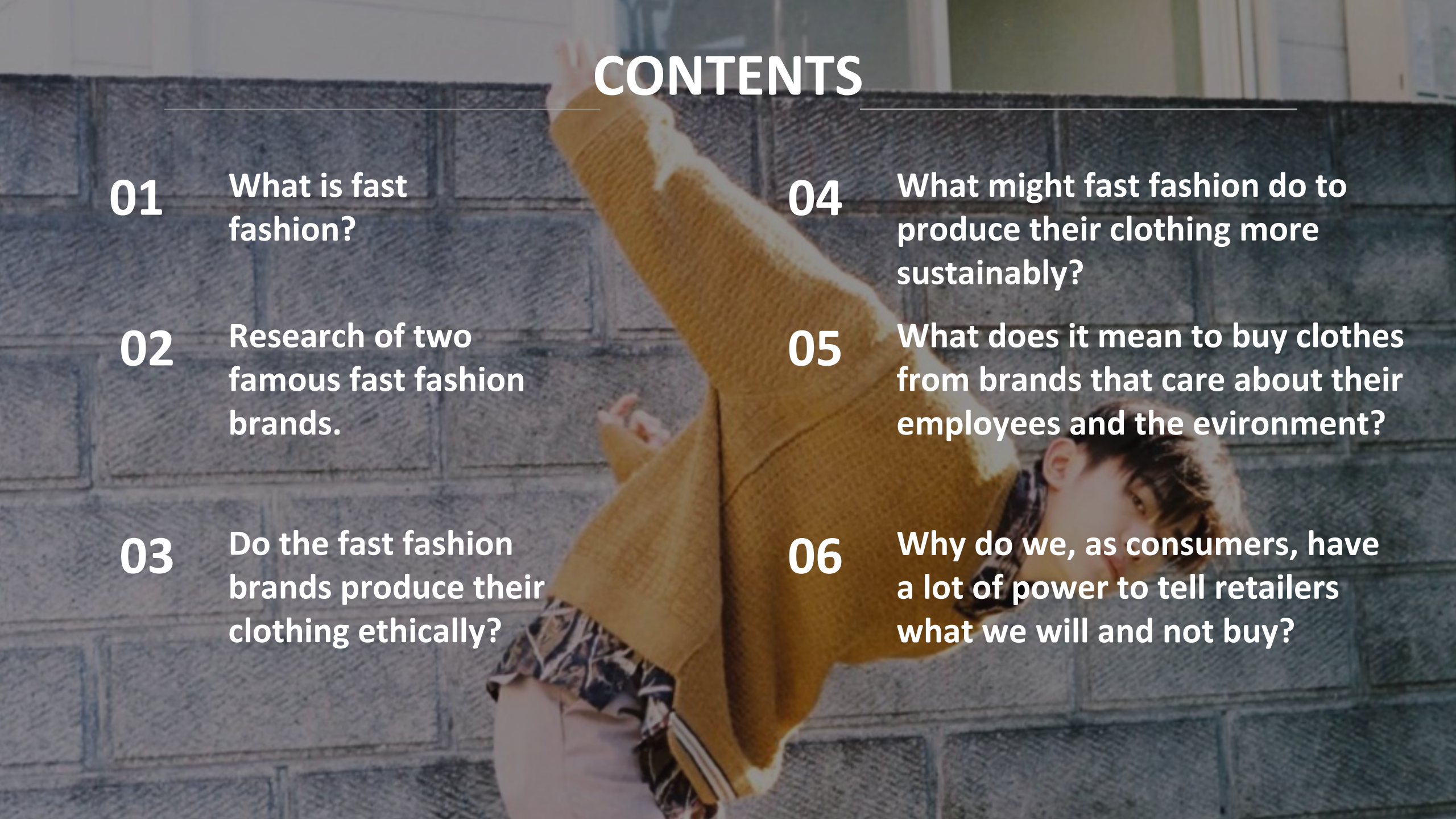




FAST FASHION

2ND TOPIC

CONTENTS

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- A person with dark hair, wearing a bright yellow sweater and a patterned skirt, is posing against a grey stone wall. They are leaning back with one arm raised and legs crossed. The background is a textured stone wall.
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01

What is fast fashion?

