Fast Fashion, Out of Fashion
No.107 : Ehime Prefectural Saijo High School

What is "Fast Fashion"

Fast fashion is the mass production of fashionable clothes, so that people can quickly buy the latest trends at a cheap price.

- Every time a trend changes fast fashion quickly adapts, which leads to unethical overwork.
- Mass production and overconsumption of fashion is environmentally unsustainable.

Research Question

How can we solve the environmental problems and human rights issues caused by fast fashion?

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

Hypothesis

Preventing overconsumption may solve the environmental problems and human rights issues caused by fast fashion.

Method and Results

1. We researched what companies are doing about this problem and what we can do to help.
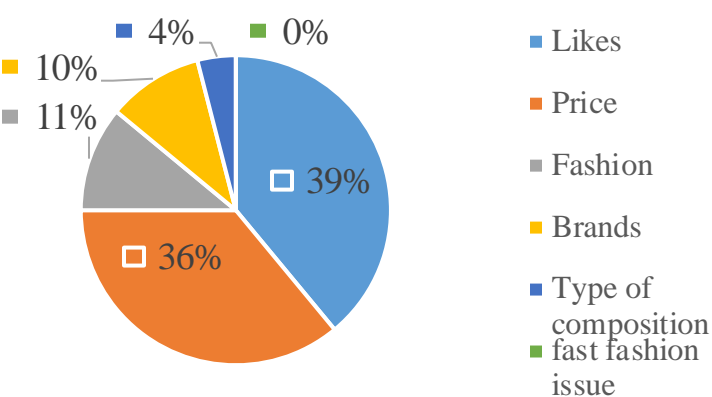
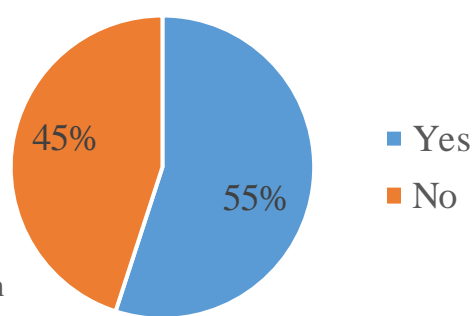| Company Activities	Individual Efforts
❖ Choose more environmentally and people-friendly materials for clothing. ❖ Collect disused clothing and recycle or reuse them.	❖ Take used clothes to a recycle store ❖ Remake into a rag, etc. ❖ Take good care of it and wear one piece of clothing for a long time

2. Sent a questionnaire about fast fashion to Saijo High School students (87 people were surveyed)
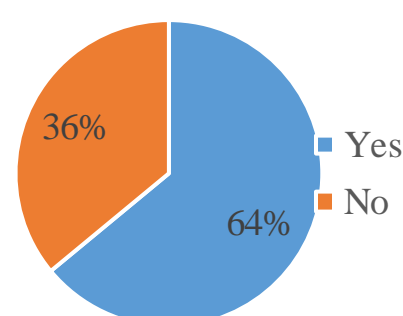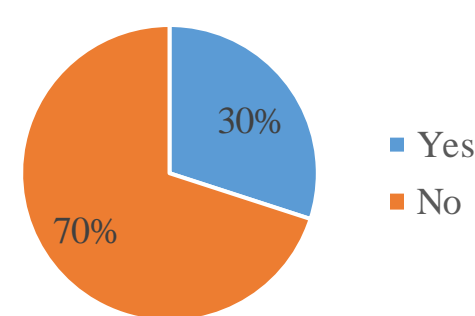
① What do you consider most when buying clothes?

4% 0% 10% 11% 39% 36%

- Likes
- Price
- Fashion
- Brands
- Type of composition
- fast fashion issue

② Do you buy less clothes these days? *(Reduce)*

45% 55%

- Yes
- No

③ Do you reuse your clothes? *(Reuse)*
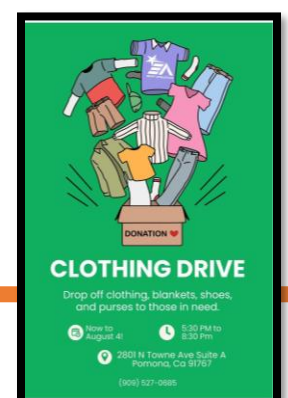
36% 64%

- Yes
- No

④ Do you recycle your clothes? *(Recycle)*

30% 70%

- Yes
- No

3. Considered effective ways to solve the problems identified

- Produce fast fashion awareness posters
- Put up recycling boxes for clothes in our school
- A reuse shop will be held at the school festival

Wepick website: https://wepik.com

Say NO to fast fashion.

CLOTHING DRIVE

Our Conclusion and Future Tasks

Working to solve the fashion problem from us <EX: Holding a reuse shop in the school>

How can we make people outside schools know about the issues of fast fashion?

How do we encourage more people to act to solve fast fashion issues?

References

- SUSTAINABLE DEVELOPMENT GOALS website: https://www.un.org/sustainabledevelopment/news/communications-material/
- Accel. website: https://accel.e-dash.io
- Wepick website: https://wepik.com/template/modern-duotone-say-no-to-fast-fashion-poster
- Instagram website: https://www.instagram.com/p/CuqXdGjrZ7M/
- Adobe stock website: https://stock.adobe.com/jp/images/sustainable-fashion-banner-with-second-hand-clothes-eco-friendly-environment-doodle-vector-illustration/478023239