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MONOGRAPH

**“FAST FASHION: SOCIAL, ECONOMICAL AND ENVIRONMENTAL IMPACT OF
THE STORES PRIMARK AND FOREVER 21”**

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Gratitude

I thank God for being with me and calming me in my moments of difficulty.

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Summary

In this monograph, research has been done on fast fashion, a subject not well known to most people, that is of huge transcendent life in the world of fashion. Fast Fashion is a term used by famous fashion brands to move collections and trends that large houses and designers propose in their runway shows, to their stores as quickly as possible. Quantity before quality is the disadvantage of fast fashion, the garments manufactured by fast fashion brands are of very low quality to the point that with a few washes they fade, break or just after one use the clothes are damaged. Also, this industry manages worldwide, this way spreading faster.

The impacts caused by fast fashion in the world are of high severity, not only speaking of the environmental but also the economic and social. Through this business the violation of human rights is very much formed, the people who work in the manufacture of the stores that are part of this phenomenon are very poorly paid and achieve inhumane schedules. The economy is unaffected in people who hold important positions because, through sales, they earn more. The environment is the one that is most affected by fast fashion as this is the second most polluting agent in the world, the first being the oil industry.

Fast fashion starts with the consumer, but not everyone knows this exists. Brands give a perfect image like fashionable clothes, new designs every week and affordable prices. In this way the consumer does not even think that there is something behind all that, they buy in large quantities or in a few, but of the two ways, unconsciously, they are supporting all that is this business when it is not in the public view. Brands that don't support fast fashion are part of the slow fashion which is a system that sells sustainable and eco friendly clothing.

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Introduction

The present monograph entitled *Fast Fashion: social, and environmental impact of the stores Primark and Forever 21* has as importance the impact that something as simple as clothing can have on the whole world. At first glance it is not distinguished but looking in depth at this subject it can be appreciated the consequences it causes from the economic to the environmental. The monograph has as objective to determine through an investigation what is fast fashion, how it has been developed, to raise awareness of the reality of this phenomenon of big transcendence in the world of fashion through directed readings.

For this monograph, the following authors have been taken as a reference Wardrobe crisis: how we went from Sunday best to fast fashion by Claire Press, Purchasing, Pricing, and Quick Response in the Presence of Strategic Consumers by Cachon & Swinney and The true cost by Roger Lee. The current moments in the fashion world, specifically on the subject of fast fashion, arguably 90% of the stores in which middle-class people shop, are fast fashion and over the years the consumption of clothes in those stores increases, in terms of the statistical data it's mention that: the average consumer buys 60% more clothes than the consumer in the 2000s. The statistics, on the environmental side, mention that more than 90% of cotton is now genetically modified, 20% of industrial water pollution comes from treating and dyeing textiles y the majority of the consumers landfill their clothing when they don't want to use it anymore, concluding that today fast fashion continues to be the second most polluting agent on the planet.

The present monograph has 3 chapters: Chapter 1 its subject being Fast fashion and its sub-themes: What is fast fashion?, How does it work?, What is slow fashion?, Advantages and disadvantages, Features, Clothing items in short times, Trends and Accesible price. Chapter 2, its subject being Fast fashion social, economical and environmental impact and its sub-

themes: Social impact, Sweatshops, Economic impact, Business's point of view, Consumer's point of view, Environmental impact, Pollution and Toxic clothing. Chapter 3, its subject being Principal fast fashion stores in the US and UK and its sub-themes: Forever 21, Marketing strategy, Marketing strategy nationally, Marketing strategy worldwide, What is the production process of forever 21?, Primark, Marketing strategy, Marketing strategy nationally, Marketing strategy worldwide, What is the production process of primark?.

Chapter 1

Fast fashion

1.1 What is fast fashion?

Fast Fashion is a term used by famous fashion brands to move collections and trends that large houses and designers propose in their runway shows, to their stores as quickly as possible.

“A fast fashion system combines fast production capabilities with improved product design capabilities, both to design ‘star’ products that capture the latest consumer trends and exploit the minimum production times to match the supply for the intrue demand (Cachon & Swinney, 2009, p.1).

