the fast fashion business, (Ayse Begum Ersoy, 2021).

The desire of young consumers for rapid fashion is linked with substantial disposable income (or, alternatively, the availability of credit). This group is exploited by fast fashion, which offers designs of the moment and the instant gratification of ever altering transitory identities – a postmodern phenomenon (Bauman 2005). The relationship between fast fashion and sustainability can be examined from three perspectives: the supply side that is quick fashion firms, the demand side that is consumers, and the regulator side that is governments and industrial organisations, (Bo Zhang et al,2021).In contrast to economics, psychology determines values from an internal, subjective perspective as opposed to an external, objective one. Maslow presents an influential hierarchical analysis of human wants in the same vein.

Various levels of consumption items correspond to various levels of needs. For instance, eating and clothing are physiological requirements, whereas exercise and fashion are wants for belonging and love. Consumers that fail to satisfy their basic needs remain at this level. Because ethical and responsible consumption transcends people, sustainability can be viewed as part of the belongingness, love, and esteem needs, (Bo Zhang,et al,

2021).The clothes sector is one of the most significant worldwide polluters. The fashion industry, particularly the fast fashion industry, is responsible for 10 percent of the world's carbon emissions, which is greater than the emissions from all international flights combined.

Additionally, fast fashion produces 20% of global wastewater, mostly owing to the use of toxic textile dyes, (Footstock, A. 2018).The majority were aware of the effects of fast fashion and clothing consumption on the environment and related social issues, such as labour practises in manufacturing countries, but did not examine these issues in relation to their own fashion consumption,(Lisa McNeill et al, 2015).Globally, 73% of clothing are disposed of in landfills. More than 85% of all textiles are disposed of in landfills each year (21 billion tonnes a year). Insecticides and pesticides used in cotton production account for 24% and 11%, respectively, of all insecticides and pesticides used worldwide, despite cotton farming using only 3% of arable land.

Women make approximately 80% of the workforce throughout the supply chain in the fashion industry, which employs one in six people in the globe (Ramon Ruiz-Navarro, 2022).Customers can assist extend the usable life of their goods by reusing items such as clothing by selling them on online platforms or donating them to charities or handing them out as gifts to loved ones,(Ramon Ruiz-Navarro,2022),(Gullstrand Edbring, Lehner, & Mont, 2016).

Williams and Page (2011), who describe GenZ as people who think twice about what they're going to wear because they see fashion and clothing as a way to be accepted by their peers and be included in society,(Éva Kovács Vajkai et al,2019).Millennials state that fast fashion provided an opportunity for them to experiment with new clothing styles that might not be a long-term mainstay in their wardrobe. Buying from these stores is always a new adventure, because to the businesses constant updating and shifting of styles. Fast fashion is fantastic if one wants to try out a new clothing style or needs a few special event clothes that one will not wear

more than once or twice, one participant said. New, hot, and happening is how a female participant described the clothes,

Fast fashion outlets could be located in local malls and online, and therefore accessibility was not an issue. Fast fashion outlets could be located in local malls and online, therefore accessibility was not an issue. Those millennials that were influenced by fast fashion were aware of the ethical dilemmas associated with quick fashion, (Katelyn Sorensen et al, 2019).

The cost of eco-friendly apparel is also thought to be higher, which may discourage people

from buying it. A luxury item like eco-friendly clothes is seen as more desirable than rapid fashion because of this (Henninger et al., 2016),(Katelyn Sorensen et al, 2019).The Circular Fibers Initiative is a programme that encourages the shift from traditional energy sources to renewable energy sources. The circular model is built on three principles: minimising waste and pollution, keeping products and materials in use (circular system), and regenerating natural systems, (McHattie & Ballie, 2018).

