

'FAST FASHION' AND THE MODERN DILEMMA

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Living in the day and age where everything is consumed instantly whether it is the latest news story or noodles, how can what we wear really lag behind. Surely gone are those days when the purpose of buying new clothes was pondered upon.

Befitting the pace at which our lives are being operated and considering the part that fashion industries have played in creation of demand for more has added subsequent power to the model of 'fast fashion'. As the term itself suggest this model promotes copying of high-end fashion designs and producing replicas of same for the masses at cheaper prices. This process not only involves exploitation of workers as they are not paid appropriately, it simultaneously forces them to work in inhumane conditions.

The Adverse Effects of Mass Production on the Environment and Human Life When products are manufactured with no regard for human life and with the sole intention of meeting the insatiable demand of the masses, it's easy to see that the quality of these products will be subpar. This type of manufacturing puts pressure on developing nations for cheap labor while using non-biodegradable substances and natural resources that cause irreversible damage to our environment. Additionally, mass manufacturing and consumption produce waste that exacerbates environmental hazards and the pressing issue of climate change. According to the article "Fast Fashion Pollution and Climate Change" by Nikita Shukla, released in February 2022 by Earth.Org, the statistics are alarming.



not only the global per capita production of textile has increased over the years, simultaneously, the “global consumption of apparel has risen to an approximate 62 million tonnes per year and is projected to further reach 102 million tonnes by the year 2030”. As a consequence, Shukla noted that both “pre-and post-production textile waste” has increased tremendously. But textile recycling still remains low and with almost “57% of all discarded clothing ending up in the landfills”, the risks to human life have also increased. Sustainable Fashion Brands and the Importance of Conscious Consumption While many people are drawn to the glamour and allure of the fashion industry, it's important to recognize the negative impacts of fast fashion on the environment. Although these concerns are often ignored, the rise of sustainable fashion brands in recent years offers a glimmer of hope. These brands prioritize longer-lasting, high-quality clothing and strive for a carbon-neutral fashion industry with a focus on social equality. While we cannot shift from over-consumption to conscious consumption overnight, supporting sustainable fashion brands is a step in the right direction towards reducing environmental damage.

REFERENCE:

FAST FASHION POLLUTION AND CLIMATE CHANGE | EARTH.ORG
SHUKLA, NIKITA. “FAST FASHION POLLUTION AND CLIMATE CHANGE”. PUBLISHED BY EARTH.ORG, 21 FEBRUARY 2022.