This strategy "buy more, use less", is used by clothing stores such as Zara, H&M, Mango, Forever 21, Asos, Primark, C&A and Topshop. They recreate the trends presented in Fashion Week; manufacturing immediately and at a low cost for average consumers, this way they can buy these trending garments at a very accessible price and continuously. When we refer to "continuous way" is associated with "disposable fashion". Since being manufactured at a minimum cost, the quality of their materials are as well and on the other hand are designed to be fashionable. While that is the trend of the moment, therefore, as soon as it ceases, the garment will also go out of fashion, this way buyers return to the store to look for more current ones.

1.1.1. How does it work?.

Fast fashion is a trade and part of a high street revolution. Instead of two seasons a year, you practically have 52 seasons a year, so there's always something new in the fashion world every week to offer customers more and more clothing options to buy, faster.

Another important aspect, is that until the 1960s, 95% of what was sold in U.S. stores was made in the country. Today, this percentage is 3% and 97% are subcontracts in developing countries around the world. The more production is outsourced, the lower the prices of the clothes we buy become, labor is also cheaper, allowing for stores to sell their product at a cheaper price making it more accessible for customers.

According to Lee (2015) who participates in *The True Cost*, the Morgan-directed documentary emphasizes the following:

“Fast fashion is a phenomenon characterized by the outsourcing of many processes around the world to subsequently distribute goods in a globalized market.”

1.1.2. What is slow fashion?.

Known as sustainable fashion, slow fashion is the opposite of fast fashion. “It refers to this latest movement as one that aims to slow down the current rate of production, giving it a greater value, represented in dedication, not only to the resources used in the process but also to the end consumer” (Manzano, 2014, p.14). This is a move that goes hand in hand with the environment as stores that are part of fast fashion tend to make their clothes with toxic materials. The brands that support slow fashion like Reformation and Everlane have slightly higher prices but their clothes are made with biodegradable and better quality material.

It started in 2007 thanks to a fashion and design teacher named Kate Fletcher but gained recognition in 2013 after a tragedy that took place in Bangladesh. In this event a factory that was producing garments in an industrial way, collapsed killing 1000 people. The building did

not comply with the necessary security measures. After this event, many brands and even consumers themselves became aware of what was happening thanks to the measures taken by fast fashion. Slow fashion began to get more recognition and many customers opted to buy clothes at slightly higher prices instead of supporting fast fashion brands that have more affordable prices but with poorly manmade and with materials that harm the environment.

1.1.2.1. *Advantages and disadvantages*

Although it's hard to believe, fast fashion has its advantages for people who like to have lots of clothes in their wardrobe. This model allows consumers to have quantities of clothing at low prices by emphasizing that these garments are of current trends, makes them attractive to the customer. Quantity before quality is the disadvantage of fast fashion, the garments manufactured by fast fashion brands are of very low quality to the point that with a few washes they fade, break or just after one use the clothes are damaged. This would indicate that the money saved on the purchase of these garments is in vain. The clothes offered by fast fashion brands are recreations of great designers with cheap labor that harms the environment and with workers working in worrying conditions. It is considered a bad copy because the more we buy, we are supporting the business that the more fame it has, the working conditions and environmental damage rise.

Morgan (2015, pX) in his documentary *The True Cost* states: "Today we are making more clothes, consuming more, using more resources and paying less than at any other time. At the same time, there are unsustainable environmental ravages and a record of workplace accidents in factories." Slow fashion is seen as the positive side in almost everything, its advantage is that its garments are made with biodegradable fabrics and it reduces water consumption. The clothes of the stores that support this movement are more exclusive and

although they have higher prices the quality speaks for itself. The disadvantage of sustainable fashion is that clothing is more expensive so it's not accessible to every consumer and many refuse to pay these prices. Another is that these garments may not be in the latest trends because their production process is slower so they don't abuse labor.

1.2 Features

Fast fashion has very specific features, they have garments almost every week, insanely cheap prices and fashionable looks that go with the trends that are being used at that moment. The average consumer sees this features as something attractive which is what makes them purchase.

1.2.1. Clothing items in short times.

Fast fashion stores have an obvious peculiarity, in most cases, every two weeks they release new collections. The garments are quickly replaced so that the consumer is more attracted to buy before not finding an item they were interested in. This is not the only case, the goal of the stores is to increase sales, having new clothes almost every week encourage people to buy large quantities of clothing. We have more clothes than at any other time in history, at the same time, we are becoming less and less connected to the origins of these purchases. We watch, we follow, we pick off the rail and we find ourselves at the cash till (Press & Wilson, 2016).