Fast fashion is an inexpensive way of producing garments rapidly in response to the latest trends. Fast fashion is a design, manufacturing, and marketing method focused on rapidly producing high volumes of clothing. Garment production utilizes trend replication and low-quality materials in order to bring inexpensive styles to the public. These cheaply made, trendy pieces have resulted in an industry-wide movement towards overwhelming amounts of consumption. The fast fashion manufacturing process leaves a lot to be desired, and pieces are often thrown away after no more than a few wears. Companies such as Topshop and Fashion Nova are greatly concerned with their bottom line and are banking on the “ocean of clothing” they churn out for profit. These brands earn millions of dollars while selling pieces cheaply because of the sheer number of items they sell, no matter the cost or markup. And garment workers are undoubtedly being paid well below the minimum wage. In the documentary “The True Cost,” author and journalist Lucy Siegle summed it up perfectly: “Fast fashion isn’t free. Someone, somewhere is paying.” All of the elements of fast fashion—trend replication, rapid production, low quality, competitive pricing—add up to having a detrimental impact on the planet and the people involved in garment production

Fast fashion brands produce pieces to get the newest style on the market as soon as possible. [11] They emphasize optimizing certain aspects of the supply chain for the trends to be designed and manufactured quickly and inexpensively and allow the mainstream consumer to buy current clothing styles at a lower price.

Brands like Boohoo, for example, use toxic chemicals, dangerous dyes, and synthetic fabrics that seep into water supplies, and, each year, 11 million tons of clothing is thrown out in the US alone. These garments—full of lead, pesticides, and countless other chemicals—rarely break down. Instead, they sit in landfills, releasing toxins into the air. Fast fashion's carbon footprint gives industries like air travel and oil a run for their money. In addition to environmental impact, fast fashion affects the health of consumers and garment workers. Harmful chemicals such as benzothiazole, which has been linked to several types of cancer and respiratory illnesses, have been found in apparel on the market today. As our skin is the largest organ of the body, wearing these poorly made clothes can be dangerous to our health.

H&M is a very well known Swedish fast fashion brand. H&M has long been the target of widespread concern about the impact of fast fashion on the environment and the workers who make our clothes. It claims to be moving towards more sustainable practices, but we have to be sure by asking the question: just how ethical is H&M? **One step back...**

While the company has made some progress for the environment, things aren't looking so good on the labour rights front. Following the Rana Plaza disaster in 2013, H&M joined the Bangladesh Fire Safety Accord, successfully working with other brands and labour unions to address health and safety issues in 100s of factories. But they also promised to pay 850,000 workers a living wage by 2018, a promise they have spectacularly failed to meet. Also in 2018, factories that supply H&M were named in reports by Global Labour Justice detailing abuse of female garment workers. Clearly, there is still a long way to go!

Environmental Impact : H&M has taken positive steps to reduce its environmental impact, H&M offers a recycling program where you can return clothes from any brand in-store, and as we've seen, it has set some positive targets in its Sustainability Report. It uses renewable energy for part of its supply chain and has a policy approved by CanopyStyle to prevent deforestation of ancient and endangered forests. H&M also uses some eco-friendly materials like organic cotton and recycled polyester in some products. The brand was also among the first to stock a 'Conscious' sustainable fashion collection in its stores. On the other hand, the majority of the materials it uses are not eco-friendly, and the brand still operates under an unsustainable, fast fashion business model. And while it has set a science-based target to reduce greenhouse gas emissions generated from its own operations and supply chain, there is no evidence it is on track to meet its target. For these reasons, we give H&M a score of 'It's A Start' for the environment.

Labour Conditions : H&M has made some improvements on its labour policies in recent years, but overall its workers are not treated ethically enough, which is why it has received an 'It's A Start' rating for people. It received a score of 71-80% in the Fashion Transparency Index, and it publishes detailed information about its supplier policies, audit, and remediation processes. It also publishes a detailed list of suppliers in the final stage of production, as well as information about forced labour, gender equality, or freedom of association.

While the brand does have a project to improve wages, there is no evidence it ensures payment of a living wage across its entire supply chain, despite promises to the contrary. On another bad note, almost none of H&M's supply chain is certified by labour standards which ensure worker health and safety, living wages, or other labour rights. That means not enough of its facilities have collective bargaining or the right for workers to make a complaint. With the pandemic in 2020, we have learned H&M discloses some policies to protect suppliers and workers in its supply chain from the impacts of COVID-19, but implementation is uncertain.

