

Chans' Finds

ZINE

Vol. 1

FAST

FASHION



What is fast fashion?

Fast fashion is the process of bringing clothing and accessories to trendy stores with these items being made at accelerated production times to meet the demand of its consumers. The standard business model for fast fashion is for a single garment to go from designer's scratch pad, to production then finally, hit store shelves in 15 days. This business model allows for shoppers to go in stores like Forever 21 and H & M at any given week and find something they've never seen before. Fashion lovers benefit from fast fashion because the prices are usually cheap so one can buy lots of garments without batting an eye. This type of shopping can be a problem as you will soon find out.



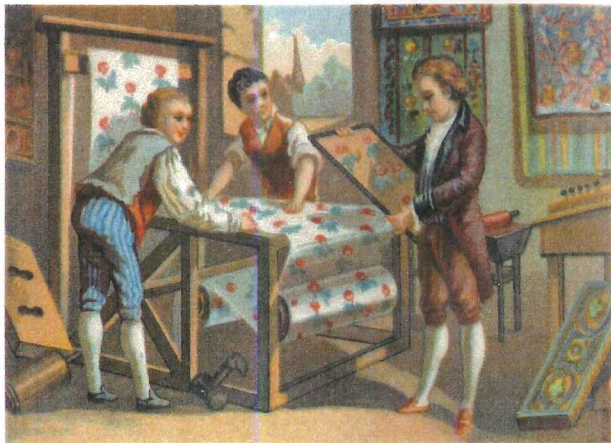
How did fast fashion come to be?

The concept of fast fashion has always been around since the 15th-17th centuries. During this time, one of the hot commodities to come out of India besides their yummy spices were their textiles. Indian textiles were adored all over the world because the material was constructed to be brightly-colored, light weight and durable. France at one point, banned the sale and replication (knockoffs) of these textiles. Once the ban was lifted, the French government worked with textile manufacture, Cristophe-Philippe Oberkampf to change the textile industry completely as they feared that the sale of Indian textiles would negatively effect the economy. Oberkampf used new-age printers to mimic the bright colors of Indian textiles, on cheap fabric. The cheap fabric was used for his short-run fashion designs in hope that people could afford to buy his designs more frequently. His designs also featured current politics and culture, which people would wear to keep up with the times. Oberkampf one of the first fathers of fast fashion.

Cristophe-Phillippe Oberkampf

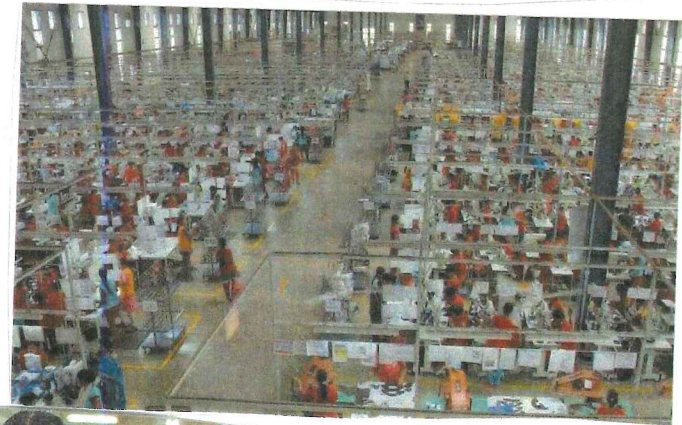


17th Century fashion



The faces behind our fashion...

