Main ideas	Write notes in each section:
Lecture Focus	• Fast fashion (FF) = impact. planet. *Clothes (C) • Lect. focus: rise of FF/ env. effs.
What is fast fashion?	• Cheap, chic C (Zara and H&M) • Inexpen. / fashion. NOT hq mat. Worn a few times.
History	• 1960s: Dr. Elizabeth Moreno. Cheap. C → yth mov. be diff. • 1970s: C manufact. → outsourced to dev. ctry. • 1990s: big chain stores: Zara / revolution in shop. = net.
Negative Effects	• IMP. FF top 5 most poll. indust. in world.
Polyester and other synthetic materials	• Sandin & Peters (2018), 63% = poly. / synth. mats. (oil prod.). • Prod. → CO_2 but laundering synth. fibres = 35% microplastics (mp) → world's oceans. • Human food chain = mp toxins e.g. Cd, Pb and Hg.
Cotton production	• 24% cotton. • Lot of water (1.5 tr L per year). • 1 cotton t-shirt = 2700 L water to produce (1 per. for nearly 3 years). • India 100,000s people → no access drinking water. • Harsh chem. contam. waterways.
Manufacturing	• CO_2 emiss. • Machines. = fossil fuels. • Grown → moved → fabric → transport → clothes → shipped world = CO_2. Greenpeace (2020), glob. emiss. 1.2 bn tons of CO2, (> int. flights / shipping comb.) • FF = 2nd biggest CO_2 polluter the world.
Waste	• More C now/ 2x in 2014 than 2000 / 100 bn garments (2014). • Av. pers. wears a garment 7X. • Throw away or donat. or rcl = mms of tonnes = develop. ctry. • Mat. qual. mixed → not rcl. • Reuters News 85% of all FF textiles → landfill (a rubbish truck burnt / dumped every sec.)
Solutions	• Stop buying FF. • Support companies in the circular economy (sus. resp. = wh. prod. & consump. cycle). • Future = sharing, leasing, reusing, repairing, refurbishing and recycling.