### 3.ENVIRONMENTAL IMPACT

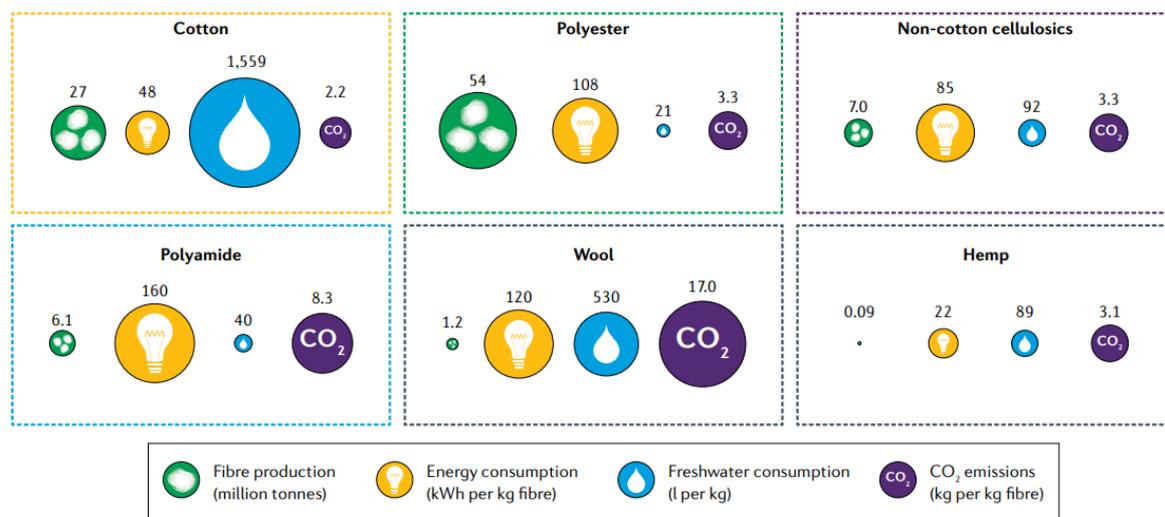


Figure 1: Environmental impact of six types of fibres

#### Consumption of Resources

When the materials are manufactured, it involves exploitation of non-renewable and renewable resources. The fashion industry uses lots of resources like land, oil and water throughout the entire course of life cycle. The manufacturing of cotton requires lots of fresh water and in fact it is the chief pesticide consuming crop.

#### Chemicals

During the life cycle of the product, the industry uses and releases enormous amount of chemicals which causes a threat to the environment. Apart from that it also affects the farmers involved in the production, leading to early deaths. The chemical causes various diseases apart from polluting fresh water.

#### Degradation of Soil

Soil is considered as the primary element of ecosystem. The fast fashion industry affects the soil, wood and in fact the ecosystem. The soil absorbs carbon dioxide. It threatens the food security, which results in global warming.

#### Water Contamination

Textile industry requires huge amount of water for its operations which includes bleaching, dyeing and washing. Similarly cotton requires huge amount of water to grow. For one kilogram of cotton, 20,000 litres of water is required. This leads to the reduction of precious resources, as it will result in the draining of water. After using the water, waste water is created in tons which has lots of chemicals. This leads to water pollution in the environment.

#### Micro plastics

Textile brands use nylon, polyester and other fabrics, and this takes hundreds of years to biodegrade. The use of new clothing has increased 400 per cent compared to the past two decades. The microfibers are small to the level that they escape from the waste treatment plant and move to ocean and work with the food chain of fish and human.

### Carbon Footprints

The fast fashion industry pollutes the air. The mass production lets out lots of fumes which pollutes the environment to the maximum. Sometimes produced and unsold goods become a solid waste which leads to clogging of spaces.

### 4.SUGGESTIONS

Reusability of fast fashion products can be encouraged. Second hand clothing can be sold by the retailers at a cheaper price. The

consumers on their side should try their level best to buy clothing when they are in need. The used clothes can be given to someone if it is in the good condition. Similarly enzymes can be used to biodegrade the microplastics.

The recycling of wastes can be improved to save the environment. The lifestyle should be changed to reduce the purchase. When the customers opt for quality products, the frequency of purchase will reduce. When customers stop buying poor quality, then the brands will start improving the quality of products and increases the price. It helps in saving the environment. If there is problem with the clothes, it can be repaired first. It can be donated, sold or it can be put into the textile recycling bin. Cloth rentals can also be done as it reduces the quantity to be purchased.



Figure 2: Redesigning Fashion

### CONCLUSION

The fast fashion industry is majorly responsible for pollution with carbon emissions than all flights and shipping industry. Customers are more addicted to shop from fast fashion brands. The sector is mostly customer driven. They are not aware of the consequences of their frequent purchases. It solely lies on the customers to reduce the production of clothing. They should shift their preference or else the manufacturing at a faster pace will continue. The carbon footprint should be reduced. Although

customers are aware of the negative consequences of fast fashion sector, it will take time for them to shift their preference, till that awareness.

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