



Fleeing Fast Fashion

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State the problem, phenomenon, or driving question

How can I help reduce my carbon and water footprints as well as my waste production by avoiding fast fashion?

Impact Statement

If I boycott fast fashion, then I will show that sustainable fashion is both achievable and really creative. If I show that sustainable fashion is achievable, then others will follow suit and we will reduce our carbon and water footprints. If I get lots more people involved we can begin to vote with our dollars in association with [BCorps](#) building a movement around [Ethical Fashion](#). A Carrot Mob is a reverse boycott where a ton of people agree to start buying only from ethical companies. This sends a market signal to all companies about what ethical consumers really care about.

Provide brief background knowledge

As our society falls further and further into consumerism, we find that even the most basic of needs has an adverse effect on the environment. Fast fashion is the term for fashion retailers quickly applying trends from popular fashion shows and new designers and making them readily available in stores. While this may seem innocent, there are a plethora of issues that come with having such a quickly changing stream of fashion trends. Whether it be the cheap quality materials made to last very short periods of time or the promotion of excessive clothing purchases, fast fashion creates significant carbon and water footprints as well as a heaping pile of wasted resources. Unfortunately, fast fashion has become a significant practice in the clothing industry. Why wouldn't it? it makes fashion brands significantly more than sustainable clothing. This means that it's up to the consumer to become more conscious of their clothing purchases, who they buy from, how often they buy it, and what they do with it after they're done with it.

Show how the project supports community goals (local policies, plans or performance measures)

This aligns with the [King County Sustainable Climate Action Plan \(SCAP\)](#) Greenhouse Gas Emission reduction goal 5 for Countywide Consumption and Materials Management that "Commits to achieve zero waste of resources and zero edible food waste by 2030"(40), specifically Priority Action **GHG 5.7.2** "Build markets for compost and other recycled content materials... King County can affect the marketplace through policies and programs and further

support the demand for recycled materials in the region because it purchases a wide range of goods and services”(145).

While this mainly addresses sourcing materials for projects done by the county, it ultimately serves to reduce our overall waste. Through this project, I can contribute to this goal and reduce my own resource consumption/waste production. As I share my impact, as a collective consumer body we can change the demand for fast fashion and instead make sustainable fashion more marketable.

Document current conditions

I don't have a lot of clothing in my closet, but most of the ones I have come from stores like Macy's, Kohls, or Target, which all mainly distribute fast fashion brands. These items are low quality and wear easily. Currently I also donate old clothing when I grow out of them, but I don't buy clothing secondhand. All of the items in my wardrobe are newly bought. That being said, I don't buy new clothes often, which is a great practice for reducing waste of clothing. Recently, I wanted to update my wardrobe to fit my style, and through this project I will transform how I acquire these clothes and how I dispose of ones that I don't want or no longer fit me.

Identify your stakeholders

Everyone wears and purchases clothing, meaning that fast fashion affects almost everyone. This project can target the consumer (especially family and friends), the manufacturer (clothing brands), and distributors (retail and thrift stores)

Describe the project and the steps taken to implement.

1. Benchmark current conditions
 - a. Record each item of clothing you have and approximate how long it has been since you bought it
 - b. Record any items you own secondhand
 - c. Track brands that you find in your wardrobe and the materials they use
 - d. Calculate your water and carbon footprint from your clothing choices and their production
2. Survey Family/Friends to see how often they buy new clothes and what brands they buy from
3. Research the effects and policies of these brands and the environmental impact of their products
4. Explore local thrift stores or sustainable fashion brands as alternatives for long lasting fashion choices
5. Explore ways to ethically dispose of or donate old clothing
6. Modify your wardrobe with your new findings
7. Calculate your new footprint and find your change since the benchmark

Describe the audience you will present your work to. Identify the content and media you will use to communicate your project and its impact.

Consumers can learn from your practices and become aware of how to reduce their carbon footprint and waste in their wardrobe. If public opinion is strong and wide enough (the consumer effect multiplies and goes widespread), clothing brands and manufacturers will take steps to reduce their waste to protect their image. As consumer push increases, distributors will advertise less fast fashion brands, second-hand purchases will become more mainstream and sustainable fashion will become something a customer learns from the store, not the internet.

This is it! Document the impact your project had with evidence and data.

1. Calculate change in carbon and water footprints
2. Calculate ratio of new to secondhand clothing items
3. Compare prominent brands in wardrobe
4. Plan strategy for maintaining sustainable fashion

To be developed...

Develop a series of 5 short videos of your plan, process, and results. (1-3 minutes)

1. My plan and intended impact, relationship to community goals, stakeholders who need to know.
2. Here are the steps I plan to take, the resources I will need, experts I will consult.
3. The story of how I'm implementing my plan, the steps, insights, obstacles.
4. Here is the result, my impact data, I did it! I learned a lot.
5. Here is the math story of projected, collective impact if others did what I did.

Reflect on your experience

1. Post a series of short blogs chronicling my project
2. Post a series of short videos documenting my project
3. Describe new insights, new stakeholder connections
4. What new skills did I learn?
5. How do I feel about the impact I achieved?
6. What is the mathematical amplification if lots more people did what I did?