



# Fast Fashion

## Vocabulary List

1. **Impact (Band III)**  
*Definition:* The effect or influence of one thing on another.  
*Example:* The impact of fast fashion on the environment is significant.
2. **Decompose**  
*Definition:* To break down into smaller parts naturally over time.  
*Example:* Plastic materials take a long time to decompose.
3. **Ethical**  
*Definition:* Relating to moral principles about right and wrong.  
*Example:* It's important to make ethical choices when buying clothes, such as supporting brands that treat their workers fairly.
4. **Waste Management**  
*Definition:* The process of collecting and disposing of waste properly.  
*Example:* Effective waste management can reduce landfill overflow.
5. **Fossil Fuels**  
*Definition:* Natural substances like coal and oil used for energy.  
*Example:* The fashion industry often relies on fossil fuels for production.
6. **Transparency**  
*Definition:* Openness and honesty about practices and processes.  
*Example:* Brands should provide transparency about their supply chains.
7. **Disposable (Band III)**  
*Definition:* Designed to be used once and then thrown away.  
*Example:* Many fast fashion items are disposable and not made to last.
8. **Carbon Footprint**  
*Definition:* The total amount of greenhouse gases emitted by a person or organization.  
*Example:* Reducing our carbon footprint is crucial in combating climate change.
9. **Advocate**  
*Definition:* To support or argue for a cause.  
*Example:* Many people advocate for sustainable fashion practices.
10. **Landfill**  
*Definition:* A place where waste is buried.  
*Example:* Landfills are often filled with clothes that people no longer want.
11. **Awareness (Band III)**  
*Definition:* Knowledge or understanding of a particular issue.  
*Example:* Increasing awareness about fast fashion can encourage change.
12. **Behavior (Band II)**  
*Definition:* The way a person acts in response to external or internal stimuli.  
*Example:* Changing shopping behavior can lead to more sustainable choices.



### Exercise 1: Sentence Completion

**Fill in the blanks with the correct word from the list.**

1. One way to reduce your \_\_\_\_\_ is by buying second-hand clothing instead of new fast fashion items.
2. Many cheap clothing items are \_\_\_\_\_, meaning they are worn only a few times before being thrown away.
3. Synthetic clothing materials take decades to \_\_\_\_\_, leading to long-term environmental damage.
4. The culture of \_\_\_\_\_ encourages people to buy more clothes than they actually need.
5. Environmental activists \_\_\_\_\_ for more sustainable fashion practices and responsible consumption.
6. The \_\_\_\_\_ of fast fashion on the environment is harmful due to excessive waste and pollution.
7. Factories that produce fast fashion often rely on \_\_\_\_\_, which contribute to global warming.
8. Some brands promote \_\_\_\_\_ practices by ensuring fair wages and sustainable materials.
9. Proper \_\_\_\_\_ is essential to reduce pollution and manage textile waste.
10. Customers are demanding more \_\_\_\_\_ from fashion companies about where and how their clothes are made.

### Exercise 2: Fill in the Blanks in the Story

**Read the short story and complete it with the correct words from the list.**

Emma was an advocate for sustainable fashion. She often spoke about the negative \_\_\_\_\_ of fast fashion on the planet. She educated people about how clothing made from plastic materials takes years to \_\_\_\_\_, filling up landfills.

She believed that brands needed to show more \_\_\_\_\_ in their production processes so consumers could make informed choices. Emma also encouraged better \_\_\_\_\_ to reduce textile waste and limit pollution.

To lower her personal \_\_\_\_\_, Emma avoided shopping at stores that relied on \_\_\_\_\_. Instead, she bought second-hand clothes and supported ethical brands.



### Pre- Reading

You can create a Kahoot, Mentimeter or a Google form to share the results.

(A Kahoot has also been added to the package. You can host it by using a free account)

Students can work in groups or pairs. You can also conduct a speed-dating activity. Alternatively, you can spread the questions around the classroom, and students can use sticky notes to answer them.

1. What types of clothing do you prefer to buy, and how do you choose specific items?
2. How frequently do you go shopping for new clothes, and what factors influence this frequency?
3. What criteria do you use to evaluate whether to purchase a piece of clothing? (Consider aspects like quality, style, and price.)
4. In your opinion, what are the advantages and disadvantages of shopping online versus in stores? Which do you prefer, and why?
5. To what extent does the price of clothing influence your shopping habits? What practices do you follow when it comes to clothes you no longer wear? Do you recycle, donate, or throw them away?
6. Have you given thought to the environmental consequences of your shopping habits? How do you think consumers can help?
7. Do you believe it is important to support ethical and sustainable brands? What motivates your choice in this regard?
8. In what ways do advertising and social media shape your clothing preferences and shopping decisions? Can you think of specific examples?
9. How do you define "fast fashion," and what are your views on its impact on society and the environment?



