Fashion Industry

FAST FASHION





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MASS PRODUCTION

LOW COST

LOW QUALITY

FAST FASHION

FAST TRENDS

DIFFICULT TO RECYCLE

ENVIRONMENTAL

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DESIGNER



Creates visual and technical concepts from sketch to finished product, makes sure at appearance, usability and consistency.

PRODUCER

Is a person responsible for organizing and supervising the entire process of creating and delivering a fashion product to the market



CONSUMER



The fashion consumer is the person responsible for decisions about the use, utilization and consumption of services and the frequency that they appear, but also ethical and ecological values.

FACTORY



A factory is a place where goods are produced using machines and workers. Factories manufacture products such as clothes, food, cars, or electronics on a large scale. They play an important role in the economy by providing jobs and supplying products to society.

CLOTHING ITEMS

Clothing items are things that people wear, such as shirts, trousers, dresses, and jackets. They are made from different materials like cotton, wool, or synthetic fabrics. Clothing items help protect the body and also allow people to express their style and personality.



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PRODUCTION CHAIN

A production chain is the series of steps and processes a product goes through from raw materials to the final item.



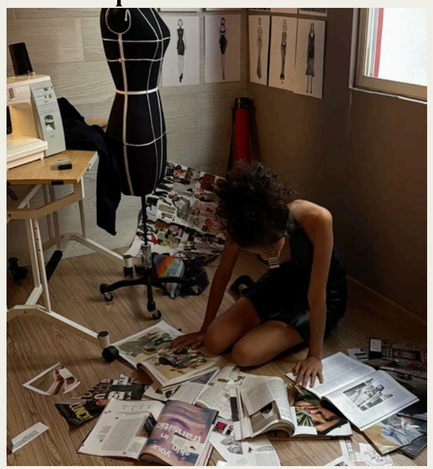
SHEIN

BRAND

A brand represents a company's identity, including its name, logo, and reputation, and it influences how customers perceive and trust its products.

LABOR

Labor is the dedicated effort, both physical and mental, that individuals contribute to perform tasks, create goods, or provide services, playing a crucial role in driving economic growth



COUNTRY OF ORIGIN



Fashion reflects a country's culture and history, with Italy known for luxury brands, France for haute couture, Japan for innovative streetwear, and India for colorful textiles and intricate embroidery.

A supply chain is the interconnected system of processes, people, and resources involved in producing, transporting, and delivering goods or services, ensuring they reach the final customer efficiently.

SUPPLY CHAIN



RAW MATERIAL



Raw materials are basic natural substances that are extracted from the ground or collected and used to produce products in the manufacturing which are later processed into finished clothes.

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PRADA
MILANO
Bershka
C&A
H&M
PRIMARK
ZARA
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ORIGIN OF CLOTHING

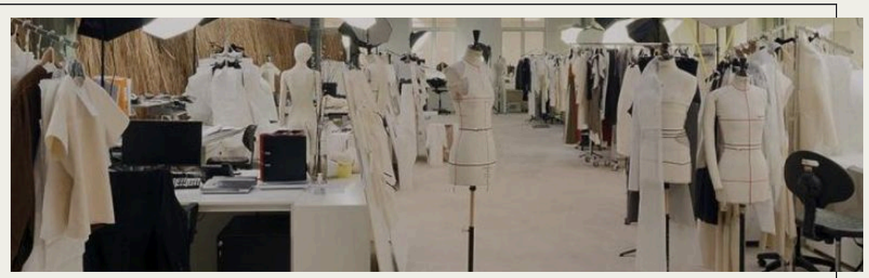
Brand	Country of origin	Production Countries
H&M	Sweden	Bangladesh,India
ZARA	Spain	Venezuela
Bershka	Spain	China
Pull&Bear	Spain	Vietnam
Primark	Ireland	China

PRODUCTION OUTSIDE EUROPE-WHY?