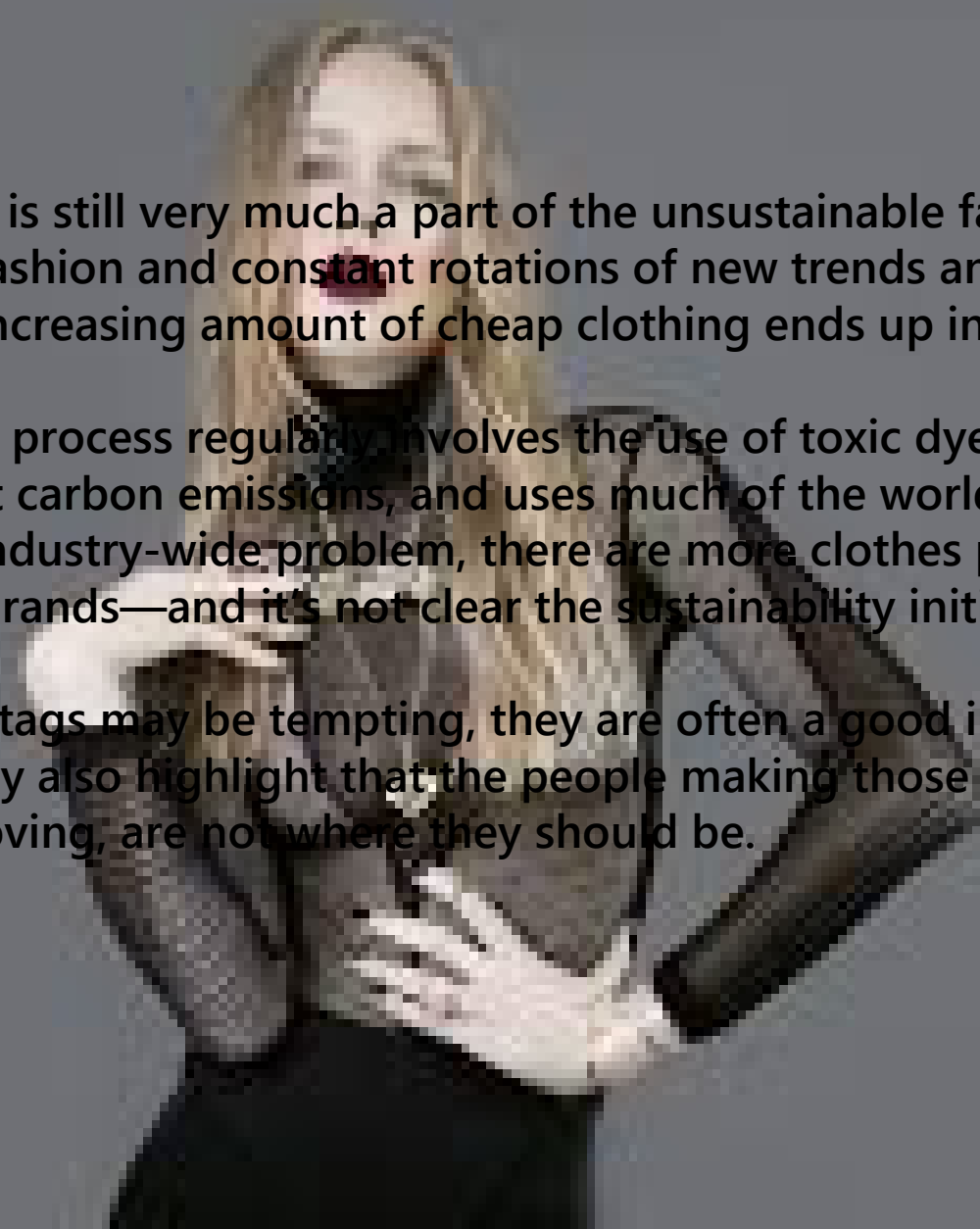
Animal Welfare : H&M is heading in the right direction for animals by having a formal animal welfare policy aligned with Five Freedoms and tracing some animal products to the first stage of production. It uses wool from non-mulesed sheep, and down accredited by the Responsible Down Standard. It also banned the use of fur, angora, and exotic animal skins. It does, however, use leather and exotic animal hair, and claims that it will be fully traceable and certified to a credible standard by 2025. H&M also gets 'It's A Start' for animal welfare to reflect the progress it is making.

Overall Rating :

At the end of the day, H&M is still very much a part of the unsustainable fast fashion industry. Its promotion of 'disposable' fashion and constant rotations of new trends and products has a huge environmental impact. An increasing amount of cheap clothing ends up in landfill after a few wears due to these reasons.

The clothing manufacturing process regularly involves the use of toxic dyes, solvents and pesticides, is responsible for significant carbon emissions, and uses much of the world's fresh water and land resources. While this is an industry-wide problem, there are more clothes pumped through the system by the fast fashion brands—and it's not clear the sustainability initiatives of H&M are enough to compensate.

So, while those cheap price tags may be tempting, they are often a good indicator of the poor quality of the materials. They also highlight that the people making those clothes are working in conditions that, while improving, are not where they should be.



02

How Zara produce their clothes?

