

**Fast Fashion**  
*fuels a hyper-production and hyper-consumption crisis.*  
**The issue is simple: too much stuff, too much speed, too much waste.**

# too much stuff



Over 100 billion clothing items and 23 billion pairs of shoes are produced each year—12 times the number of clothes and 2.8 times the number of shoes relative to the global population.

We now buy 200% more clothes annually than we did 20 years ago and wear them 40% less.

# too much speed

from **2** to **52**



Ultra-fast fashion brands like Shein release roughly 10,000 new products each day.

**fashion seasons**

# too much waste

**11.6**

Kilos of textile waste generated per person in the EU in 2020

**37**

Kilos of textile waste generated per person in the US in 2020



**92** Million tons of global textile waste per year



3 in 5 garments end up in landfills annually.

# 5 ways fast fashion negatively influences our relationship with clothes:

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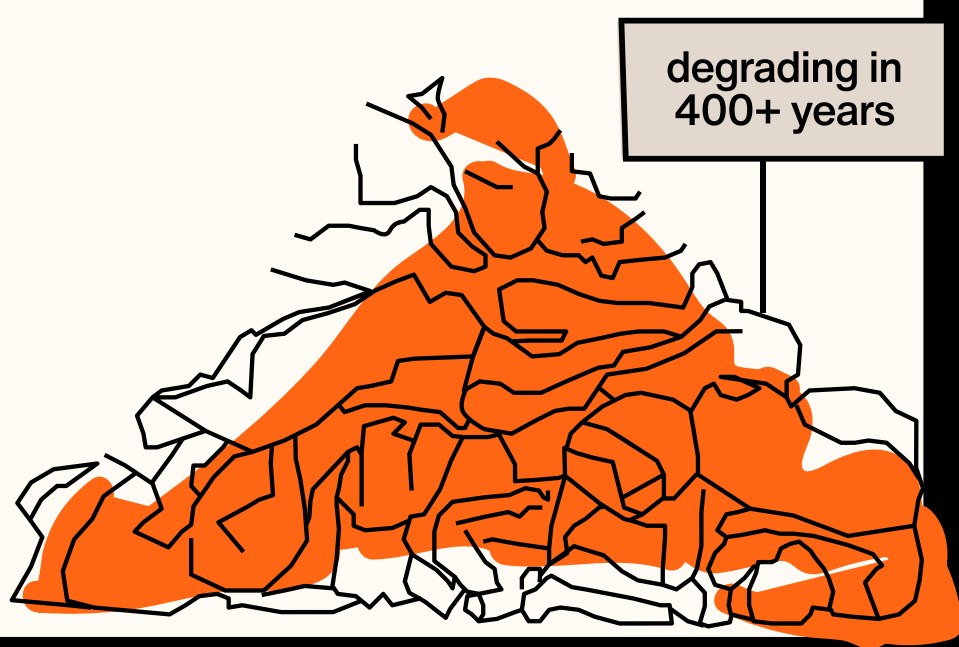
## Newness

The constant influx of new content can be both exciting and exhausting, leading to endless scrolling and a heightened urge to buy. Brands inundate our feeds with weekly promotions, distracting us from our current possessions and often leaving us feeling unfulfilled.

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## Very low pricing

Ever been tempted by a bargain, only to end up buying more than you needed? Low prices lure us in, but they can lead us to spend more on clothes we don't actually need.

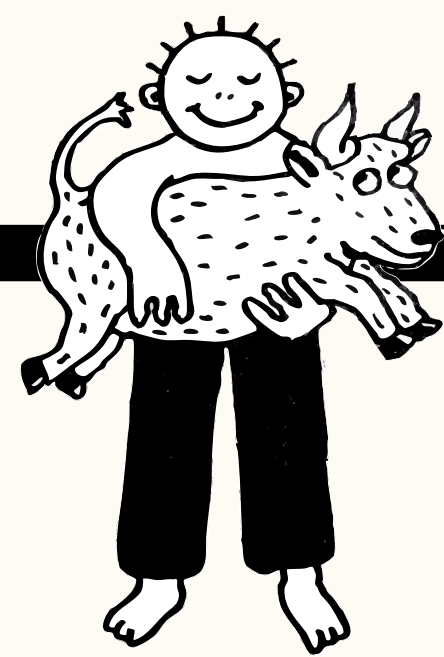


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## Illusion of Scarcity

Fast Fashion brands make us think they have only a few items available to push us to buy what we see right away. Want to test if something is really running out? Ask brands how many 'limited edition' items they actually produce. A simple question can reveal a lot!

SUSTAIN-A-BULL!



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## Price Anchoring

A high initial price is presented alongside a discounted price to create a perception of value. The idea is that we form a mental "anchor" based on the initial price, and the lower price seems like a great deal in comparison.

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## Green and Socialwashing

As we become more aware of environmental and social issues, many brands try to trick us into believing that buying their products will make the world better. These practices are dangerous and already illegal in many places.

