

Slow | Fast Fashion

Key Definitions

Fast Fashion:

Describes the rapid production of fashion clothing for the mass-market. A 'just-in-time' manufacturing system and integrated supply chain enable retailers like H&M and Zara to respond quickly to changes in fashion trends and get new designs to the shop floor in as little as two to three weeks.

Slow fashion:

All the alternatives to the fast fashion model; garments that last for a long time, garments that are shared, care-for practices. Kate Fletcher defined slow fashion as quality-based rather than time-based. the movement encourages slower production, unifies sustainability with ethics, and ultimately invites consumers to invest in well-made and lasting clothes.

[Conscious] Consumerism:

Webster defines consumerism as "the promotion of the consumer's interests" or alternately "the theory that an increasing consumption of goods is economically desirable." Conscious consumerism is the process of buying from brands that promote sustainable and eco-friendly products. In essence, this movement intends to balance the possible negative impacts of consumerism on the planet.

Down-cycling

The recycling of waste where the recycled material is of lower quality and functionality than the original material.

Some Further Reading

- 2011. Fashion and sustainability: The speed factor, HEIA Journal, 18 (2), pp26-34. Kate Fletcher
- 2004. The Ecology of Clothing, Fourth Door Review, No. 7, pp67-71. Kate Fletcher
- 2010, [The Living Wardrobe](#): A Redirective fashion practice by Jo Cramer.
- Textile Mountain: The Hidden Burden of Our Fashion Waste. Link to Documentary [here](#)
- What does Slow Fashion Actually Mean? Link [here](#)
- The Environmental Price of Fast Fashion, 1(4), pp189-200. Niinimäki et al. 2020. Link [here](#).
- Fast fashion explain in under 5 minutes: Link [here](#)
- What's wrong with the fashion industry: Link [here](#)

Check out Episodes #14, #15, #16, and #17 for the full interview with Dr. Jo Cramer and the Sustainable Fashion Industry

Key Arguments

Kate Fletcher . . .

Fletcher examined sustainability practices around the fashion industry and a need to consider alternative methods of production for garments. Fletcher considers the lexicon around the fashion industry, such as "fast" does not necessarily mean unsustainable as well as looks at the role of the consumer in the promotion and enforcement of conscious consumerism.

Jo Cramer (Our special guest) . . .

Cramer rethinks traditional garment construction methods, design strategies are being developed to prolong the use of the garment. Cramer examines adaptable design features and participatory design processes as means to recode the garment from transient, disposable commodity to valued, personal possession. The author's intention is to foster behavioral change in the fashion consumer and the fashion industry by demonstrating an alternative model of fashion practice that takes responsibility for the design agency of its products.

What you can do

- CONSUME LESS
- Educate yourself on your favorite brands; what are they doing to protect the environment, what are their corporate social responsibility policies, where are their items made, and in what conditions?
- Shop second-hand
- Change from cotton to organic cotton
- Avoid places that greenwash (do your research!)
- Show support for companies that are trying to be sustainable and environmentally conscious in their fashion and production practices

Check out this Bazar article on, "10 Simple Steps to Being More Sustainable" - link [here](#)

Check out some more tips on how you can shop sustainably and reduce your fashion environmental impact - link [here](#)

Some 10/10 movie recommendations that explore the impact and cost of the fast fashion industry - link to movie guide [here](#)

