

TRASH FASHION



BY MORGAN MCCLEAVE AND ADDI HINESMAN

With the rise of Shein, Zaful, Ali-Express and even more “respected” brands like Zara and H&M, fast fashion has become a consequential issue in our society.

Due to the constant cycle of micro trends floating around the internet, it’s hard for clothing companies to keep up. This results in the production of more factories and clothes that will eventually be thrown away.

“Fast fashion is a problem that will just keep piling up because the

more clothes that go into the landfill, the more fumes come from the factories and the more that’s going to affect the planet and the people,” said Abbi Bachman, a junior at CHS.

Through years of shopping online, Bachman has noticed that fast fashion websites tend to have a lot of bad quality clothing with a bad turnover rate. She finds it important that she educates herself on the topic of fast fashion with the goal of be-

coming a more conscious consumer.

“It’s contributing to almost everything bad with the world, because it’s contributing to climate change with the giant factories and then obviously, it contributes to waste because it’s filling the landfills with cheap clothing, and then the people in those factories are not being paid a living wage,” Bachman said.

Like Bachman, Fia Kacvinsky, another junior at CHS, believes that the rapid cycle of fast fashion is



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becoming a serious issue that needs to be addressed promptly.

“Fast fashion is such a rapid cycle, things come in and then out, people consume them, and once that trend is over, it’s immediately out with the outfit,” Kacvinsky said. “The profits and the financial encouragement that goes towards these companies are encouraging all of the exploitation of the workers and it’s a terrible cycle because you see the people who are benefiting from it: these one-percenters.”

The consequences of fast fashion have become terrible for many individuals. Both Bachman and Kacvinsky feel that a larger part of the issue is people’s ignorance towards it.

“It’s an effect that will keep increasing as time goes on because we haven’t figured out a fix for the damage that has already been done, which means we are left without a fix for what to do in the future if there continues to be no action,” Bachman said.

Kacvinsky feels that with the issue of fast fashion, even small changes can make a difference.

“I think it’s important for more people to understand the harm that fast fashion does,” Kacvinsky said. “The small price [you pay for] a pair of pants that you think are cute and trendy, pants that you will most likely throw away in a few months



[contributes so much harm,]” Kacvinsky said.

Though it can be hard to believe that one can make a significant difference as a single individual, Bachman and Kacvinsky think the opposite – that it is always important to contribute.

“While thrifting and vintage clothes are obviously a trend, I think it’s a good trend because people are learning to go find more unique pieces that have already been made and are reusing more resources, which are then not going into the landfills,” Bachman said.

Kacvinsky also believes that

thrifting is an excellent way to avoid contributing to fast fashion.

“Thrifting secondhand clothing is perfect because the people who bring their clothes to thrift shops are not throwing them away, and then people who shop at thrift stores aren’t giving money to this corrupt system,” Kacvinsky said. “Honestly, you can find amazing stuff when thrifting and it’s affordable, but most importantly it’s not doing harm.”

Bachman has come to realize that through her experiences of shopping online from fast fashion companies, she doesn’t usually find

herself enjoying wearing the clothes as much because of their poor quality, not fitting properly, or the item ending up not looking the way it did on the website.

“I try hard to not shop that way anymore, and when you’re shopping consciously you start to realize what websites contribute to fast fashion, and you begin to sort them out,” Bachman said.

The future of fast fashion is unknown, but Bachman and Kacvinsky both believe that with the education and effort of consumers around the world, the issue can be solved.



“You have many options, but continuing to shop from fast fashion stores is the worst one.”

