FAST FASHION
FASHION INDUSTRY

THE MEANING OF

FAST FASHION

Fast fashion is the production of cheap and trendy clothes made very quickly. People buy them often, but the clothes are low quality and can harm the environment and workers.

WELL-KNOWN EUROPEAN FASHION BRANDS

Originate from Poland.

Their clothes are produced mostly in Asia. (the capital of Bangladesh)

Originate from Germany.

Their clothes are produced in China and Bangladesh

Originate from Sweden

Their clothes are produced in China, Bangladesh, Birma and Cambodia

Originate from Ireland

Their clothes are produced in China, Bangladesh, India and Pakistan.

Originate from Spain

Their clothes are produced in Spain, Portugal, Maroko and Turkey

DICTIONARY

Designer – a person who creates ideas and plans for products or clothes.

Producer – a person or company that makes goods to sell.

Consumer – a person who buys and uses products.

Production chain – the steps involved in making a product from start to finish.

clothing items – pieces of clothing, such as shirts, pants or dresses.

Brand – a name or symbol that identifies a product or company.

Supply chain – the system of people and companies that move a product from raw materials to the customer.

Factory – a place where goods are made using machines and workers.

Labor – the work done by people to produce goods or services.

Raw material – basic materials used to make products.

Country of origin – the country where a product is made.

WORLD MAP

H&M
NEW YORKER
PRIMARK
PRIMARK
sinsay
NEW YORKER
PRIMARK
PRIMARK
H&M
H&M
H&M
Bershka
Bershka
Bershka

FASHION PRODUCTION CHAIN

1. Raw materials – getting natural or synthetic materials, for example cotton or polyester.
2. Fabric production – turning raw materials into fabric.
3. Design – creating ideas and designs for clothes.
4. Pattern making and cutting – making patterns and cutting the fabric.
5. Sewing – sewing the pieces of fabric into clothes.

6. Finishing and quality control – adding final details and checking the quality.
7. Branding and packaging – adding labels and packing the clothes.
8. Transport and distribution – transporting clothes to shops.
9. Retail sale – selling clothes in stores or online.
10. Consumer purchase – buying the clothes by the customer.

BENEFICIARIES

While consumers enjoy cheap fashion and governments gain some economic activity, fast fashion companies and their investors benefit the most from the production process, gaining the largest financial rewards at the expense of workers and the environment.

Brands like Shein, Zara, H&M, and Primark gain the most because they:

- Produce clothes at very low cost using cheap labor and materials
- Sell huge quantities with high profit margins
- Quickly copy runway or social media trends and bring them to stores within weeks
- Shift production risks to suppliers in developing countries

PRODUCTION OUTSIDE EUROPE

Fashion brands produce clothes outside of Europe because:

- materials are cheaper and more readily available,
- labor costs are lower,
- environmental regulations are less strict,
- mass and fast production is possible.

The result is lower final clothing prices, but at the cost of the environment and working conditions.

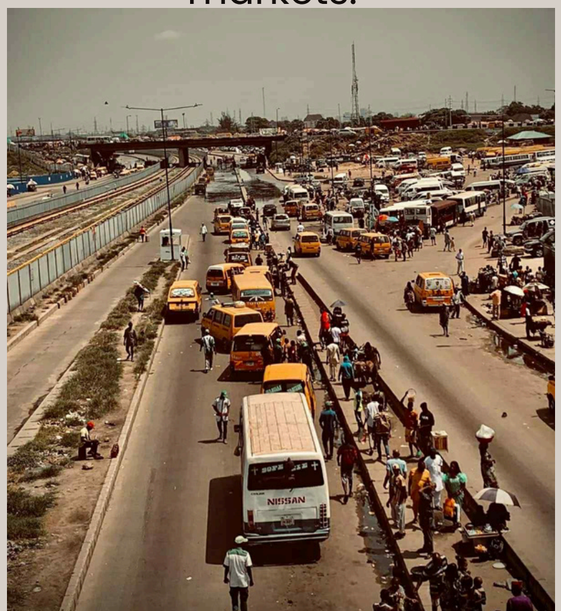
PROBLEM WALL

Environmental polution
- Fashion = high CO_2 emissions
- Water pollution from dyes
- "The fashion industry pollutes rivers."

Overproduction
- Hundreds of collections per year
- "Clothing produced faster than we can wear."

Waste
- Most clothes end in landfills
- "Only 1% of clothes are recycled."

Textile waste export to Africa
- Used clothes harm local markets
- "Second-hand clothing floods local markets."



Problems with Working Conditions:
- Long hours and overtime
- Poor ventilation or temperature
- Noise and distractions
- Heavy or repetitive work
- Lack of safety equipment
- Stressful environment

RESPONSIBILITY

1. How European brands cope with fast fashion problems

a) Switching to more sustainable materials
• Many brands invest in organic cotton, recycled polyester, and plant-based fabrics

b) Reducing overproduction and adopting “slow fashion” models
• Some brands decrease the number of collections per year, focusing on quality rather than quantity.

c) Recycling and clothing return programs
• Brands encourage customers to return old clothes, which are then processed into new products.

d) Transparency and ethical production
• European brands increasingly reveal information about factories and working conditions.

2. How European consumers respond

a) Conscious shopping
• More people check labels and choose brands that declare sustainable production rather than just low prices.

b) Second-hand and used clothing
• Vintage stores and platforms like Vinted, Depop, or local thrift shops are becoming more popular.
• Consumers prefer buying second-hand clothes instead of supporting fast fashion.

c) Repair and upcycling
• People extend the life of clothes through alterations, mending

d) Pressure on brands
• Consumers, activists, and media demand social and environmental responsibility from companies.

THANKS FOR WATCHING AND LISTENING

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