



INTEGRITY

Fast Fashion Module



Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin



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At What Cost?



Rethinking the Fast-Fashion Industry



Created by Paul Verhulst
from Noun Project

What is fast-FASHION?



'Soft shells', Libby Oliver, 2017.

Where are my clothes made?

FASHION REVOLUTION | RESOURCES

WWW.FASHIONREVOLUTION.ORG

Worksheet: Where are my clothes made?

Look at the 'Made in' label on your clothes and find out in which countries they were made.

Find the countries on this map and draw a line between them and the country in which you live.

Write your name and the item of clothing you have researched (e.g. a sweatshirt) on the line.



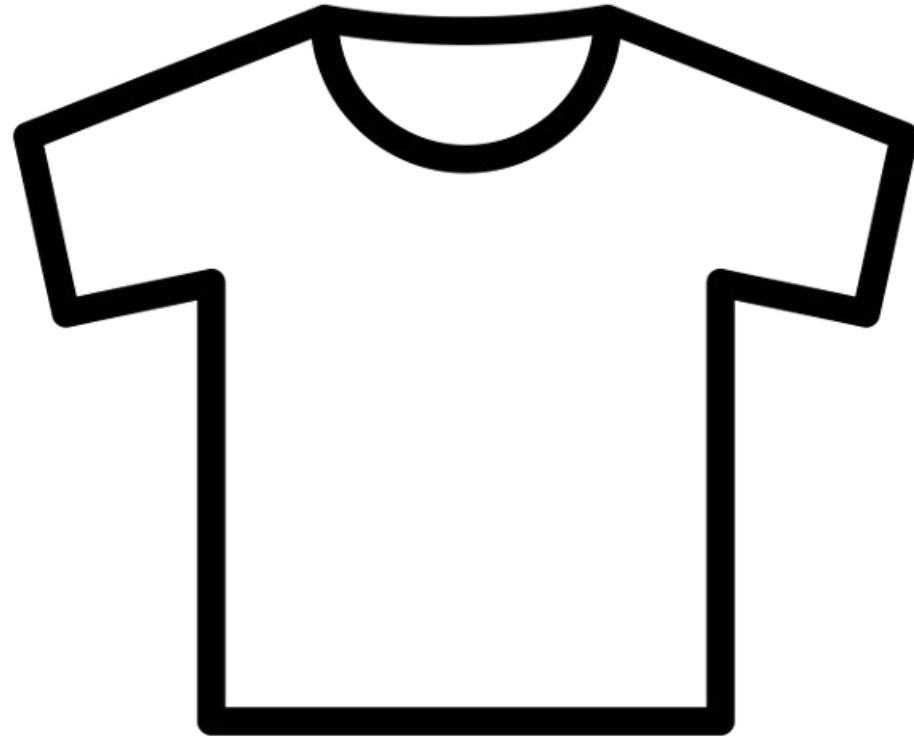
Where are my clothes made?



"Rana Plaza disaster anniversary action on Oxford Street" by tuc.org.uk is licensed under CC BY-NC-ND 2.0

