

IMPACT

Addressing the Harmful Effects of Fast Fashion

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Fast fashion, the rapid production of cheap clothing made for trends that will only last at most a month, is increasingly becoming more popular. Fast fashion damages both the environment and the workers that are put to work long hours but are underpaid. These issues are overlooked by online shoppers due to the fact that they are unaware of its unsustainability and harsh working conditions. Although, this problem of unintentional ignorance could be avoided if fast fashion companies were transparent with the work they are doing alongside as working towards fixing these issues regarding sustainability and the workers' conditions. The combination of these two would decrease the number of people willing to purchase from there, while those that need these jobs at these companies would still have a job, and lastly, those that are in dire need of clothes would be the ones purchasing from these places that sell clothing for low prices.