

# GONE IN A FLASH

Fast fashion has quickly changed the way people shop for clothes. For KU students, the ability to purchase clothes at a cheaper price has been beneficial, yet some wonder what impact it has on the global market.



SOPHOMORE AT KU



JUNIOR AT KU

## HOW HAS FAST FASHION CHANGED THE FASHION INDUSTRY?

"I think that fast fashion has drastically changed the fashion world. It's changed the mindset for people; instead of having quality clothing it's who can get it the quickest. There's no way for it to leave forever, but I think the future of fast fashion will be trying to make it sustainable as well as affordable."

## WHERE DO YOU USUALLY SHOP FOR CLOTHING?

"I don't believe in [fast fashion]. It's hard because so many big companies like Forever 21 are fast fashion so it's become so normalized. So, I try to thrift all of my clothes because I don't want to contribute to the issue. Not only am I not contributing to the problem but also limiting the environmental impact."

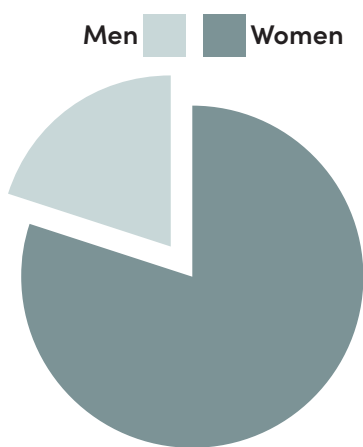


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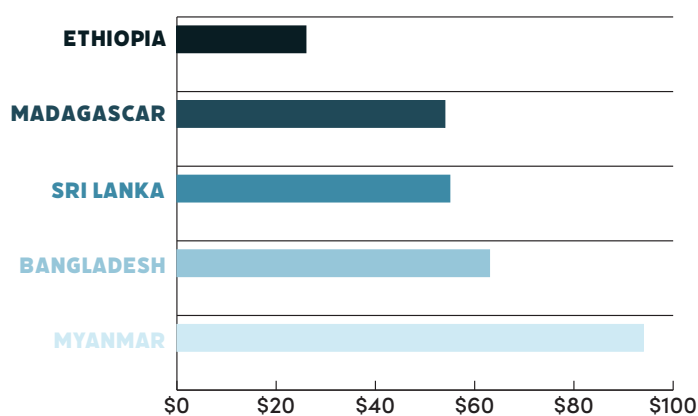
of the 100 billion garments made [...] will end up in landfill within a year."

## 80% OF GARMENT WORKERS ARE WOMEN

Many fast fashion facilities exploit their employees and rarely pay them a living wage.

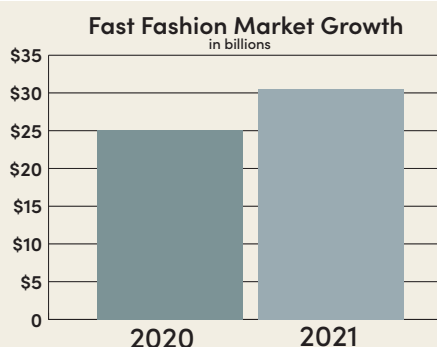


Countries with the lowest minimum wage for garment workers in 2019.



## FAST FACTS

Fast fashion has completely altered the way people shop for clothes. In 2020 the market produced nearly \$26 billion in profit, and it's expected to increase to \$30.58 billion by 2021.



"The fashion industry [...] is the second-largest consumer of the world's water supply."



SOURCES:

<https://cleanclothes.org>  
<https://www.globenewswire.com>  
<https://www.minimum-wage.org>  
<https://www.weforum.org>