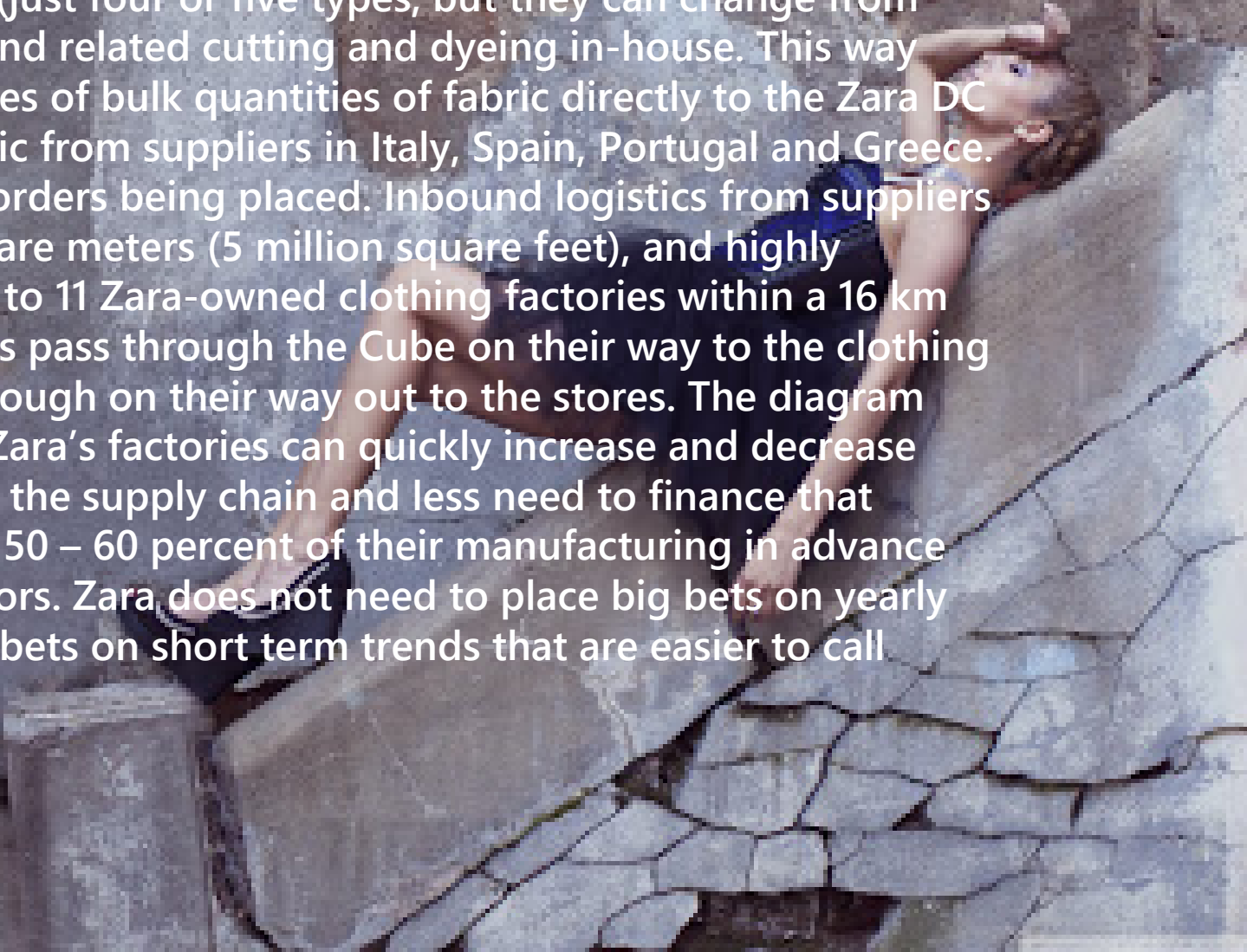
Zara changes its clothing designs every two weeks on average, while competitors change their designs every two or three months. It carries about 11,000 distinct items per year in thousands of stores worldwide compared to competitors that carry 2,000 to 4,000 items per year in their stores. Zara's highly responsive supply chain is central to its business success. The heart of the company and its supply chain is a huge, highly automated distribution center (DC) called "The Cube". The screenshot below shows a closeup satellite view of this facility.

Company Business Model : Agents for the company are always scouting out new fashion trends at clubs and social gatherings. When they see inspiring examples they quickly send design sketches to the garment designers at the Cube. New items can be designed and out to the stores in 4 – 6 weeks, and existing items can be modified in 2 weeks.

The company's core market is women 24 – 35 years old. They reach this market by locating their stores in town centers and places with high concentrations of women in this age range. Short production runs create scarcity of given designs and that generates a sense of urgency and reason to buy while supplies last. As a consequence, Zara does not have lots of excess inventory, nor does it need to do big mark-downs on its clothing items.