OR SUSTAINABLE?

# 10 things you can do *to make hyper- consumption go to waste:*

Your voice has the power to inspire change. Why not share these impactful actions with your community and help turn the tide on hyper-consumption?

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## Keep in sight keep in mind

New clothes often push older ones to the back of our closet. Try placing new purchases behind older items to keep your wardrobe visible—or limit your wardrobe to only what you can easily see.

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## Audit your closet

We often accumulate more clothes than we realize and forget what we already own. When was the last time you assessed your wardrobe? Now's the time. Fill in the blanks:

I own  items of clothes,  accessories and  pairs of shoes. The oldest item I have is  years old. I have  items that I haven't worn in over a year.

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## It's okay to repeat outfits

Wearing the same outfit more often is perfectly fine! Normalize repeating your favorite looks, reduce waste, and focus on what makes you feel great. Confidence in repetition is key.

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## Is it an impulse buy?

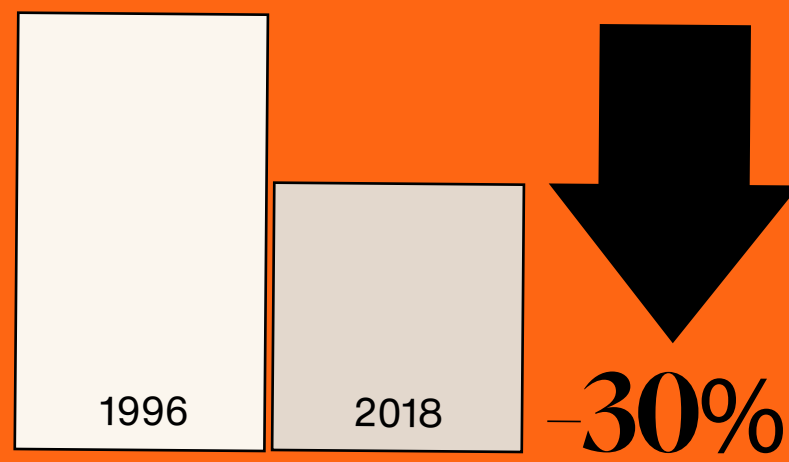
We shop to boost our mood, often without realizing it. Fast fashion plays on this by rushing us into purchases. Before buying, ask: How do I feel? Do I really need this? Is this solving another need?

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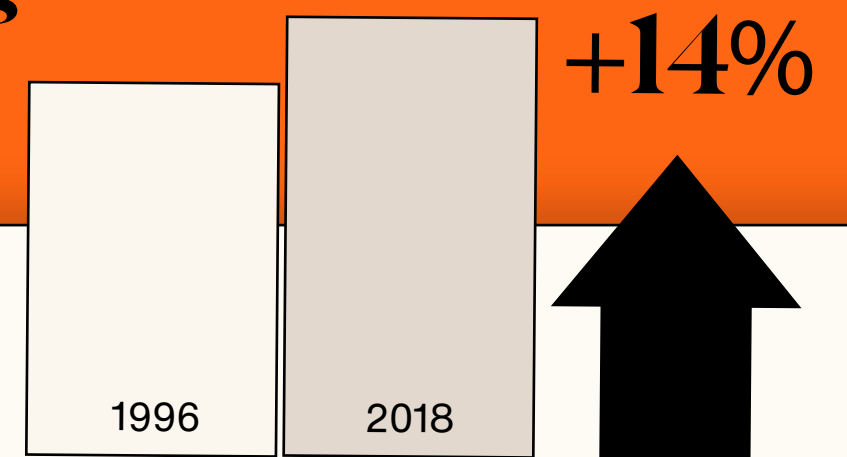
## Beware of the price trick

Fast fashion's low prices lead us to buy more, often without realizing it. While clothing prices dropped by 30% between 1996 and 2018, overall spending increased by 14%. Invest in quality to save in the long run.

### Clothing price



### People's actual spending



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## Product care tips

Proper care makes clothes last longer. Check labels for washing, drying, and ironing instructions, and handle each item accordingly. This helps preserve quality and extend your wardrobe's life.

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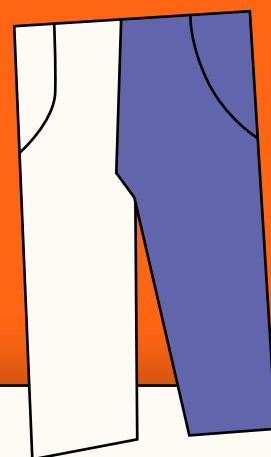
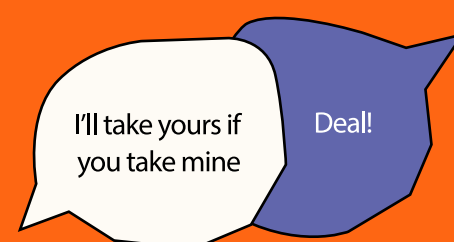
## Ask the right questions

When buying new, ask who made your clothes, where they were made, and what materials were used. Check their worker welfare policies to ensure responsible, ethical fashion choices.

