



HOW TO AVOID FAST FASHION:

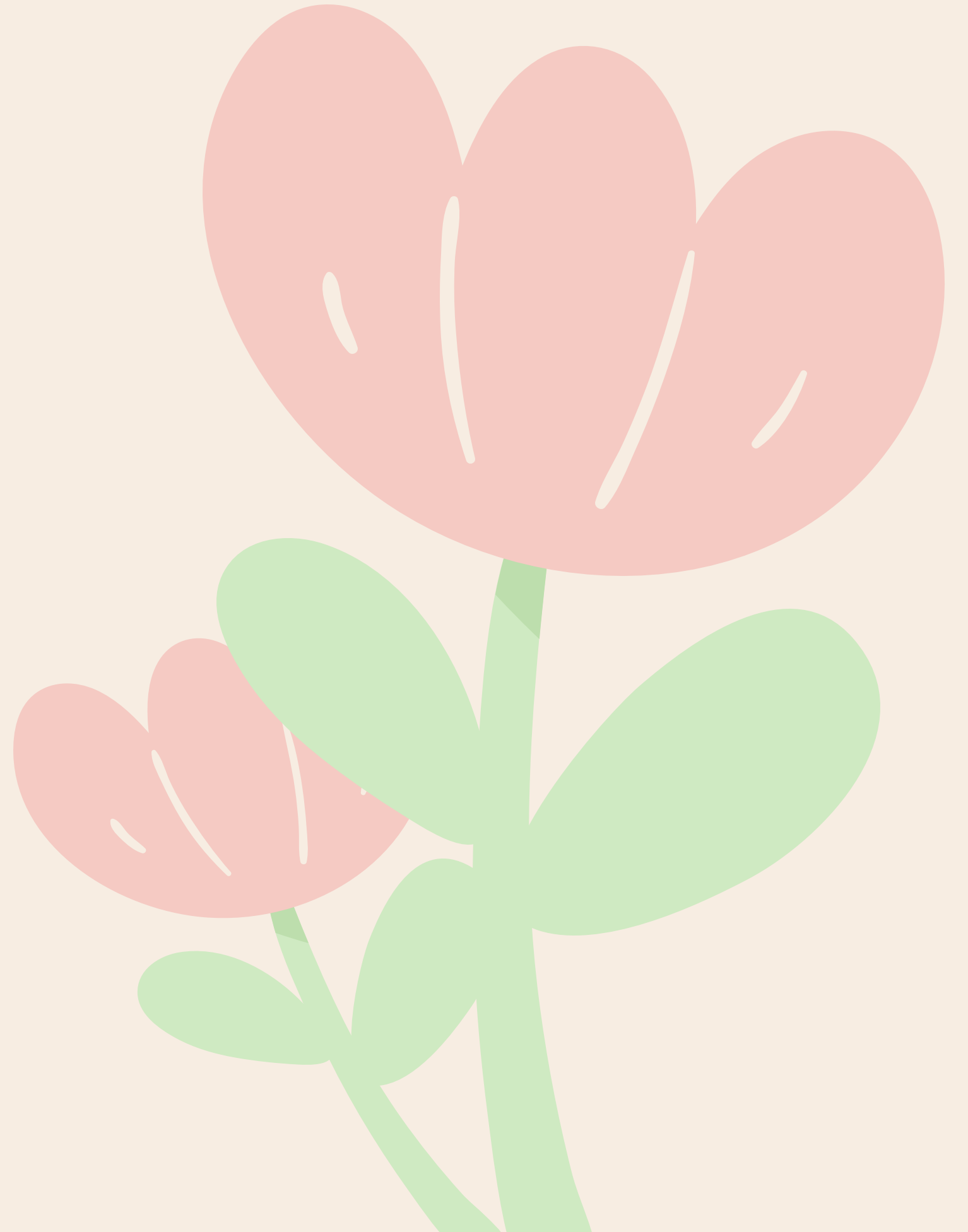
**A GUIDE TO
BUYING ETHICALLY**

WHAT IS 'FAST' FASHION?



FAST FASHION:

The mass production of clothing by retailers to reflect recent trends and fads.



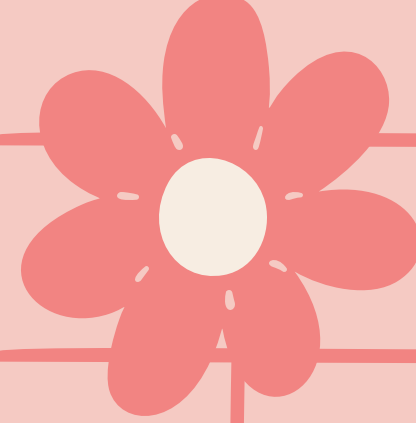
WHY IS FAST FASHION SO HARMFUL?