1.2.2. Trends.

For there to be collections of clothing so in a row in fast fashion stores, there has to be one or more heads behind this process. Those in charge of doing this work observe in the runways of famous designers the high street section, where the clothes that are ready to wear and of course the latest trends are presented. After this, they analyze them and decide what is

recreated, what is not and what can be adjusted to the use of an average person as long as it is modern and trendy.

1.2.3. Accessible price.

Affordable prices are what makes sense to everything we know as fast fashion. Stores can't just pick clothes from famous designers, adapt it to what a person wears in their day-to-day life and sell it, if it were this way the prices would be similar and there would be no business.

We buy clothes on a whim, because they are so accessible and seemingly so affordable (though the true cost of a garment is rarely expressed by its retail price - more on that later). Sometimes we buy clothes with the express intention of wearing them just once or twice; we buy clothes to throw away (Press, 2016, p.141).

The goal of fast fashion is to sell in quantities so the production of clothing is cheap labor, with low quality materials and exploitation of them, in this way it is sold in quantity before quality. (1328 words)

Chapter 2

Fast fashion social, economic and environmental impact

2.1 Social impact

When people talk about social impact they can refer to two things: the impact on teenage kids, how now having fashionable clothes makes them feel more or less than a person and how it can affect their self-esteem for not being able to buy certain garments that they see on other people whether is in person or social media; or they can refer to the impact on the thousands and millions of people who work in the fast fashion business, manufacturing garments every second, in unacceptable working conditions, with miserable wages, no human rights and in places that are not safe.

The second point is what they are talking about with social impact, an issue that has not been given the necessary importance, that we are ignoring and must be more taken into account.

Fast fashion is such a broad business, which requires speed and famous brands take advantage of undeveloped countries, where there is a desperation of work to hire as many people as possible, most of them are women between the ages of 18 to 24 who make 80 % of the clothes we wear today, stressing that today our clothes are made by seventy-five million people. Until 2018 it was confirmed that in countries such as Indonesia, India and the Philippines there is a big amount of child labor, even kids are forced to work without going to school and having an education, becoming part of the percentage of people who in unfortunate conditions are the workmanship of the garments we wear daily.

2.1.1. Sweatshops.

Sweatshops are where clothes are made for fast fashion brands, these are workshops where the worker is exploited. The term began in England with the word sweat referring to these workshops that are characterized for having long hours of work, passing the normal limit, with a very low wage and less than a basic salary in any country meaning they violate more than one law of the department of labor. The people who work here are very low-income and what they earn goes directly to their family in order to survive. These people's pay is an average of ninety dollars a month and for the job they have to do, it's a very low pay. The demand for a bargain does not usually result in better conditions for garment workers, who are mostly concentrated in the poorest nations on earth. Agents from factories recruit workers, promising to pay up to five times more than they ended up doing and charging workers hundreds of money for the privilege (Press, 2016). Sweatshops are also known to be very unhygienic, there is no comfort for those who work there, just a chair, a table and a sewing machine in a closed building, which are usually very old and have already been a cause of collapses that have killed many people, they do not provide security and do not even have windows, just one door for entry and exit. Workers do not have bathroom permits and sometimes do not eat, nor do they have permission to socialize or take breaks. As most women work in these places, many are forced to take birth control pills so that there are no possible pregnancies and can fulfill all their hours of work.

2.2 Economic impact

Fast fashion has impacted economically on the whole world, from the low pay offered to sweatshop workers and how those in control of this business benefit themselves, to the system of consumerism in people who seek low prices and therefore come to these brands without knowing that they are supporting this phenomenon. The low prices of the garments

that sell the fast fashion brands are the cause of the low wages offered to workers and the use of cheap material that is not biodegradable resulting in the environmental impact but this starts with the consumer. People currently have eight hundred billion of credit cards in the world and these stores so attractive to the consumer with their prices so low and new models of clothes every week, incentivises them to buy large amounts of clothing, much more if it comes to tourism. In this way the important people in this business benefit and those who work in sweatshops that are exploited every day, have a miserable pay.