The 4C's of Fast Fashion

1. Conditions
2. Composition
3. Culture
4. Consumption



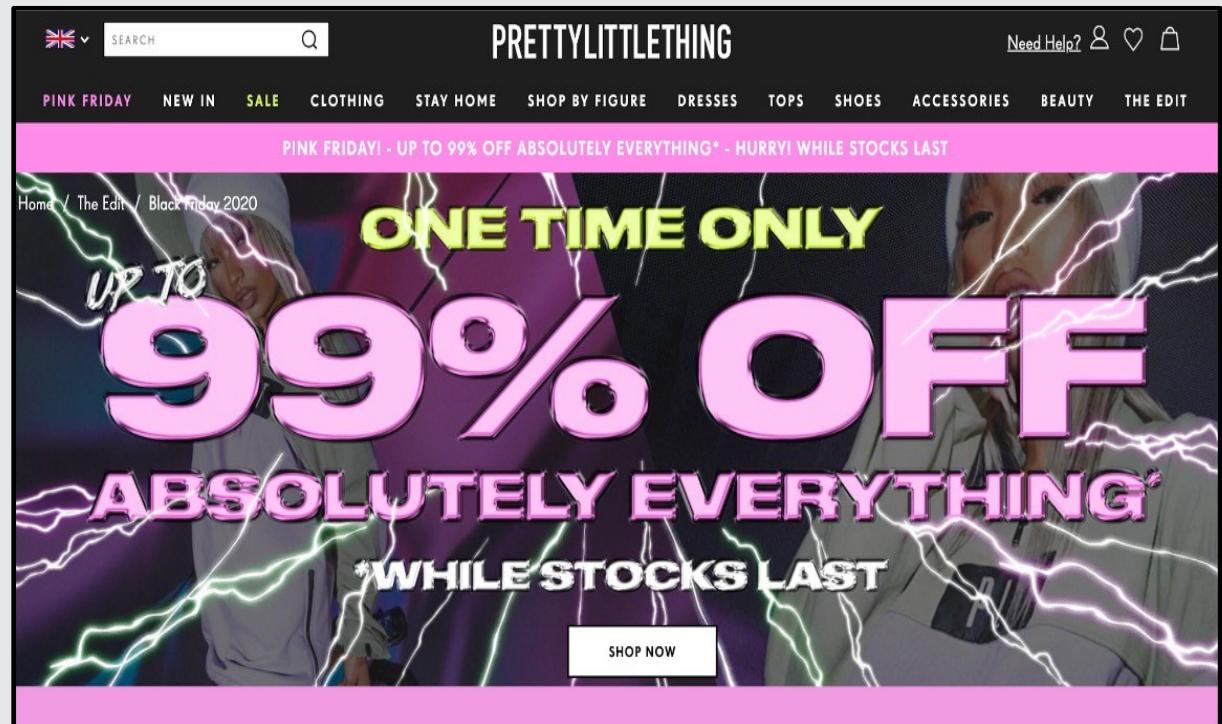
Created by Deemak Daksina
from Noun Project

01 Conditions

Black Friday sale in 2020,
by the brand Pretty Little Thing.

The sale offered 99% off every
item of clothing.

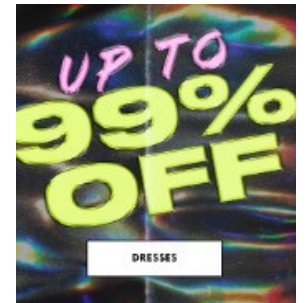
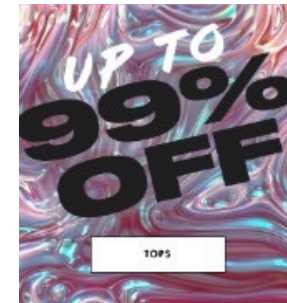
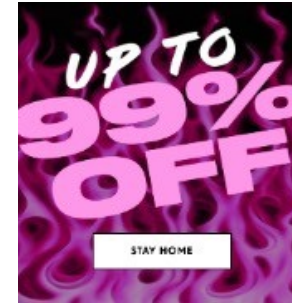
This meant there were items
available to buy for 0.01cent.



01 Conditions



Created by Wichai Wi
from Noun Project



01 Conditions

Would you continue to buy from these brands if you knew they had very low welfare and environmental standards?

What could you do to encourage others to stop buying here as well?

T.K. MAXX

MISSGUIDED

boohoo.com



Created by Luis Mierloborena
from Noun Project



02 Composition

How many litres of water does it take to make one cotton t-shirt?



Created by Deemak Daksina
from Noun Project

02 Composition

Up to 2,700 litres

That is over two years worth of drinking water for one person.



While it takes approx 342 million barrels of oil each year to produce plastic-based textiles .

Synthetic textiles are not degradable, and release microfibres back into the ocean.

Created by Deemak Daksina
from Noun Project

03 Culture: Label the truth

Elizabeth Illing, @project_stopshop, created this image based on real statements she heard during interviews.

Can you relate to this statement?