- The toxic dyes that many of these garments are made with have **severely polluted** waterways.
- The significant increase on these mass-produced items contribute to **fossil fuel usage and carbon emissions**. Fast Fashion accounts for up to **10% of global carbon dioxide output**—more than international flights and shipping combined.
- The production of these garments requires lots of cotton—which requires **excess amounts of water** and uses insecticides and pesticides. These chemicals are **absorbed into soils and waterways** causing more pollution.
- There are **approximately 92 million tons** of clothes related landfill waste a year. Due to the trendy nature of fast fashion, these clothes are only worn a few times before being discarded.

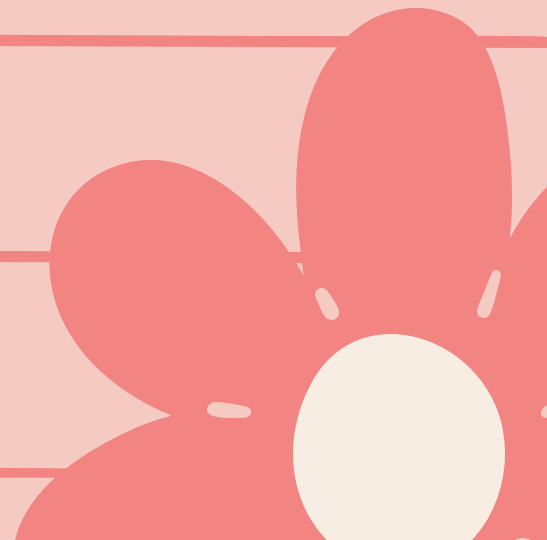
UNETHICAL WORK BEHIND FAST FASHION

Some of the most dangerous effects of fast fashion are felt by the people producing these clothes. While we may envision this production as a machine-based operation, there are many people who work to create garments. Due to **high demand**, met with **cheap cost**, employees are forced work in **unsuitable conditions** for **small wages** to keep up. The production of these clothes is almost entirely done in countries with **no wage regulation**, so employees are being exploited. 80% of these employees- who are largely made up of women and children- **do not make a living wage**. These same people are also exposed to **dangerous chemicals in toxic amounts**, such as highly fluorinated compounds, which have been proven to **cause cancer**.

WHERE CAN I FIND FAST FASHION?

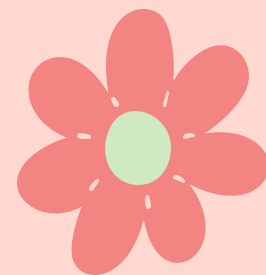


- Forever 21
- Shein
- Walmart
- FashionNova
- Amazon
- What can you think of?



**DON'T SWEAT.
IT'S OKAY IF YOU'VE
SHOPPED FROM THESE
BRANDS.**

Unfortunately, fast fashion is the most affordable and accessible option for most people. That's why learning about ethical buying and clothing longevity are so important!



WHAT IS ETHICAL BUYING?



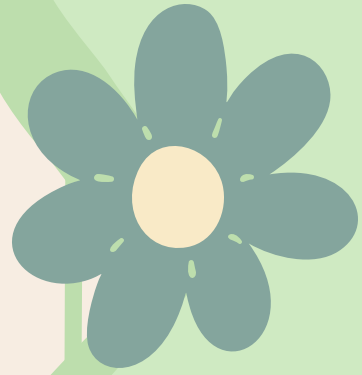
ETHICAL BUYING:

THE PRACTICE OF BUYING GOODS AND SERVICES PRODUCED IN A WAY THAT LIMITS SOCIAL OR ENVIRONMENTAL HARM AND AVOIDING GOODS AND SERVICES THAT ARE THOUGHT TO HAVE A DETRIMENTAL INFLUENCE ON SOCIETY OR THE ENVIRONMENT.

CLOTHING SALES DOUBLED FROM

100 TO 200

BILLION



**UNITS A YEAR, WHILE THE AVERAGE NUMBER OF
TIMES AN ITEM WAS WORN DECREASED BY**

36%

OVERALL, FROM 2000-2015.



HOW CAN I BUY ETHICALLY?



1. Shop local, small businesses
2. Look at prices and think about labor costs
3. Buy second hand
4. Learn how to identify ethical brands from fast fashion
5. Do not over purchase

GEAUX LOCAL!

WHY BUY?

Purchasing locally can help you to see what exactly you're buying, where its coming from, and where your money is going.

ASK QUESTIONS

Buying locally gives you the opportunity to ask questions about what you're buying and dig deeper to ensure there are ethical practices in use.

CAUTION

It is also important to remember that local businesses are not immune to being fast fashion. For example, many boutiques purchase clothing from unethical distributors to sell in their stores for higher prices. However, supporting local businesses and helping to ensure jobs within the community are important.