2.2.1. Business's point of view.

The point of view of the business is easy, it is only described with one word: sell. Fast fashion clothing stores seek to recreate fashion trends for one reason which is to attract the consumer, showing these so accessible products that the person simply buys. Everything comes for seasons, there are times of the year when stores sell more and times when they sell less, but these famous stores sell clothes every second, all over the world millions of people are buying some clothes and If they are tourists, the sales are even higher. One of the reasons fast fashion sells so much is quantity. The right thing to do would be to choose quality, but it must be admitted that the consumer prefers to buy something cheap than something expensive. "It is a common affliction, this obsession with getting more clothes. The average woman wears just 40 percent of those she owns" (Press, 2016, p.117). The problem is that we don't really know what's behind the clothes we wear, we just see the outside, we like it, we buy it and so on.

Within the business the people who benefit the most are the ones who work in the industry and marketing part i.e. the CEOs, the owner, the suppliers, the managers and the people who work within the different stores in the world also have some benefit. The funny thing is that

some of them have no idea how the clothes are manufactured in the company they are working. The important thing for people is to make money, so why wonder how they make the clothes in the store they are working for? Now, who's affected? Who does most of the work while other people fill themselves up with cash? The people who work in sweatshops. Even those who work in stores only tidying clothes or in the cash register, earn more than people who spend hours making the garments they sell after. Being the workers of sweatshops who least benefit and that not many people have knowledge of their situation.

2.2.2. Consumer's point of view.

As a consumer, the person is only interested in having something to wear, whether it's the latest trend, clothes for a special date, for a party, for work or just to have.

People will always want clothes, and the consumer, when they see that in their favorite stores they have new collections almost every week, they will be motivated to buy.

Over the past twenty years, our fashion shopping habits have changed beyond recognition.

We now shop online, at our desks and on our phones, choosing fashion items from all over the world with nary a thought for where they come from (and how many air-miles they clock up in the process) (Press, 2016, p.141).

What the consumer wants, the store gives it to them, having clothes for all tastes, of all colors, models and sizes. People want quantity and with the so affordable prices that the store offers, their desire to have a lot of clothes either to show or to feel good with themselves, culminates in reality.

2.3 Environmental impact

The fast fashion corporation is the most polluting agent after oil production, as the disposable fashion business grows, the environmental impact follows.

Pollution comes from product manufacturing to the consumer, stores make their clothes out of environmentally bad materials and the person buys it without knowing that from that moment on they are damaging the planet on which they live.

From gases to contaminated water and toxic materials are part of the elements that are killing the planet and there is no awareness of this phenomenon.

2.3.1. Pollution.

Fast fashion consumes an impressive amount of water. An average of twenty thousand liters of water is used for the production of only one kilogram of cotton. Fast fashion produces thousands of garments per day, which is an average of more than one hundred thousand liters of water. But it is not only used for cotton, plenty of liters of water are used for the action of pigmenting and finishing the clothes that are used, taking into account that the fabrics they use have many chemicals. The water used for these processes is then misuse in rivers and not only there, but also reaches the oceans, endangering marine life. After this process, pollution only begins, every time a person washes their clothes, thousands of microfibers reach the oceans, fish swallow this water and that's how plastic is introduced into food. Pollution also comes from factories and workshops, resulting greenhouse gases from the energy they use during the actions of producing and transporting clothing.

2.3.2 Toxic clothing.

The fibers that are used in the clothing of fast fashion brands manufacture process is synthetic, non-biodegradable and the materials they use for the same action, are toxic; so these garments once discarded would decompose in more than 150 years.

As the quality of the clothes they buy is not good, with short time of use the garments already look old, with gaps and the more they wash them, apart from increasing pollution, the less the clothes last. This causes the average person to only use their garments an average of five to seven times in their life, and then throw them away. The sum of clothing and the number of people who discard it make more than 50kg of clothing that is wasted and this becomes a strong contaminant.

It is already known that the materials that the fast fashion industry uses to make its garments, are mostly toxic. Thousands of chemicals are used in all day to day clothes worn by the normal person, chemicals in cotton, polyester, fibers are used for the time of manufacture. They are so strong that when the garments just arrive in stores they still have these fresh chemicals and the consumer is exposed to a lot of damage. (1711 words)

Chapter 3

Principal fast fashion stores in the US and UK

3.1 Forever 21

Forever 21 is a brand that was created in California Los Angeles under the name fashion 21 which was later changed to the one we know today. Their clothing is made in lower parts of California and in China and then exported to where they have their respective stores. "China is the garment of the world—with textile and apparel exports worth \$US288 billion in 2014" (Press, 2016, p.196). Speaking of stores, forever 21 consists of 600 stores worldwide from the United States all the way to Oceania. It has a total of 30,000 employees and its creator is an immigrant named Do Won Chang.