cheap labor

Cheap labor means paying workers very low wages.
It is often used in developing countries and exploitation of workers.It allows companies to produce clothes at low costs which helps them sell products at cheaper prices

fast mass production

Mass production is the process of making large amounts of clothing very quickly. It helps companies lower costs and keep up with trends, but it often causes waste and environmental pollution it also leads to overproduction.

lower prices means higher profits

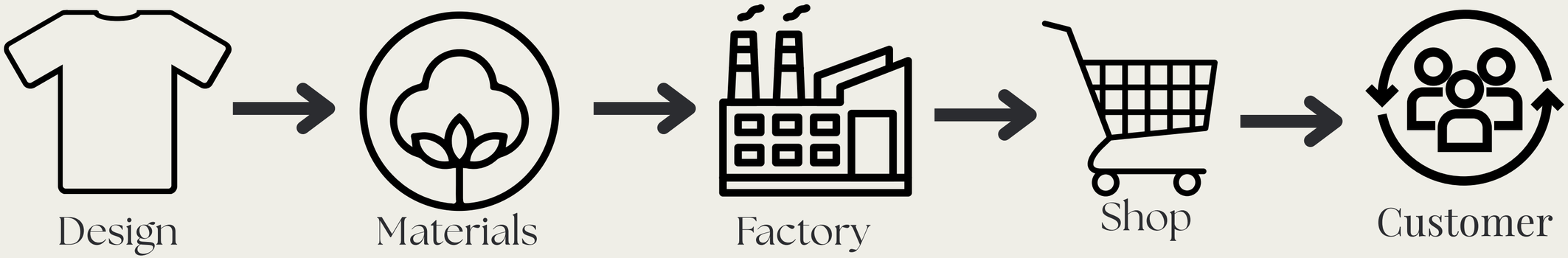
Lower prices attract more customers and increase sales. When more people buy the products companies earn more money overall.As a result, companiesfocus on selling large amount rather than quality

Long working hours

Long working hours mean that workers spend many hours in factories. They often have little rest and a few breaks. This causes a lot of physical and mental problems

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FASHION PRODUCTION CHAIN



The fashion production chain involves several stages, from designing and sourcing materials to manufacturing and selling the final product. First, designers create the concept and choose fabrics. Then, materials are sourced from suppliers. After production in Factory, the clothes are distributed to stores or sold online. Finally, consumers purchase the items, completing the chain.

PROBLEM WALL

Problems caused by fast fashion:



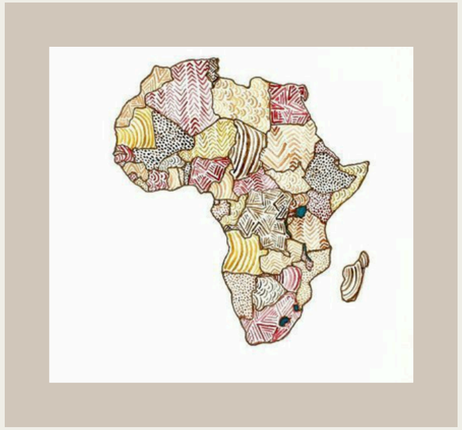
Poor working coditions

- low wages
- long working hours
- unsafe factories



Environmental pollution

- water pollution from dyes
- high CO_2 emissions
- air pollution



Textile waste exported to Africa

- Secondhand clothes dumped in landfills
- local clothing buisnesses destroyed



Overproduction

- Too many collections each year
- clothes worn only a few times
- unsold clothes destroyed or burned

RESPONSIBILITY-WHO IS RESPONSIBLE?