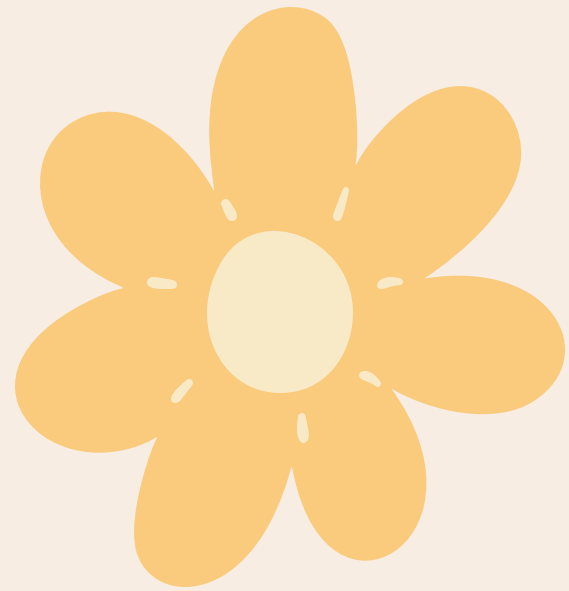
HOW MUCH DOES IT COST?

When looking at a garment, the cost can be a dead giveaway that it was not made ethically. For example, finding a pair of sweatpants for ten dollars is too good to be true. For those pants to be made and shipped for 10 dollars, the labor cost would have to be next to nothing. One tip is to analyze a garment and approximate how long it would take a skilled worker to make it. Multiply that by an average minimum wage (approx. \$10). If the garment is less than that amount, it is more than likely fast fashion.

BUYING SECOND-HAND

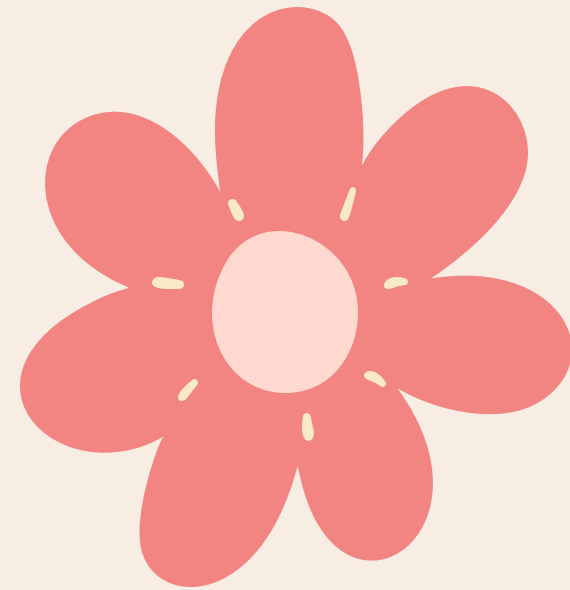
Currently, most ethical brands aren't easily accessible to all people. An affordable way to shop sustainably is to shop second hand. For example, taking hand-me-downs and shopping at thrift shops and consignment stores. Giving new life to clothing that would have otherwise been discarded not only helps to keep those clothes out of landfills, but also reduces the demand to produce new clothing. By recirculating clothes within the community, we can make a difference in clothing production numbers.

PLACES TO BUY SECOND- HAND IN LAFAYETTE



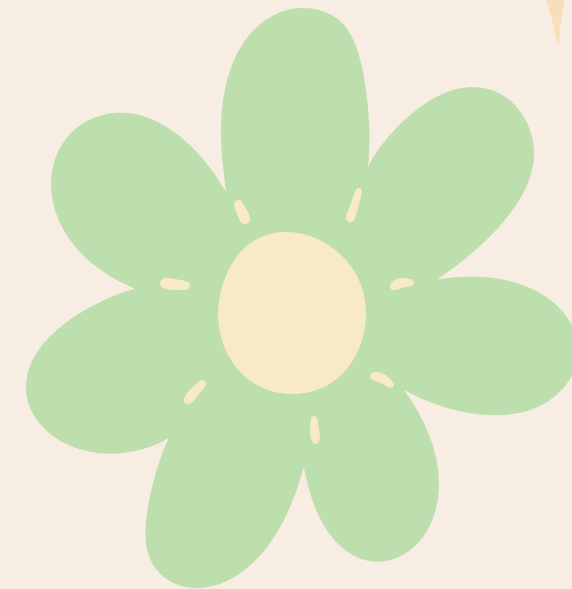
THRIFTING

- Goodwill ([local locations here](#))
- [The Arc of Acadiana](#)
- [Salvation Army](#)



RECONSIGNMENT

- [Plato's Closet](#)
- [Clothes Mentor](#)
- [Clothing Loft](#)
- [Upscale Resale](#)



VINTAGE

- [Habibi Vintage](#)
- [Lilou](#)
- [Advintage Thrifts](#)

IDENTIFYING FAST FASHION WEBSITES:

Sometimes it can be difficult to tell whether a retailer is ethical or not when online shopping. There are also many ways companies use loopholes to misguide consumers and have them believe their products are eco-friendly.



