

# Chapter 5

## Global Impacts and Sustainable Practices in Fast Fashion

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### **ABSTRACT**

*The fast fashion industry, known for speedy production and cheap clothes, has major worldwide effects that bring up big worries about lasting practices. This chapter looks at the current state and ongoing progress in sustainable methods in fast fashion industry pointing out the industry's harmful effects on the environment and society. Main problems include using up resources, pollution from making fabrics, and the growing problem of textile trash made worse by consumer habits and the common use of man-made fibers. In terms of society, fast fashion industry keeps worker abuse going especially in poorer countries, with widespread human*

DOI: 10.4018/979-8-3693-7853-3.ch005

*rights problems, including kids working and unfair treatment of women workers. In the middle of these issues, new sustainable ways are showing up.*

## **1. INTRODUCTION**

The industry has been changed over by fast fashion since it offers novel ways by which customers access and engage with fashion globally (Kim & Choi, 2023). Rapid production cycles, lower costs, and furiously chasing novel trends have sped up the democratization of fashion by bringing it to a people-and-sustaining growth (Ahmad & Zhang, 2024, Clark & Evans, 2023). In contrast, this has meant that new clothing seems to arrive in ever-greater supply at prices that, for the most part, appear almost unbelievable (Chen & Green, 2023). Cumulative unknown number of fast fashion manufacturing clusters threatens to span a never-before-seen list of biodiversity, economy, and climate on earth. With their ramped-up demand for cheap and fashionable clothing, consumers now resort to the culture of disposability, often treating clothing not as durable goods but rather as short-lived commodities (Bailey et al., 2022). Results were rather troubling: demand and supply lessened towards poor longevity of clothing, thus creating an imprint on the environment: purchased and tossed away and then purchased again (Ahmad & Zhang, 2024). The fallout of the fast fashion model becomes well highlighted by horrible statistics ushering in massive amounts of resource depletion, pollution, and waste in various ways out of the production and consumption practices of fast fashion (Bailey et al., 2022). With informal awareness for these pressing particular concerns, growing voices have begun to press extensively upon the need for the fashion industry to cut off upon the sustainable logo-and-standard (Clark & Evans, 2023). Activism and advocacy by consumers, NGOs, and policymakers have highlighted the urgent need for a paradigm shift in fashion production and consumption (Kim & Choi, 2023; Lee & Park, 2023). This chapter focuses on the fast fashion global impacts, reviewing the multiple challenges it has turned up while also examining emerging strategies and innovations for a sustainable future in the fashion industry (Iqbal & Thompson, 2022). In subsequent chapters, we will chart the rise of fast fashion by observing its business model and the globalization of supply chains which set grounds on its functioning. We will investigate fast fashion's environmental impacts, which would include resource depletion, pollution, and the carbon footprint that begets those challenges. Social impacts will be scrutinized regarding labor practices, gender inequality, and economic implications for communities in producing countries. Further, we will dive into sustainable practices and innovations upon which traction is being gained in the industry like using eco-friendly materials, circular economy principles, and technological advancements. Finally, we will evaluate the changing

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