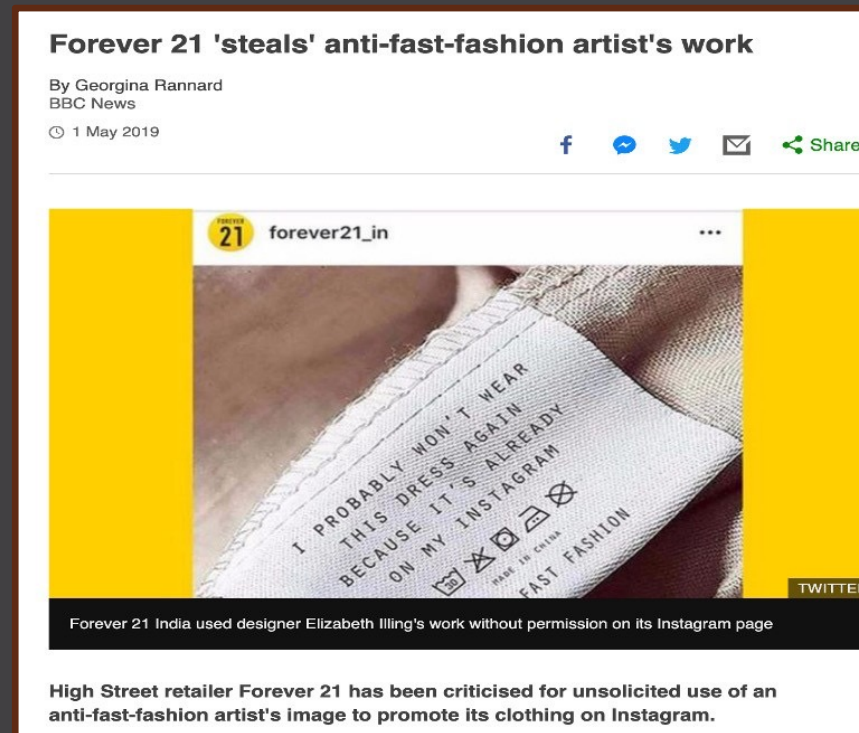
What's your honest label?



Label the truth: Stolen work

Just as quickly, Forever21 copied Illing's work without permission, to promote exactly what she was fighting against.

Why do you think this happened?



<https://www.bbc.com/news/blogs-trending-48122040>

Zara also accused of
stealing work from various
designers like tuesday
bassen



"Zara" by Leif (Bryne) is licensed under CC BY-NC-ND 2.0

Our robots are
now capable of
stealing for us

How bots are stealing artwork from artists on Twitter

By Tom Gerken
BBC UGC & Social News

🕒 17 December 2019



A popular piece by one of the artists whose art was stolen by automated systems

Debate:

Social media influencers have the power to create positive change

Do you agree?



Created by mpanicon
from Noun Project



TEXTILE MOUNTAIN

THE HIDDEN BURDEN OF OUR FASHION WASTE

04 Consumption



Europeans throw away **2 million tonnes** of textiles each year. Every second, one garbage truck of textiles is landfilled or burned.



Globally, **70%** of our donated clothes are exported to Sub-Saharan Africa.



Around **half of these end up in local landfill**, contaminating their water systems with toxic and non-degradable textiles