WHAT IS GREEN WASHING?

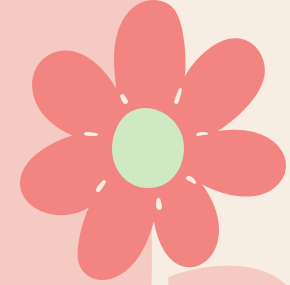


Green WASHING:

THE ACT OR PRACTICE OF MAKING A PRODUCT, POLICY, ACTIVITY, ETC. APPEAR TO BE MORE ENVIRONMENTALLY FRIENDLY OR LESS ENVIRONMENTALLY DAMAGING THAN IT REALLY IS.

Many clothing websites make disclosure statements about how they work to promote ethical practices, however there is no way to prove this. It is important to look for these empty statements on websites and look for real examples of sustainable contributions.

Let's look at Shein's
Sustainability & Social Impact | SHEIN USA



BUT REALLY, HOW DO YOU KNOW?

Many websites are not transparent about their manufacturing processes, so even being educated on what ethical buying is can't always help you to determine how sustainable a retailer is.

Luckily, there are always resources to look for that can help you identify better brands!

[Good On You - Sustainable and Ethical Fashion Brand Ratings](#) this website/ app not only rates brands but helps to suggest strong options for sustainability.

CLOTHING

LONGEVITY:

How you choose to buy can make a difference.

- Reject Fads and trends. Look for clothing that is wearable for multiple years.
- Try not to over buy. Only buying what you need reduces demand for clothing.
- Stay away from buying clothes intended for one occasion. When you buy, think about how many times a week or month you will wear it.
- Is it able to be worn with multiple outfits?



END OF LIFE CARE



When you are done using a garment, don't throw it away! Here are some things to do with old clothes:

Can it be upcycled?

Try mending holes or dyeing shirts with stains. Paint over imperfections or add embellishments to give clothes character.

Make it New

There are ways to make old t-shirts and pants into pillows and tote bags. You can also cut up old garments and use them for wash cloths and makeup removers.

Donate, Donate, Donate!

Clothes that are in good condition can be donated to the community.

WHERE TO DONATE LOCALLY

- [Clothes Closet](#)
 - [UL Career Closet](#)
 - [St. Josephs Homeless Shelter](#)
 - Goodwill
 - Salvation Army
- Other places to donate:
- [Soles4Souls](#)
 - [OneWarmCoat](#)
 - [American Red Cross](#)



**SUSTAINABLE
FASHION CAN'T
HAPPEN OVER
NIGHT.**

Learning to shop ethically is a process and no one is perfect. The best tool is to be informed when making purchases.

[The Negative Impact Of Fast Fashion – The OM Collective](#)

[The 10 Essential Fast Fashion Statistics | Earth.Org](#)

[What is Ethical Shopping—and Why is it the World's Most Powerful Force – DoneGood](#)

[Goodwill Lafayette LA, Hours & Locations \(forlocations.com\)](#)

[Resale & Thrift Store Locations | Arc of Acadiana](#)

[Lafayette – The Salvation Army ALM Division](#)

[Buys and Sells Teen Clothes and Accessories | Plato's Closet Lafayette \(platoscloset.com\)](#)

[Home \(square.site\)](#)

[Upscale Resale | Lafayette LA | Facebook](#)

[Habibi Vintage | Lafayette LA | Facebook](#)

[Sustainable Fashion Co-op \(@lilou_lafayette\) • Instagram photos and videos](#)

[Advintage Thrifts Vintage and Nostalgia](#)

[Greenwashing Definition & Meaning - Merriam-Webster](#)

[Sustainability & Social Impact | SHEIN USA](#)

[Good On You - Sustainable and Ethical Fashion Brand Ratings](#)

[How to Make Bags from Old Clothes: A Step by Step Guide - Anne Hogan](#)

[How to Make a Pillow Out of a Shirt \(thesprucecrafts.com\)](#)

[Clothes Closet Program - The Extra Mile \(theextramileregioniv.com\)](#)

[St. Joseph Shelter FOR MEN - Shelter Listings](#)

[One Warm Coat | Sharing Warmth One Coat At A Time](#)

[Soles4Souls | Turning shoes and clothing into opportunity.](#)

[American Red Cross Clothing Donation Pick-up & Drop-Off \(gogreendrop.com\)](#)

RESOURCES FOR THIS PROJECT