Zara has 12 inventory turns per year compared to 3 – 4 per year for competitors. Stores place orders twice a week and this drives factory scheduling. Such short term focused order cycles make forecasts very accurate, much more accurate than competitors who may order every two weeks or every month.

Manufacturing and Supply Chain Operations Make Zara Unique in Its Industry : Zara buys large quantities of only a few types of fabric (just four or five types, but they can change from year to year), and does the garment design and related cutting and dyeing in-house. This way fabric manufacturers can make quick deliveries of bulk quantities of fabric directly to the Zara DC – the Cube. The company purchases raw fabric from suppliers in Italy, Spain, Portugal and Greece. And those suppliers deliver within 5 days of orders being placed. Inbound logistics from suppliers are mostly by truck. The Cube is 464,500 square meters (5 million square feet), and highly automated with underground monorail links to 11 Zara-owned clothing factories within a 16 km (10 mile) radius of the Cube. All raw materials pass through the Cube on their way to the clothing factories, and all finished goods also pass through on their way out to the stores. The diagram below illustrates Zara’s supply chain model. Zara’s factories can quickly increase and decrease production rates, so there is less inventory in the supply chain and less need to finance that inventory with working capital. They do only 50 – 60 percent of their manufacturing in advance versus the 80 – 90 percent done by competitors. Zara does not need to place big bets on yearly fashion trends. They can make many smaller bets on short term trends that are easier to call correctly.

A woman with long brown hair, wearing a blue sleeveless dress and black high-heeled shoes, is sitting on a large, grey stone ledge. She is looking towards the camera with a slight smile. The background is a textured, grey stone wall.

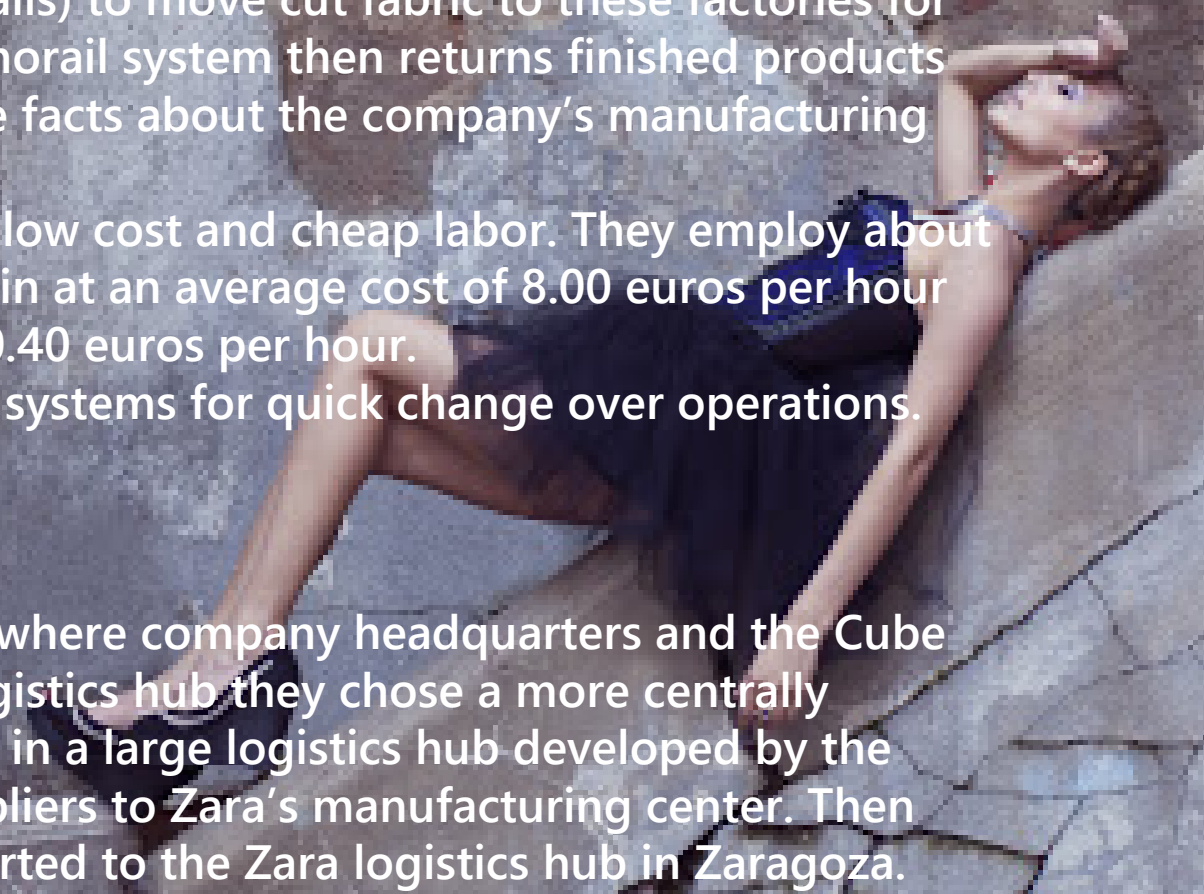
The Zara factories are connected to the Cube by underground tunnels with high speed monorails (about 200 kilometers or 124 miles of rails) to move cut fabric to these factories for dyeing and assembly into clothing items. The monorail system then returns finished products to the Cube for shipment to stores. Here are some facts about the company's manufacturing operations:

Zara competes on flexibility and agility instead of low cost and cheap labor. They employ about 3,000 workers in manufacturing operations in Spain at an average cost of 8.00 euros per hour compared to average labor cost in Asia of about 0.40 euros per hour.

Zara factories in Spain use flexible manufacturing systems for quick change over operations.

- 50% of all items are manufactured in Spain
- 26% in the rest of Europe
- 24% in Asia and Africa

Manufacturing is centered in northwestern Spain where company headquarters and the Cube are located. But for their main distribution and logistics hub they chose a more centrally located facility. That facility is located in Zaragoza in a large logistics hub developed by the Spanish government. Raw material is sent by suppliers to Zara's manufacturing center. Then finished garments leave the Cube and are transported to the Zara logistics hub in Zaragoza. And from there they are delivered to stores around the world by truck and by plane.



The fast fashion industry is the second most polluting industry on the planet after oil, with the pioneer in the industry the criminal (and less businessman) Amancio Ortega, who is currently among the 12 richest people on the planet. Ortega owns INDITEX, the world's largest fashion group, which includes Zara, Bershka, Pull & Bear, Stradivarius, Massimo Dutti, Oysho and Uterqüe. His fortune amounts to almost 64 billion. due to the fact that it has become a pioneer in the fast fashion industry - an industry that ranks among the top three industries with forced labor cases, and is the second most infectious industry in the world.

So INDITEX, the Ortega chain that is constantly trying to convince itself that it applies sustainable and ethical methods, has signed a code of ethics that says that the group is responsible for each person in their production chain. In such industries, however, codes exist to be violated. In recent years, the chain has proven to force workers to work 16 to 19 hours a day, often barring them from leaving factories housed in dangerous and unhealthy areas (let's not forget the collapse of Rana Plaza which cost the death and injury of thousands of people despite warnings to evacuate the building).

But INDITEX has always given and will give the responsibility elsewhere. When child labor was revealed in her San Paolo factory in 2013, she said she did not know how the children got there. She may have been fined 410,000 after the revelation, but in front of Ortega's estate it was nothing. In 2016, child labor was again exposed, in miserable working conditions in its factories in Turkey, where workers were exposed to toxic chemicals for 12 hours a day, without a protective mask. INDITEX again knew nothing - it tried again to give responsibility to third parties. But INDITEX is not the only problem. The problem is the whole fast fashion industry that is responsible for the deaths and exploitation of children, victims of slave traders, refugees and people living in poverty.

Nine out of ten workers in Bangladesh, the country that is the hub of fast fashion, say they can not feed their families, and skip regular meals. They are paid \$ 33 a month (with an average salary of \$ 60) and are required to work in hazardous areas exposed to carcinogenic chemicals. Since 1990, with the exception of the Rana Plaza accident, more than 400 workers have died in these factories, and thousands have been injured in fires, while women are being sexually harassed and have no maternity leave. As for the latter, there have been numerous allegations of sexual harassment in H&M factories. People who work for all these chains can not react, they have learned to live this way, or at least they have learned to accept it. Meanwhile, many factories are banning the formation of trade unions in order to prevent workers from defending their rights. When some courageous people complained about working conditions, they received threats. The reality is that we are completely disconnected from the people who make our clothes. There are at least 40 million garment workers in the world right now who do not share the same rights and protections as the people of the West. The human factor behind the fashion industry is so great that we should not and can not ignore it.

There are solutions and they are staring at us.

Local and ethical brands, second-hand shops and all thrift shops are waiting with open arms. "Slow fashion" is out there and guarantees that no one was tortured, abused or starved to wear your T-shirt.

However, as long as the support for fast fashion is maintained, as long as the queues outside Bershka and Zara continue, the tolerance for the violation of basic human rights continues.

Do the fast fashion brands produce their clothing ethically?

There are many ways that you improve your manufacturing process to make it eco-friendlier, some very simple and others more complex. But you don't have to make grand changes to begin your journey towards becoming environmentally friendly. With our suggestions below, we hope that you will be able to take your first steps towards sustainability.