The bulk of our clothing is made across the ocean in countries like India and China. The reason why our clothing is made in places like Bangladesh and Cambodia is because the labor laws are very lenient and for the most part there are no unions. The workers are often paid per garment and work up to 12 hours a day. A self-employed worker from Bangkok may earn \$28/7-hour day. In Lahore, a worker who works from home might make about \$110 a month. (wiego.org) There are about 40 million garment workers and 85% of them are women. (The True Cost) Women are contracted for this type of work because they are seen as docile and nonresistant, thus they are less likely to fight back when their human rights are violated. There are many instances where there is work place violence is present in the form of verbal, psychological and physical abuse, unwanted sexual advances and more. (Cleanclothes)



Workplace hazards and accidents

Many garment factories that produce fast fashion overseas do not keep up with the maintenance of their buildings. Safety codes exist to make sure that buildings and homes that people work and reside do not become a hazard. There have been many instances in fashion history, check out the most known work place accidents.

The Collapse of Rana Plaza

On April 24, 2013 a garment factory called the Rana Plaza in Bangladesh collapsed killing 1,127 people. This building where the factory was constructed with poor quality material and where there once had been a swamp. Before the collapse, workers informed the managers of the cracks in the building and expressed fear for their safety. Management told the workers to get back to work.

The Triangle Shirtwaist Factory Fire

On March 25, 1911 the Triangle Shirtwaist Factory in the Asch Building in New York started on fire, possibly by a cigarette butt that had been thrown in a cotton bin. The fire took place at the top three floors of the building and claimed 146 lives of garment workers; many were immigrant women. Women had tried to escape by taking four trips on the one functioning elevator (the building had three other broken elevators) before it broke, the stairs and some even jumped out of windows as they preferred to die from a 10-story fall than by flames. If the all elevators worked, the doors from the stairs didn't open in-ward, the fire escape was larger and if the sprinklers worked, more lives would have been saved. This unfortunate event was preventable but it also made enforcement of these codes possible for better and safer work environments. This event also led to the birth of labor unions in the U. S.



Looking
for
loved ones
↓



The environmental effects

Fashion production is one of the leading industries in pollution, next to the oil industry. Thousands of gallons of water are used to produce garments for the "wet process" portion of production. There are also lots of harmful chemicals used to make clothes durable. These chemicals do not break down easily, so when production waste flows into bodies of water they have the potential to linger around the earth for hundreds of years. Those chemicals also make their way in to the human food chain.



People have the tendency to either donate or throw away the clothes that no longer hold our interest, but just because it is out of your life doesn't mean its gone for good. Only a small percentage of the clothing gets sold or repurposed when donating, the rest gets either shipped overseas to burden other countries, thrown away, or incinerated. When those clothes are sent overseas they also in some shape or form get thrown away and sit in landfills, not breaking down.

Numbers and facts to know...

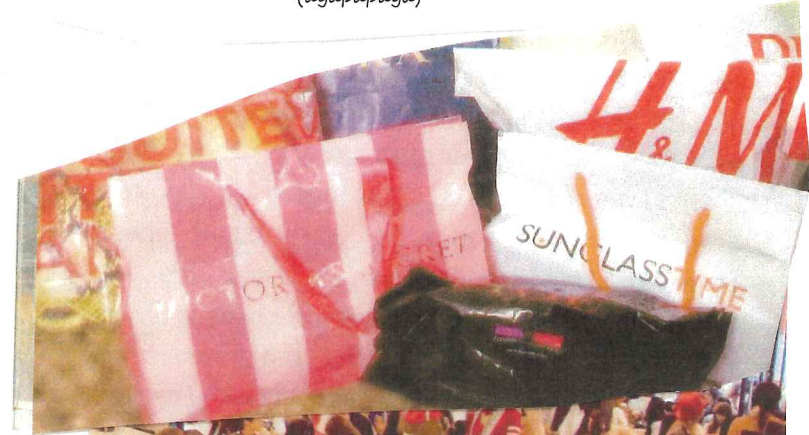
-99 billion gallons of water are used to make clothing a year

-The textile industry contributes to 17-20% to water pollution on a world-wide scale

18-39 gallons for every two pounds of clothing during the dyeing process

-Tee shirts have carbon footprints! One tee shirt has a 33lb footprint

(ayapapaya)



