

## FAST FASHION

**definition :** Clothes that are made rapidly and sold cheaply so that people can buy new clothes often



A



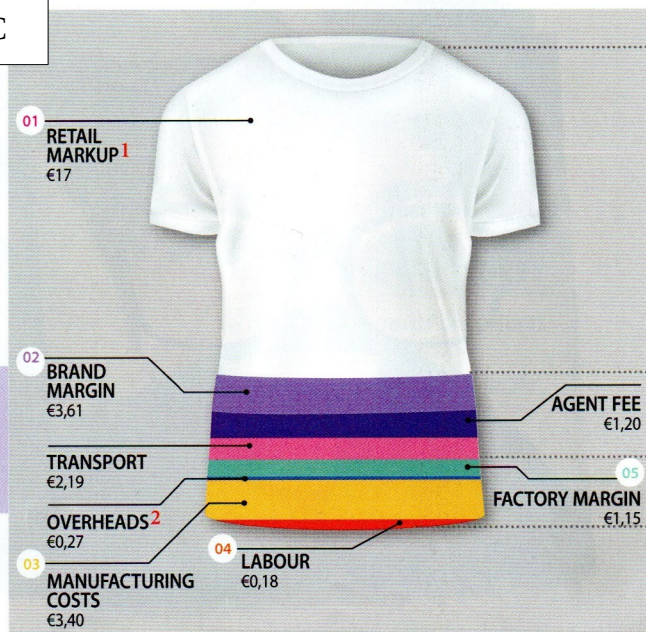
B

"170 million children work, many in the clothing industry."  
Source: International Labour Organisation, 2017

Source: Fashion Revolution

- 1. markup (n.): majoration
- 2. overheads (n.): frais généraux

C



D

LARGE ORDERS WITH TIGHT DEADLINES LEAD TO

overtime  
overcrowding  
unsafe conditions



## fast Fashion IMPACT

E



WE PURCHASE OVER  
**80 BILLION PIECES**  
OF NEW CLOTHING EACH YEAR

**+400%** MORE THAN  
20 YEARS AGO



EACH AMERICAN THROW TO  
THE RUBBISH EACH YEAR

**37 KG** **5.000.000KG**  
OF TEXTILE WASTE ONLY IN USA  
NON-BIODEGRADABLE & RELEASING HARMFUL GASES

**200  
YEARS**

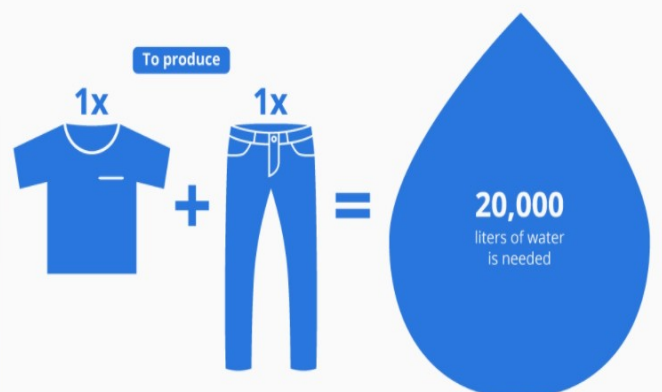
SITTING IN THE LANDFILL

ourgoodbrands

### The Insatiable Thirst of Fashion

Estimated water required in the production of cotton clothing items\*

F



\* Items depicted: one t-shirt and one pair of jeans  
Source: Oxfam

statista