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## Organize clothing swaps

Join or host clothing swaps with friends and family to refresh your wardrobe without buying new. It's a fun, sustainable way to trade items and find hidden gems, all while reducing waste.



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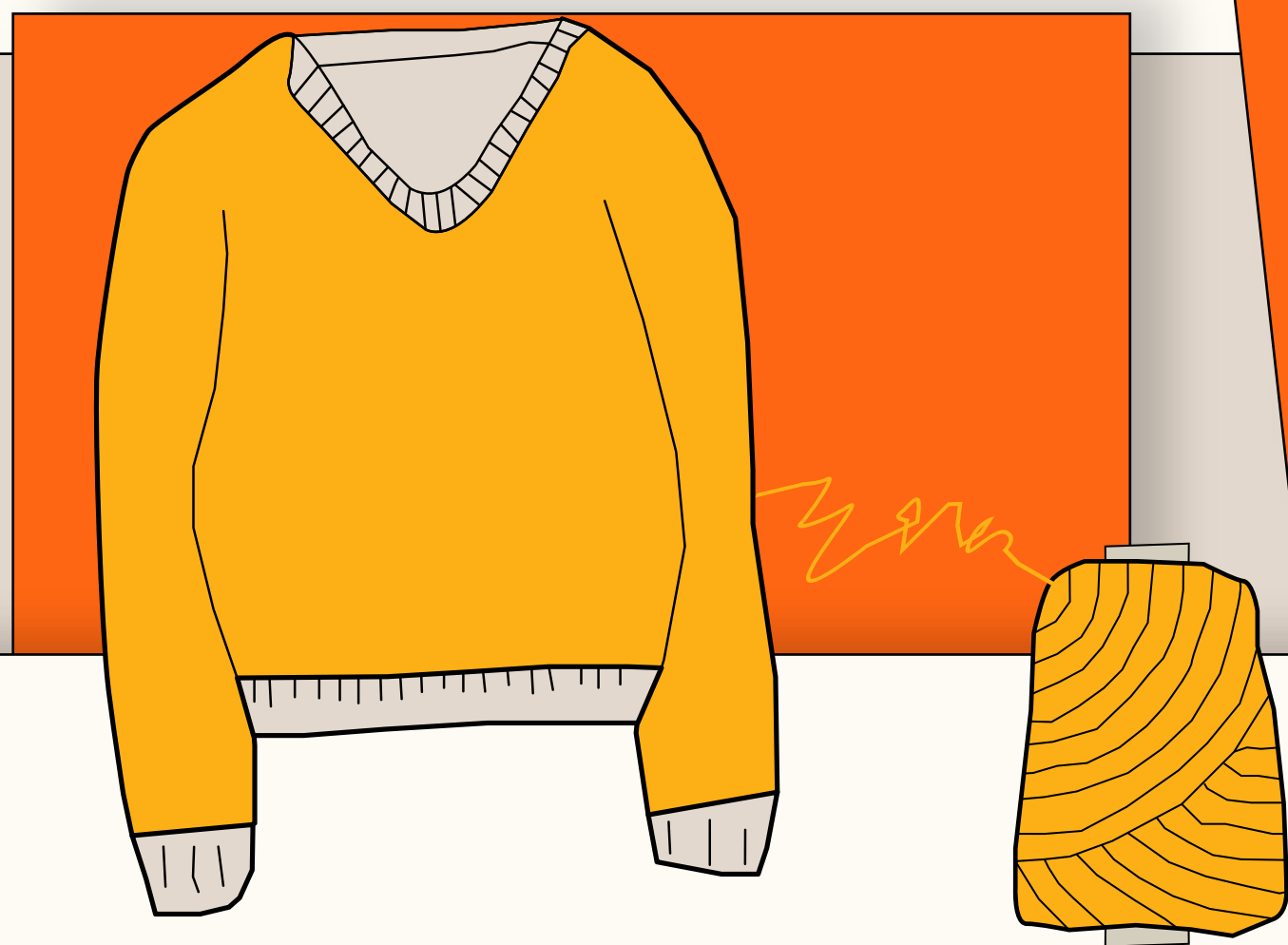
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## Buy second hand

This is one of the best and most enjoyable ways to create a more sustainable wardrobe. It reduces landfill waste, conserves resources, gives items a second life, and adds unique pieces to your collection—all at a lower cost than buying new. You may need to search patiently and stay alert, but the hunt is part of the excitement!

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## Repair, repair, repair



Repairing and mending isn't a sign that we can't buy new things; it's a statement that we can't afford to waste. What was once seen as a source of shame is now something to take pride in. Repairing our clothes is practical, symbolic, creative, and original—a bold, trendsetting, and revolutionary way of saying: These clothes represent me, my values, my story.

**There is life in what we wear.**

*The idea that consuming fast-fashion is the only way to enjoy fashion has to be the next big thing to go to waste.*