



EUROPEAN FUTURE

ERASMUS+

GROWING TOGETHER FOR A
SUSTAINABLE TOMORROW

Fast Fashion & Circular Economy



Let's talk about your shopping habits

How often do you buy new clothes?

What is the last thing you bought? Why did you choose it?

Would you rather...

- buy 10 cheap T-shirts OR 2 expensive ones?
- wear second-hand clothes OR the same outfit every day?
- follow trends OR have your own style?

What do you think fast fashion means?

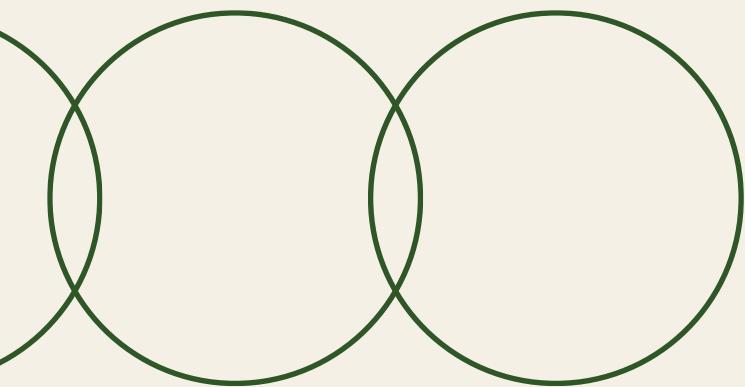
Do you consider sustainability when choosing what to wear?

Take the Quiz!



Do you agree?

Students often prioritize **affordability and trends** when shopping, leading to impulsive purchases. This behavior contributes to fast fashion's rapid turnover and **environmental impact**.



So what is *Fast Fashion*?

Fast fashion refers to the **quick and inexpensive production** of trendy clothing. This model prioritizes speed and affordability, leading to significant environmental and social consequences that demand our attention.

[What is fast fashion? | IMAGINE5 - YouTube](#)



Popularity of Fast Fashion

Fast fashion captivates consumers with its **affordability** and rapid **trend turnover**, enabling **instant access** to the latest styles while catering to a culture of continuous change and consumption.

*Question: Why do YOU buy all these clothes?



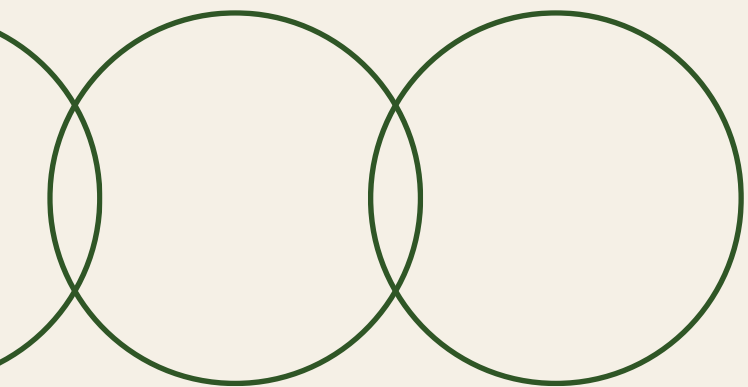
The Impact of Fast Fashion on the Environment

Fast fashion contributes significantly to **environmental degradation**, including water pollution, excessive waste, and resource depletion.

It compromises ecosystems and threatens biodiversity, highlighting the urgent need for sustainable practices in the industry.



Many discarded clothes end up in **landfills**, contributing to environmental damage. This waste not only occupies space but also releases harmful substances into the soil and water.



- The fast fashion industry is responsible for about **92 million tons** of waste per year.
- Over **60%** of fabrics used in fast fashion are nylon and polyester, which are non-biodegradable and make **35%** of microplastic pollution in oceans.



The Social Issues of Fast Fashion

Fast fashion often leads to **exploitation of garment workers**, who endure poor working conditions and low wages. This industry prioritizes profit over people, perpetuating inequality and diminishing worker rights globally.

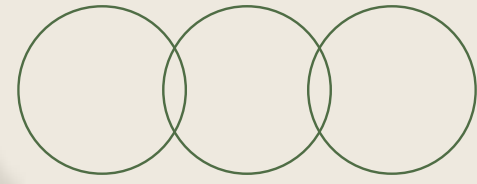


Clothing Lifecycle

Understanding the journey of garments

The clothing lifecycle outlines the **journey** of garments from production to disposal, highlighting key stages like **manufacturing**, usage, and recycling, emphasizing the importance of sustainable practices to minimize waste.