3.1.1. Marketing strategy.

Forever 21 are always up to date on either clothes or everyday things that are happening and even though it's hard to believe, their creations are based on this. Their ads and models portrait a girl who's always fashionable and that is what catches the consumer in this case the teenage girls to buy, however, this strategy works for all ages since forever 21 is used by women up to 40 years. This is speaking only in women because forever also has a line of men's clothing although this is not as developed as the women line. They also bring clothes for plus size women which is a different target that still gives them the same results.

3.1.1.1. Marketing strategy nationally.

One of the reasons why forever 21 marketing in the United States is awesome whether it's for local people or tourists is the amount of low prices the store has and how they advertise, it's mostly on social media and in the stores themselves when they hit giant signs with the word 'sale'. There's no time when there's no sales in the famous shop. This attracts the eye of every

person who walks by. The store uses a strategy whether is on social media or in person that is about making the consumer believe that they are offering them a lot. Its their collections, its prices and promotions that call people to go and buy.

3.1.1.2. *Marketing strategy worldwide.*

After the shop came to Europe, forever 21 decided to maintain the strategy of marketing that they use in the United States. To not use so much money to do big TV/radio commercials or campaigns but to keep that to invest in any more shops and clothes. The consumer does the publicity work more, since being such a well-known mark the store does not need of so much. when people enter the giant shops full of lights and all kinds of clothes from the casual to the elegant, pajamas, lingerie, makeup, bags, shoes and everything separated by sections, the store speaks for themselves in the term of attracting customers, plus their accessible prices, it's impossible for them not to have success. It has also been like this in their stores in Latin America, Asia and Africa.

3.1.2. *What is the production process of forever 21?.*

Forever 21 clothing is made in China, this being the largest textile producer, its clothing is worth about \$3-\$5 that are sold in its stores at higher but equal accessible prices. With employees from all over the world. Many of them migrants from remote rural areas, who do not have formal employment contracts, leaving them completely vulnerable to exploitation and abuse. With no written contract, laborers have no evidence they are employed, and employers can simply deny their existence. Meanwhile, as factories raise their prices, fashion brands are looking elsewhere for the most cost-effective production (Press, 2016). Its production is based on speed, thousands of garments are made every day, although only 20%

of these reach the stores. The clothes are transported by boat and from Los Angeles are sent to all the different shops of the famous chain.

3.2. Primark Marketing strategy

Primark, in Ireland known as 'Penneys', is the second largest retailer in the world, It's an Irish chain that sells clothing, accessories and home products. They make clothes at very low prices so that everyone, regardless their social status, can dress fashionable. Primark was founded in 1962 by Arthur Ryan but is now property of Associated British Foods. They have approximately 68.000 employees and more than 200 stores, the biggest one in Manchester. This chain is mostly European and expanding into the US.

3.2.1. Marketing strategy.

They have a marketing strategy that is about including everyone. Primark doesn't have a specific target, for them, everyone is one. They have clothes for everyone, their stores are divided by floors being the first one clothes for women, second for men, third for accessories and home products. This being in the smaller stores because some of them can even get to 5 floors. This way primark is an option for everyone to buy, but this isn't enough when it comes to sales. Primark knows their competitions which is why they bring bigger promotional campaigns when they see strong competitors, with new and current products they make sure to have promotions, sales and low pricing.

3.2.1.1. *Marketing strategy nationally.*

Primark doesn't discriminate, primark includes everyone. That's the message they try to give. "Look good, pay less" as their slogan targets people to go shop at their stores, their ads also portrait happy families, groups of friends which attracts customers, plus, most of their pricing starts at £3 and they make clothes for all sizes. Moving fast is part of their strategy, primark

has new products coming very often. Recently they came out with a vegan skin care line that wasn't more than £5. Primark now has that fame, shopping at primark is always effective, everyone can find whatever they are looking for at a cheap price. That's their objective.