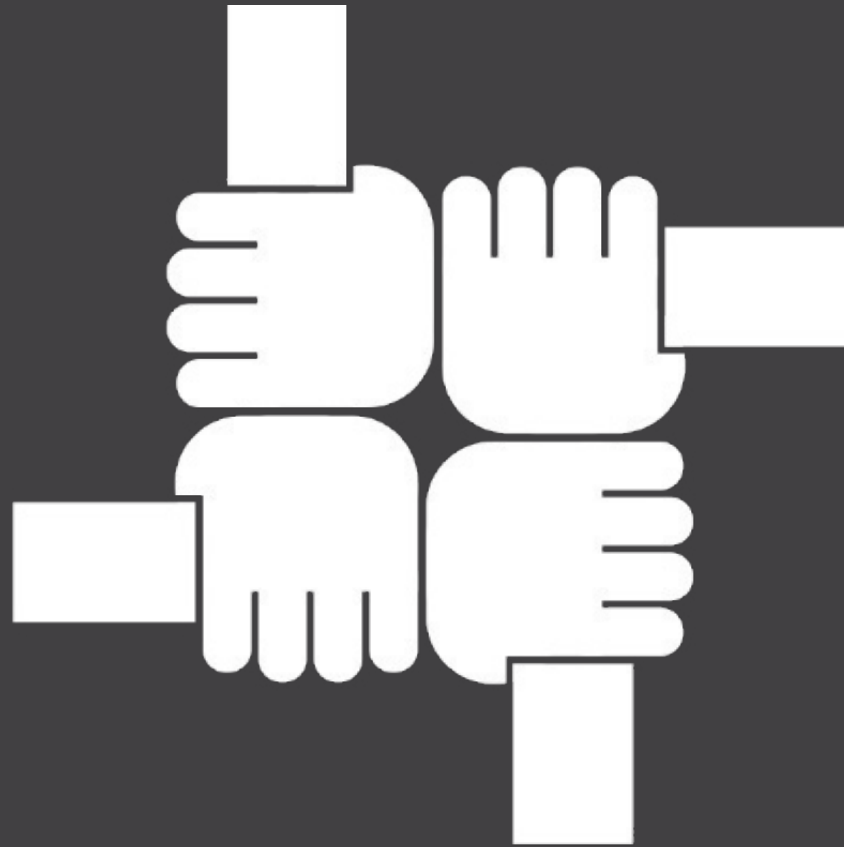


'There is no such thing as 'away'. When you throw something away, it must go somewhere'.

— Annie Leonard

<https://www.textilemountainfilm.com/>

What can
we do?



Created by Gilbert Bages
from Noun Project

Innovate



Created by Lia Rahdiah
from Noun Project



PARTNER CONTENT

by Lombard Odier

FORESTS INTO FASHION: HOW THE FASHION INDUSTRY IS TURNING TO FORESTS FOR THE FIBRES OF THE FUTURE

**Collaborate,
Create and
Innovate**



Created by Lia Rahdiah
from Noun Project



Create a new challenge or phone app, a clever advertisement, or even a local swapshop, creativity around reusing clothes can help reduce waste and can even turn into a profitable business model.

Here are more examples...

Collaborate, Create and Innovate



MaisonCléo	
mère et fille	
JULIE cotton blouse x1	
Details	
Fabric - 1,30 m x 10,00	13,00
Time of production - 2,5 hours	37,50
Paypal fees	3,99
Hosting website per item sold	0,30
Country tax	6,50
Marketing fees (shooting...)	8,00
One scrunchie	5,00
MC net margin	35,71
Packaging with recycled postcard	0,00
Custom with your measurements	0,00
All our love	0,00
Fight against fast fashion actions	0,00
Total	€110,00
~~~~~	
by Paypal - 6/11/2020	
	
6764416656272829	



@maisoncleo breaks down the cost of producing one garment for full transparency



Ethical brand ratings. There's an app for that.



@goodonyou_app has created a directory of brands, evaluating their ethical standards based on research and analysis of data



@wearenuw, an Irish phone app where you can borrow clothes from others

## Zine Time

*Create a piece of clothing, a challenge, an advertisement or an app that could help break the fast-fashion industry*

Is it created from a byproduct like seaweed or mushrooms or recycled waste?

Does it inspire others to collaborate and create a fair work environment?

Can it be used as more than just a piece of clothing? Is it biodegradable?

# Conclusion

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What are some of the key issues you think are problematic in the fast-fashion industry?



Can you think of creative solutions to these issues?



Do these issues come up in areas outside of business and fashion?

- [Fashionrevolution.org](https://fashionrevolution.org)
- [Project Stopshop](https://projectstopshop.com)
- [Global Garbs Labour](https://globalgarbslabour.com)
- [Behind the Label](https://behindthelabel.com)
- [War on Want](https://waronwant.com)
- [Goodonyou.eco](https://goodonyou.eco)



# Invitation to the Fashion Detox Challenge



Take part in the  
**#Fashiondetoxchallenge**