73%

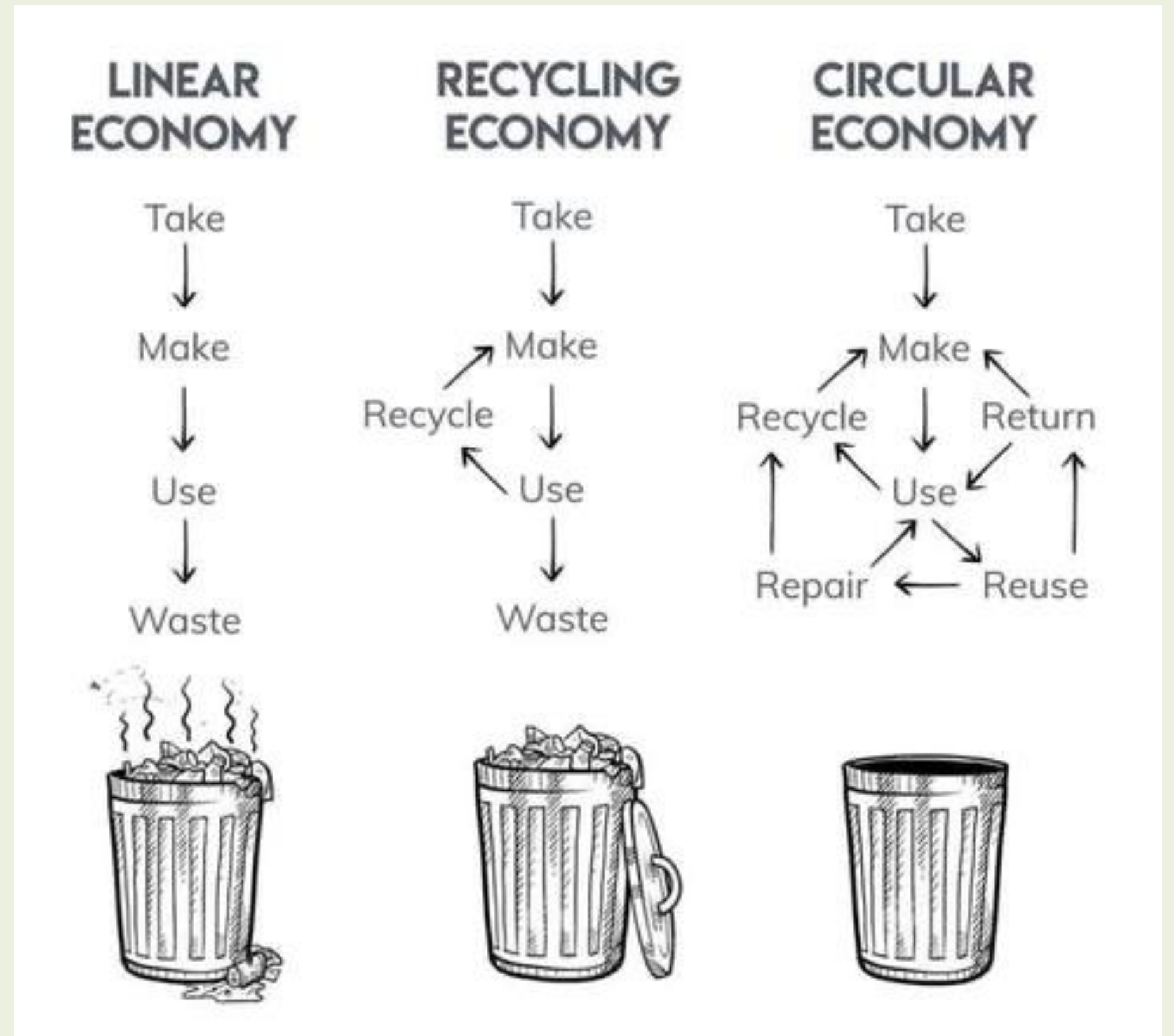
of clothing is not recycled

The fashion industry generates immense waste, with **73%** of clothes ending up in landfills. This highlights the urgent need for sustainable practices and circular economy solutions.

What is Circular Economy?

The framework for sustainable fashion

The circular economy emphasizes **reducing waste** and promoting sustainability by keeping resources in use for as long as possible through **recycling**, redesigning, and reusing materials in fashion.





ORGANIC LINEN



NATURAL DYES



ORGANIC COTTON

SUSTAINABLE FASHION

INFOGRAPHIC



ORGANIC BAMBOO



ECO FRIENDLY



RECYCLED FABRIC

Circular Economy

While fast fashion drives overproduction, a circular approach uses **durable design**, **recycling**, and **resale** to extend garment life, aiming for a sustainable system by 2050.



