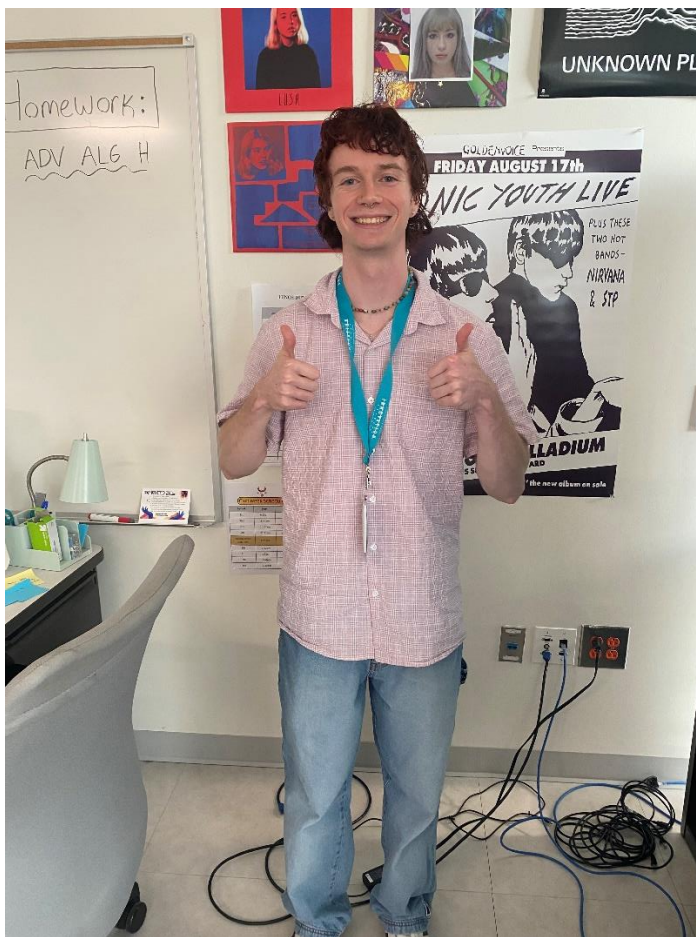


Ever since the 1970s, fast fashion has spread across the world and taken over the fashion industry as it's convenient, cheap, and easy to access. During Covid-19, fast fashions' popularity rose as people were confined to their homes and weren't able to go outside to buy, therefore forcing them to buy clothes online. This, in turn, resulted in rapid and accelerated environmental damages such as harmful microplastics being found everywhere and anywhere, clothing and plastics being found in the depths of oceans, and landfills being filled to the brim to the point where trash is spread far and wide the same way fast fashion's consumption is. According to Earth.org, "Of the 100 billion garments produced each year, 92 million tons end up in landfills." (<https://earth.org/statistics-about-fast-fashion-waste/>).

Waste causes all different types of pollution such as water pollution, air pollution, and land pollution. This harms the environment, destroys ecosystems, and is detrimental to biodiversity. Due to mass pollution, microplastics seep into the environment and have a negative impact on the health of wildlife as it is seen in DNA, blood, brains, and much more. The aftermath of buying billions of products from fast fashion companies is significant and is severely changing the world day by day, ecosystem by ecosystem.



Caption: Mr. Cardwell wears thrifted clothes instead of buying from fast fashion companies.

Fast fashion contributes to mass pollution. Due to this fact, others tend to stay away from such products. Some people rarely buy fast fashion in general as they prefer to thrift and buy from second-hand. Mr. Cardwell an algebra 2 teacher likes to give back to the people by donating instead of buying from mass corrupt cooperations. Mr. Cardwell notes that fast-fashioned items such as Labubus, Sonny angels, pens, and jewelry are quickly replaced and thrown away. Mr. Cardwell states, “Develop your own unique style and don’t follow trends since their going to die and dress in ways unique to you.” People buy different items and goods for the sole reason because they are trendy. Mr. Cardwell wishes to minimize the impact by trendy cycles instead of buying something popular in the moment for the sole sake or purpose of it being popular. Mr. Cardwell states, “Your outfit should tell me something about you as an individual.” Mr. Cardwell sees fast fashion as a last resort and thinks that people should not focus on buying whatever clothes are popular in fast fashion but rather what they actually like while still ensuring it’s safe for the environment. People wish to avoid buying fast fashion in order to reduce the environmental impacts caused by fast fashion. They instead shop in communities, at local stores, and in turn support small businesses.



Despite the environmental ramifications, people continue to shop at fast fashion brands such as Shein and H&M. This may be because people aren’t actively thinking about the pollution and waste derived from fast fashion while shopping. Selina Meghij (11) states, “I’m not actively thinking about how detrimental fast fashion is for the environment while shopping but if I was more informed, I would change my habits.” Selina thinks that by educating consumers to make smarter choices and raising awareness of the severity of the damage caused by fast fashion, it would help reduce the negative impacts. Selina states,

“I actively continue to shop fast fashion because of the low prices, convenience, fast shipping, and easy access via online websites.” Selina doesn’t think much about the consequences because fast fashion is advertised positively, however she agrees that the effects are pretty intense and detrimental. She thinks the main reason why it hasn’t been addressed as seriously is because people aren’t doing enough to stop it as it is widely used. If change does occur this would end up disrupting the market, people’s habits, and thus influencing people’s lifestyles.

Fast fashion, although it’s affordable and convenient, the repercussions it has on the environment are immense. The outcome negatively impacts people today and will continue to affect generations to come as its long-lasting effects hurt land animals, water animals, sky animals, trees, plants, and much more. The question of whether the pros outweigh the cons is still present. Fast fashion depends on its consumers, meaning if their customers stop buying then waste produced will decrease, leading to a decrease in overall pollution, microplastics being found in the bodies of animals and plants, as well as improving the environment’s ecosystems. The cost of an item is more than just the dollar in front of it.