Reason

Companies

- produce clothes very fast
- cheap labour
- little care for the environment

Cause

Consumers

- buy too much
- follow trends
- throw clothes away

Effect

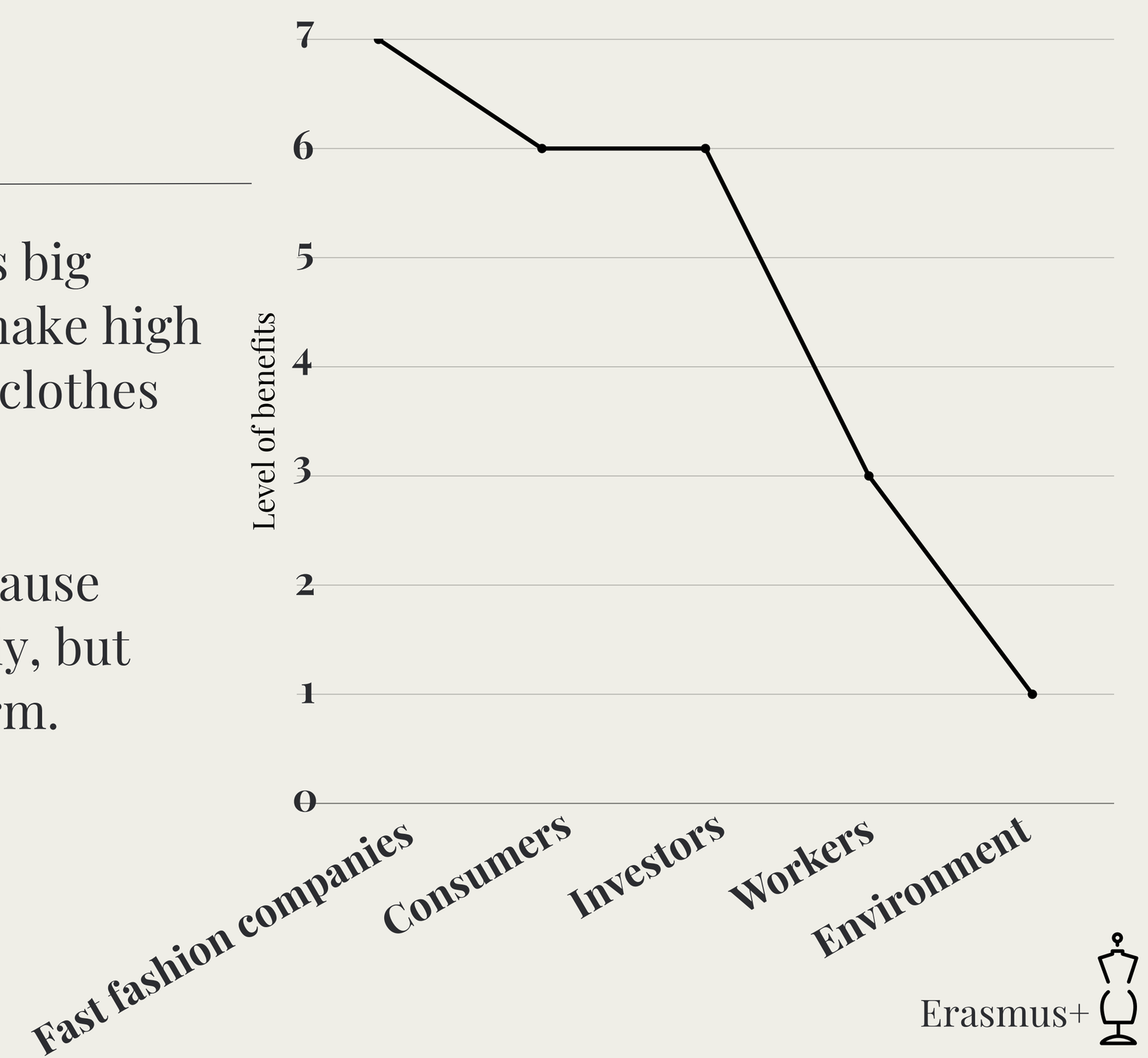
Result

- pollution
- waste
- worker exploitation

BENEFICIARIES

Fast fashion mainly benefits big clothing copmanies. They make high profits by producing cheap clothes very quickly.

Consumers also benefit because clothes are cheap and trendy, but this benefit is only short term.



Thank you!



CHOOSE WISELY -FAST FASHION HAS A COST

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