We need
to make
these
connections



Fast fashion influencers

The everybody knows that big names like Nike, Victoria's Secret and H&M have their ways to influence the public using ads in various media, celebrity influence and other forms of marketing. But with the technology of today, anybody can be an influencer. Bloggers and video bloggers also known as vloggers have platforms where they are free to express themselves to their "followers". In today's day and age anytime anybody wants to learn about something they use the internet to learn, this is when the vloggers become the teachers. Beauty and fashion bloggers use platforms like YouTube to teach like-minded individuals how to shop sensibly and show them what trends they should be buying. Some bloggers are so successful at telling people what to buy, advertisers start to pay them to run ads on their sites or videos. These fashionistas also enjoy showing off their "hauls" or mass amount of deals and steals. This videos fashion bloggers post help to route people to the malls to buy trends that will only be utilized for a short period of time and then replace by the next item they are told to buy.



You can do something about this!!

One of the first steps to help fight against the fast fashion industry is to cherish the clothes that you do have. Wear your clothes until you no longer can! If you find that your leggings or shirt have a hole in them, break out the needle and thread! This will maximize the number of wears that you can get out of your clothing (that you bought with your hard-earned money). If you do need to buy something new, but something that you know that you are going to wear many times. Try not to give in to those trends that you know are only going to last a month. A part of being fashion forward is working with what you already have, that's what makes it a skill!!

Other tips...

When shopping only buy things that you know that you are going to wear 30 times.

#30wears and share on your social media to spread the message!

What else can you do?

After your 30th wear use the hashtag

Ask your favorite retailers #whomademyclothes you can tweet them or even write them a letter.

Ask your government for stricter laws for retailers who

chose to make clothing inhumanely or in environmentally neglectful ways.

SHOUT OUT TO....

The True Cost / Andrew Morgan

<https://truecostmovie.com/learn-more/human-rights/>

<https://truecostmovie.com/interview-livia-firth>

<https://truecostmovie.com/learn-more/environmental-impact/>

<https://twitter.com/truecostmovie/status/492898164429447169>

Smith, Blake. Haute Rip-Off: Fast Fashion Was Inspired By Europe's

Inability To Mimic Indian Garb. Quartz, India. Web. November 05,

2017.

<https://qz.com/1120113/fast-fashion-was-inspired-by-europes->

<inability-to-mimic-indian-garb/>

Curriculum Vitae for Blake Smith

<http://eui.academia.edu/BlakeSmith/CurriculumVitae>

Garment Workers / Women in Informal Employment: Globalizing
and Organizing

[http://www.wiego.org/informal-economy/occupational-
groups/garment-workers](http://www.wiego.org/informal-economy/occupational-groups/garment-workers)

Triangle Shirtwaist Factory Fire. History.com

<http://www.history.com/topics/triangle-shirtwaist->

<fire/videos/the-triangle-shirtwaist-factory-fire>

4. Forever 21 Stores Hacked / PYMNTS.com / Nov. 15,
2017

[https://www.pymnts.com/news/security-and-
risk/2017/investigation-reveals-data-breach-at-forever-
21-retail-stores/](https://www.pymnts.com/news/security-and-risk/2017/investigation-reveals-data-breach-at-forever-21-retail-stores/)

5. In Pictures: Forever 21 Oxford Street Flagship Opens /
Gemma Goldfingle / Retail Week

[https://www.retail-week.com/sectors/fashion/in-
pictures-forever-21-oxford-street-flagship-
opens/5027595.article](https://www.retail-week.com/sectors/fashion/in-pictures-forever-21-oxford-street-flagship-opens/5027595.article)

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<inability-to-mimic-indian-garb/>

Oberkampf, un patron modern / Frederic de Monicault / Le Figaro

Premium Culture/ May, 27, 2015

<http://www.lefigaro.fr/livres/2015/05/27/03005->

<20150527ARTFIG00258--oberkampf-un-patron-moderne.php>