# The Environmental Impact of Fast Fashion, Explained

<https://earth.org/fast-fashions-detrimental-effect-on-the-environment/>

## *Introduction to Fast Fashion*

Fast fashion is a term used to describe the rapid production of inexpensive clothing that is often influenced by current trends. This model of fashion selling allows consumers to purchase new styles frequently at low prices. Retailers release new collections multiple times a season, making it easy for shoppers to find the latest trends. However, this phenomenon causes serious harm to the environment and raises important questions about consumer behavior.

## *Environmental Impact*

The environmental impact of fast fashion is vast and troubling. One of the main issues is the extensive use of water in clothes production. For example, it is estimated that producing a single cotton t-shirt can require around 2,700 liters of water—an amount equivalent to what one person drinks in two and a half years. This excessive water consumption is particularly concerning in areas already facing water scarcity. Moreover, the production process often involves using harmful chemicals like pesticides and dyes. These can pollute nearby water sources and hurt fish and other water animals.

In addition to water pollution, the fast fashion industry contributes significantly to greenhouse gas emissions. The textile manufacturing process releases a substantial amount of carbon dioxide into the atmosphere, making the problem of climate change worse. The production of synthetic fibers, which are commonly used in fast fashion items, requires significant energy and generates even more emissions.

## *The Throwaway Culture*

Another critical aspect of fast fashion is its promotion of a throwaway culture. Many consumers are drawn to the idea of constantly updating their wardrobes with new pieces, often wearing clothing just a few times before throwing it away. This behavior is fueled by the rapid turnover of styles and the perception that clothes are easily replaceable. Consequently, the fashion industry generates approximately 92 million tons of textile waste annually, with a significant portion ending up in landfills. In landfills, synthetic materials can take hundreds of years to decompose, leading to long-term environmental consequences.



## *Consumer Choices and Sustainable Alternatives*

To address the challenges posed by fast fashion, consumers play a crucial role in driving change. By making more informed and sustainable choices, individuals can help decrease the negative impact of this industry. One effective strategy is to invest in higher-quality clothing that lasts longer, rather than giving in to the temptation of buying many cheap items. High-quality garments may have a higher initial cost, but they are more durable and can ultimately save money in the long run.

Supporting ethical and eco-friendly brands is another way consumers can contribute to positive change. Many of these brands prioritize sustainable materials, transparent supply chains, and fair labor practices. By choosing to shop from these companies, consumers can encourage the fashion industry to adopt more responsible practices.

Additionally, engaging in recycling and upcycling initiatives can significantly reduce textile waste. Many organizations accept used clothing donations, providing individuals with an opportunity to extend the life of their garments and support those in need. Upcycling—transforming old clothing into new items—can also be a creative way to reduce waste and promote sustainability.

## *Conclusion*

In conclusion, the fast fashion industry presents significant challenges to the environment, including water consumption, pollution, and textile waste. However, consumers have the power to effect change by making conscious decisions about their clothing purchases and supporting sustainable practices. By reducing consumption, opting for quality over quantity, and participating in recycling efforts, individuals can help lessen the environmental impact of fast fashion. Raising awareness about the consequences of fast fashion is essential for fostering a culture of sustainability and encouraging responsible consumption. Through collective efforts, we can work toward a more sustainable future in the fashion industry and protect our planet for generations to come.

## *Questions*

1. How does fast fashion contribute to global waste issues?
2. Discuss the role of consumer behavior in the fast fashion industry. What factors influence our shopping choices?
3. What are some potential solutions to reduce the negative impacts of fast fashion on the environment?
4. How does the fast fashion industry reflect broader societal values about consumption and sustainability?



## **Project: "Investigating Fast Fashion: A Report on Local Brands"**

### **Objective:**

Students will investigate the sustainability practices of local or popular clothing brands and write a report.

### **Instructions:**

1. **Research:** In small groups, students will select a local or international fashion brand and investigate its environmental and ethical practices. They will research topics such as:
  - Use of sustainable materials
  - Production methods
  - Transparency about working conditions
  - Efforts to reduce waste or carbon footprint
2. **Write a Report:** Each group will write a report summarizing their findings, including whether the brand is eco-friendly or not and suggestions for improvement.

