

Behind the Price of Sustainable Clothes



The reason why many people fall into the habit of buying “fast fashion” is because of its affordability. As a soon to be broke college student I understand the convenience it holds and have been guilty of purchasing within these companies as well. Unfortunately, the affordability and convenience that comes with companies such as Shein, Fashion Nova, and GAP, also come with an inhumane price. These companies are able to sell their items so

cheap because of their blatant disregard for the environment, human lives, and damages they cause. They are able to sustain their “fast fashion” ways with mass production, low labor cost in overseas countries, little care for the environment, and the one we control, it’s high demand. Now again, I understand the appeal and convenience of fast fashion. I also understand it’s the only viable option for many people financially. For people who have the *option* to shop sustainably, and **still** choose fast fashion, that is where we can do better.

Sustainable fashion when looked at with logic, is not technically overpriced, it’s simply what the cost *should* be. We have been so conditioned to believe that a tank top for \$7, or a pair of jeans for \$15 is normal, when in reality it’s not. The actual price of clothes should be higher, the material used, people involved in the labor, and the actual manufacturing of them bring the prices up, but it’s worth it. Buying sustainable clothing has many benefits. Not only do the clothes last longer reducing your waste, but depending on the company you choose and if they are ethically aware they are generally conscious about their impact on the environment. This leads to more use of eco-friendly materials such as organic cotton, hemp, linen and wool. Their consciousness also should extend beyond

FAST FASHION IN 5 MINUTES

BY NUMBERS



WHAT'S FAST FASHION MEAN?

It refers to big brands who push runway styles to consumers quickly, have a ton of items and are constantly getting new things in and selling them for cheap.



GENERAL FACTS

1.2 - trillion - the worth of the industry
2 - number of fashion seasons in the past
52 - number of fashion seasons today
1700 - dollars spent on clothes/year
103 - items in your closet
20 % - items of the 103 you actually wear
7 - times people wear an item of clothing before they toss it.



LABOR

1 in 6 people work in the worldwide garment industry
80% of them are women.
2% of them earn a living wage



ENVIRONMENT

700 gal. of water to make 1 cotton shirt
6 months-80 years - time clothes take to break down in landfills.
10% - The amount the fashion industry produces of emissions worldwide



RESOURCES

True Cost Documentary
Domestic Slavery Quiz
Minimalism Series
Good On You App

for more info: SavvyAF.com

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their material used and into who assembles their items. The people behind the work, the laborers. Simply being paid a living wage is just a part of it, they should also be working in safe environments, given rights, and reasonable work expectations. Supporting sustainable clothing companies means you are supporting their methods, same goes with fast fashion. Which methods will you condone?

Check out these [fast fashion brands to avoid](#) to do your part in creating a more ethical eco-friendly world!

More affordable retail clothing online stores that are more ethical than fast fashion are listed on my website!