Undertake an energy survey

The first thing that you should do is undertake an energy survey of your business. This is a systematic audit of how energy is used throughout your building and grounds, with the aim of identifying areas that are deficient so they can be improved. Energy surveys can vary in their level of detail, ranging from a simple walkthrough to a more thorough investment grade assessment. You will be able to carry out a basic survey yourself, but if you want to go into further depth, you will need to hire an experienced energy professional to go over everything with a fine toothcomb. The Carbon Trust has published a comprehensive guide to energy surveys, which contains advice about carrying out your own walkthrough, as well as the steps you should take to organise one that meets the specifications of the investment grade.

If your company employs over 250 people or has an annual turnover of over €50 million, there is a good chance that you have had to undertake an energy survey to comply with the government's Energy Savings Opportunity Scheme (ESOS). Should this be the case, it's worth remembering that you need to undertake a new assessment every four years to meet the requirements of this scheme.

Start with basic changes

As we've mentioned, making small changes to begin with can often have an immediately positive effect on your manufacturing operation. Once you've carried out an energy survey of your workplace, you can begin to plan and make these changes to address any deficiencies that you identified.

Do the fast fashion brands produce their clothing ethically?

Some considerations that you might want to make are listed below.

1. Select Materials From Sustainable Sources : When choosing materials to use for your design, look for materials that are earth friendly. Do they come from mills with water and energy conservation processes in place? Are they colored with natural dyes? Are the materials organically farmed? What is the carbon footprint of their production, cultivation and transport? If sourcing sustainably sounds like a practice you'd like to incorporate into your brand, consider the following materials and their benefits:

- Organic cotton: This cotton is grown without the damaging environmental and public health risks associated with pesticides, insecticides and fertilizers.
- Hemp: This versatile, resilient crop doesn't require the use of pesticides or herbicides to grow. Ideal for making ropes, denim, tote bags and more.
- Bamboo: Hypoallergenic and great for soft linens, bamboo is also a renewable resource. When processed effectively, it can help combat deforestation and soil erosion.
- Recycled fibers & fabrics: Used textiles and waste materials such as plastic bottles can be repurposed into clothing and textiles. This process reduces waste in landfills and preserves resources needed to manufacture new products from scratch.

2. Know Your Factory : Do some research before selecting a factory to produce your design. Does the factory incorporate alternative sources of energy such as solar or wind into the manufacturing process? Are outputs and waste managed responsibly? Does it take steps to offset the CO2 produced during manufacturing? Was the factory LEED-certified as being designed, built and maintained according to exacting environmental standards?

3. Consider Producing Domestically : Choosing to produce domestically can cut down transportation costs to both your wallet and the environment. Importing finished products from overseas significantly contributes to a product's environmental impact through the emission of harmful Greenhouse Gases. The closer products are produced to home, the better the chance of lessening this impact. When wise transportation routes are sought out (for example, those preferencing rail transport over vehicle transport, or shipping over airfreight) a product's environmental impact can be considerably lessened.

4. Educate Yourself About Sustainable Design : Finally, educating yourself about the sustainability movement in fashion can be an invaluable tool when making the choice to go green. Below are a few resources you can check out to learn more about sustainability in design:

- The NRDC's "Clean by Design" program offers valuable resources for improving manufacturing efficiency and lessening its impact on the environment.
- Ecouterre is devoted to the pursuit of sustainable fashion and design. Learn more about the movement, and get inspired by the designs of ecologically conscious designers.
- Check out dozens of eco-friendly manufacturers listed on Maker's Row's site.

While this list is by no means exhaustive, I hope it offers you insights into how to begin incorporating more environmentally friendly practices into your brand!



04

What might fast fashion do to produce their clothing more sustainably?

There are a lot of ways for a fast fashion company to produce their products ethically and sustainably. First of all, the company can use recycled materials. That means less energy, less pollution by waste, less chemicals and it helps save natural resources. Secondly, a company can use organic materials and natural fibres. In this way, it helps organic farming, which does not use pesticides, fertilizers and dangerous chemicals. Also, items without pesticides and chemicals are healthy. Another way for the companies is to avoid plastic packaging for their items. Plastic remains for years, spreads toxins and chemicals and causes problems such as inflammations, heart diseases, endocrine problems, diabetes, Alzheimer. Also, the companies should make safer the work conditions and protect the workers from toxic substances. The main problem is that ethical and sustainable products are expensive. So, the companies can take some measures to help customers prefer those products :

