



# The cost of cheap fashion

action: podcast

Clothing has become cheaper and cheaper over the last thirty years. Where once teenagers may have received clothes twice a year and/or at special occasions, some now may buy fashion items every week – and throw them away after they've been worn a couple of times. However, 'fast fashion' comes at a cost.

Investigate the impact of cheap clothing on workers in the cotton industry and the factory. What can consumers do to ensure that the products they buy are helping to create good jobs for workers in the supply chain, and are not produced using forced labour or child labour? How can young people as consumers be encouraged to purchase ethically sourced clothing? What is 'ethical fashion'? What do our clothing purchases say about who we are?

Can you raise awareness of ethical fashion around the school campus (especially in relation to brands found locally)? Can you be instrumental in designing and creating a line of ethically produced clothing?

## GLOBAL CHALLENGE

### What is fast fashion/cheap fashion?

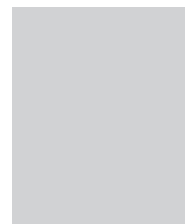
Fast fashion is a part of a clothing industry which consists of clothes that are made to start and follow current trends that change really fast. These clothes, sold in mainstream stores are usually made out of cheap materials, and in mass production. They are usually produced by children or underpaid adults that are abused in order to produce massive amounts of cloth. We need to stop buying cheap clothing that is produced unsustainably, as the damage right now is on a very large scale. It is said that the average woman in Australia buys 27 kilos of clothing, only to throw away most of that the next year. only 15% of our clothing is recycled and most of it is dumped after being worn once, when the amount of water used to make a cotton tee shirt could have been enough for a person to have sufficient drinking water for 3 years.

Not only is drinkable water wasted, but washing clothes sends out microplastic to the oceans and contributes greatly to water pollution, making this industry the second largest water polluter/consumer. the inhumane production of this clothing sometimes resembles conditions of very hard labor that has gone on in history, and millions of people are involved in the textile industry.

In fact, only 3% of the clothes Americans wear is actually made in america. There have been thousands of deaths in accidents due to negligence in the industry, including the sadly famous Rana Plaza building collapse in bangladesh. there are countless problems that come with the labor the workers have to do, but many LEDC countries do not have solid laws when it comes to labor, so it is very possible for children to have to work extreme hours for a barely sufficient amount of money.

While this is all terrible, we have learned that we can change this. fast fashion is based on trends and we need to promote more environmental fashion as something that people will want to buy. prices will be higher but it all comes down to choosing quality over quantity. if you do not have the means to by from small local environmental stores (as well as buying environmental clothing, you also support smaller businesses other than multi-million dollar corporations) plenty of sites and second hand stores are available to buy your clothing at for very cheap.

## EXPERT CONSULTED



Edward Girardet,  
Founder, Global Geneva.

## LOCAL ACTION

Our local action is linked to the global issue because we want to raise awareness, and we are planning on doing that by producing a podcast made to inform people of how big and damaging this industry really is. Using facts we are also going to entice people to change and buy better clothing. We choose to do this because it's a simple yet effective way to quickly raise awareness and podcasts are really entertaining and easy to listen to at anytime (accessibility) and because of the CoronaVirus, we haven't been able to expand our project like we wished to do. After doing our podcast, we were hit with how serious the issue really is. Our original project before Corona was doing a clothing drive so we had to adapt but a podcast means all age ranges can listen and partake, whereas with a clothing drive, getting the whole y9 involved would be a challenge.

## THE TEAM



Lorenzo Aedo



Emma  
El Shami



Sasha Pappe



Marco Di Ianni



Mélina  
Le Mentec



Arnaud  
Larochelle