3.2.1.2. *Marketing strategy worldwide.*

Primark has cost privilege over their competitors, since they are extremely cheap most people choose them over other likely stores. When primark started to expand they first opened in Great Britain where it became a phenomenon, huge stores, good advertising, low prices, kept people talking about it and now it has become one of UK's biggest and cheapest retailers. In Spain, Netherlands, Germany and Portugal is also a huge success. In the US primark is becoming one of the fastest-growing retailers in America, they first opened in 2015 and are planning to open more stores. With sales, low pricing, good locations and advertising primark keeps growing in the US.

3.2.2. *What is the production process of primark?.*

Primark has prices ranging from €1 to €3 at most, reaching €10 and many times, that makes people wonder why this clothes are so cheap. The answer is that primark come products from China, India and south east Asia. More specific, Bangladesh, which occupies a great importance in the production of Primark, back in 2013, Rana Plaza, a factory building where they operated, collapsed. This building contained sweatshops with thousands of people who were working for primark.

There weren't enough exits, and many of these were habitually blocked. When the structure began to visibly crack, warnings were issued and some factories were temporarily closed, but others producing garments to deadline for big-name brands ordered workers back the following day with disastrous results. (Press, 2016, p.208)

After this tragedy Primark's production process was damaged, people found out that they operated there and caused a bad image for the company. Although after a short time they donated a lot of money to the cause and cleaned up their image. Not after all, they reopened normally carrying new garments from China to the different branches that Primark has. There is not much to say when talking about the production process of this store, since recently, it could be said that they have changed their system a lot, showing in the go transparent campaign all their suppliers, factories and people who work for them with directions to keep for sure that they are no longer working under poor conditions. (1330 words)

Conclusions

At the end of this monograph it is concluded that:

1. There's beyond of fashion than just clothes, shops and catwalks. The fashion industry encompasses more than just a blouse or a dress. This world can affect and influence a person as well as the whole world in positive and negative ways.
2. Fast fashion is a phenomenon that continues to grow today, as it is not well known among people, there is no awareness that this is happening and consumers continue to buy from the same labels without any conscious at all.
3. The slow fashion, although it is not very mentioned, could be the solution to put an end to the damage that causes the fast fashion to the world.
4. The fast fashion industry is the second largest cause of pollution in the world, with cheap and toxic textiles, without people's awareness, the planet is polluted every day every minute for these reasons.
5. People, in order to see trends and low prices, will continue to shop in any store that has these characteristics. Even if they are informed about what fast fashion is, the average person will always opt for the most beneficial for their pocket. The same with tourism, for people who travel to buy, it is better for them to purchase in shops of very low prices, since usually what they are looking for is quantity rather than quality.
6. Workers in sweatshops continue to be equally treated inhumanely, no matter how often this issue is talked about, the fast fashion system continues to operate in this way so that the main people of these companies benefit while paying a miserable salary to those who really do the hardest work.
7. Most fast fashion stores do not make their clothes in their home country, the garments are made in low Asian countries, more specific in China. Becoming the world's largest textile production exporter.

8. Primark and Forever 21 will remain two of the biggest fast fashion brands, so even if they go bankrupt, people will still talk about them and perhaps these stores could revive only by another name, continuing with their way of working in a dirty way.

Recommendations

At the end of this monograph it is recommended that:

1. People should be more interested in knowing where the clothes they wear day by day come from, keeping in mind that there is something behind the price they are paying for a garment. Fast fashion is a very important phenomenon that should be taken more seriously, every garment has a history behind it especially when it comes to fast fashion.
2. Look at the clothing label every time the person wants buy something, knowing whether the brand they are buying is fast fashion based on the different factors that it has. This, although it may not seem much, contributes in little by little in the building of a generation in which there is more awareness of this reality.
3. Do not discard the clothing that is no longer used, donate or recycling is always best option. Taking into account the massive level of pollution that causes, think a little more before performing an action that perhaps at that time does not have any type of affection but later, when the consequences of human acts are visible from the waste of clothes to the production of the same, it will be too late to repent of the actions made in the past.
4. Establish a slow fashion system when getting new clothes, researching what stores should be discarded of closets. Helping and making a change is a very simple task to do. Slow fashion could be the solution to end fast fashion, if every person would take time to think about it won't be very hard to start making a difference, there is nothing wrong in paying a little more for something environmental friendly that will last longer than any other clothing.

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