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TECHNOLOGY AS A SOLUTION FOR CLIMATE CHANGE

Fast Fashion and Climate Change Geniko Lykeio Iasmou
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Fast Fashion and Climate Change: The Catastrophic Effects on the Environment

This presentation highlights the negative impact of fast fashion on the environment and the role of the fashion industry in climate change.





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WORLD ENVIRONMENT DAY- 5 June

The United Nations (UN) named 5 June as international World Environment Day at the Stockholm Conference on the Human Environment in 1972. The idea was to draw attention to the many problems that are facing our environment. They wanted to show that positive change is possible when people work together to fight for a common cause.



FAST FASHION AND PLASTICS

Did you know that almost 70% of all clothing on the planet is made from plastic? The development of new materials such as polyester and nylon facilitated the rise of so-called 'fast fashion'.





FAST FASHION AND PLASTICS

Fast fashion is cheap clothing that looks nice for a short time but was never meant to last. Clothing items are on average worn only 7 times (!!!). These poorly made clothes from plastic materials have numerous damaging side-effects like, for instance, plastic pollution.

Because during production, wearing and discarding, the plastic materials that are used release little fragments called microfibres. These particles are under 5 millimetres in size and belong to the microplastics family.





The Environmental Impact of Fast Fashion

- Fast fashion is the practice of producing large quantities of cheap clothing quickly
- The fashion industry contributes to around 10% of global greenhouse gas emissions
- Unrecyclable fabrics such as polyester can take hundreds of years to degrade and release harmful microfibers





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The Environmental Impact of Fast Fashion

- Fast fashion encourages consumers to constantly buy new clothes, leading to more waste that is ending up in landfills.





The Use of Toxic Chemicals in Fashion

- The fashion industry uses toxic chemicals in the production of clothing and dyes
- These chemicals are harmful to the environment and to the workers who produce the clothing





Making a Change as Consumers

- As consumers, we can support sustainable fashion brands that are environmentally and socially responsible
- We can buy better quality clothes that will last longer and choose second-hand clothing





Making a Change as Consumers

- As consumers, we can educate ourselves and families about fast fashion and its impact on the environment





The Way Forward

- We need to take action to reduce the impact of fast fashion on the environment
- Supporting local and ethical fashion brands is one small step we can take
- We can promote sustainable fashion and reuse and recycle clothes





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Thank you!