Circular Strategies: Implementing resale platforms (like Vinted), clothing rental, repair services, and using recycled materials to reduce **reliance** on virgin materials

Regulatory Action: The EU is implementing stricter regulations to stop overproduction, encourage eco-design, and **hold** producers **responsible** for the full life cycle of their products. [Fast fashion: EU laws for sustainable textile consumption](#)

Circular Economy

Environmental Impact: A circular approach can **significantly** lower greenhouse gas emissions by up to 80% through recycling and reuse.

Economic Opportunity: Circular business models are expected to be worth \$700 billion by 2030, offering new **revenue streams** in resale and repair.

Technology's Role: AI, blockchain, and IoT are being used to track materials and improve supply chain **transparency**, facilitating the shift to circularity.

[Circular fashion: the \\$700 billion opportunity to #beatpollution - YouTube](#)



Actions for Sustainability



✓ Reduce Consumption

Being mindful of purchase frequency helps **minimize waste** and lowers the environmental impact of clothing production and disposal.

✓ Recycle Clothing

Properly recycling, repairing or donating clothes/swapping with friends extends their **lifespan** and prevents them from ending up in landfills, promoting a circular economy.

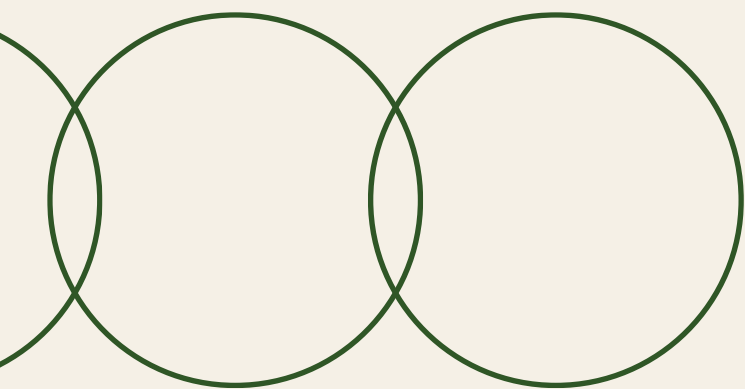
✓ Buy Secondhand

Choosing secondhand items supports **sustainable practices** while reducing demand for new clothing and conserving resources.

[Circular Economy for the Fashion Industry](#)

Activity

KAHOOT GAME



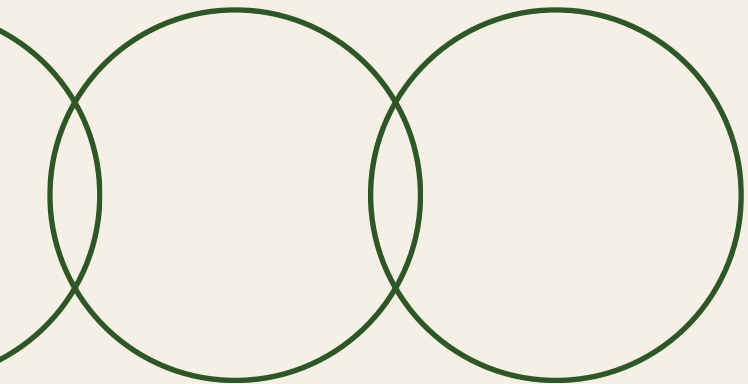
Choose fashion that respects people and the planet.

Responsibility Debate

Who is more responsible?

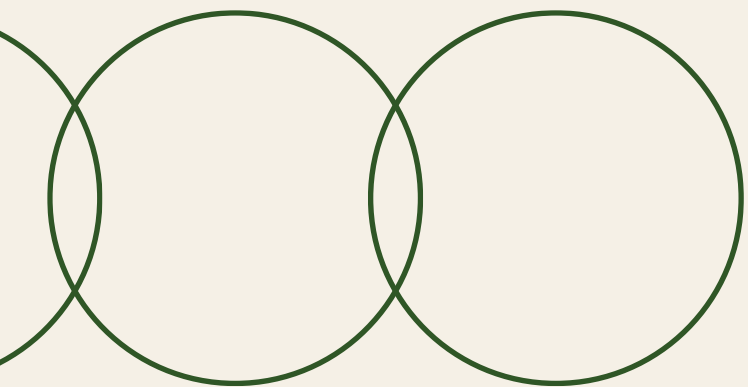
- Companies?
- Consumers?

Justify your answer!



Reflection: Let's Talk about it!

1. How do your current **shopping habits** align with sustainable practices?
2. What are some **ways** you can reduce your clothing consumption?
3. Reflect on the impact of **fast fashion** on the environment and society.
4. What is one way you can contribute to a **circular economy** in your daily life?



How will you act?

Work together and design a campaign poster to promote a sustainable future in Fashion today!