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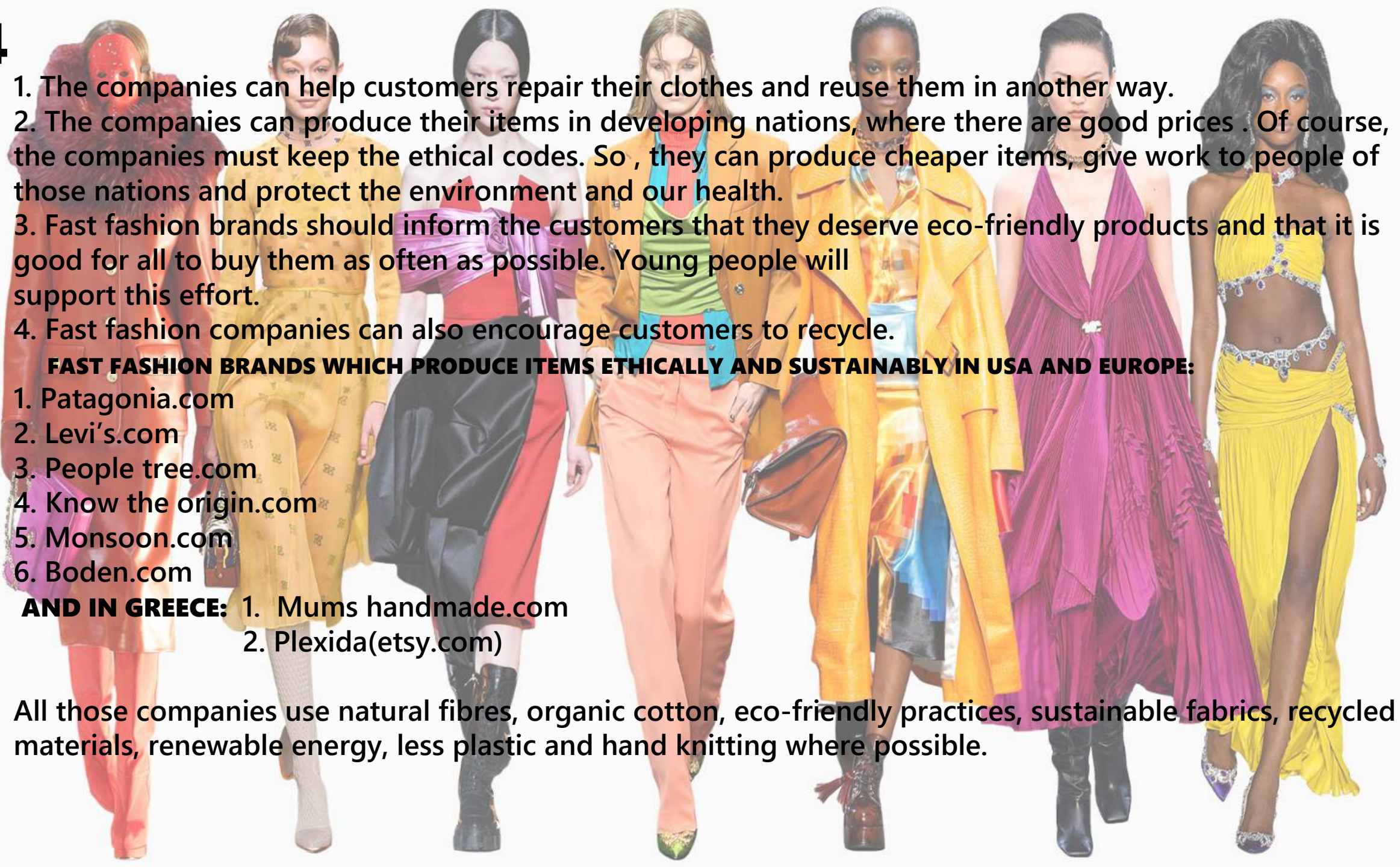
1. The companies can help customers repair their clothes and reuse them in another way.
2. The companies can produce their items in developing nations, where there are good prices . Of course, the companies must keep the ethical codes. So , they can produce cheaper items, give work to people of those nations and protect the environment and our health.
3. Fast fashion brands should inform the customers that they deserve eco-friendly products and that it is good for all to buy them as often as possible. Young people will support this effort.
4. Fast fashion companies can also encourage customers to recycle.

FAST FASHION BRANDS WHICH PRODUCE ITEMS ETHICALLY AND SUSTAINABLY IN USA AND EUROPE:

1. Patagonia.com
2. Levi's.com
3. People tree.com
4. Know the origin.com
5. Monsoon.com
6. Boden.com

- AND IN GREECE:**
1. Mums handmade.com
 2. Plexida(etsy.com)

All those companies use natural fibres, organic cotton, eco-friendly practices, sustainable fabrics, recycled materials, renewable energy, less plastic and hand knitting where possible.





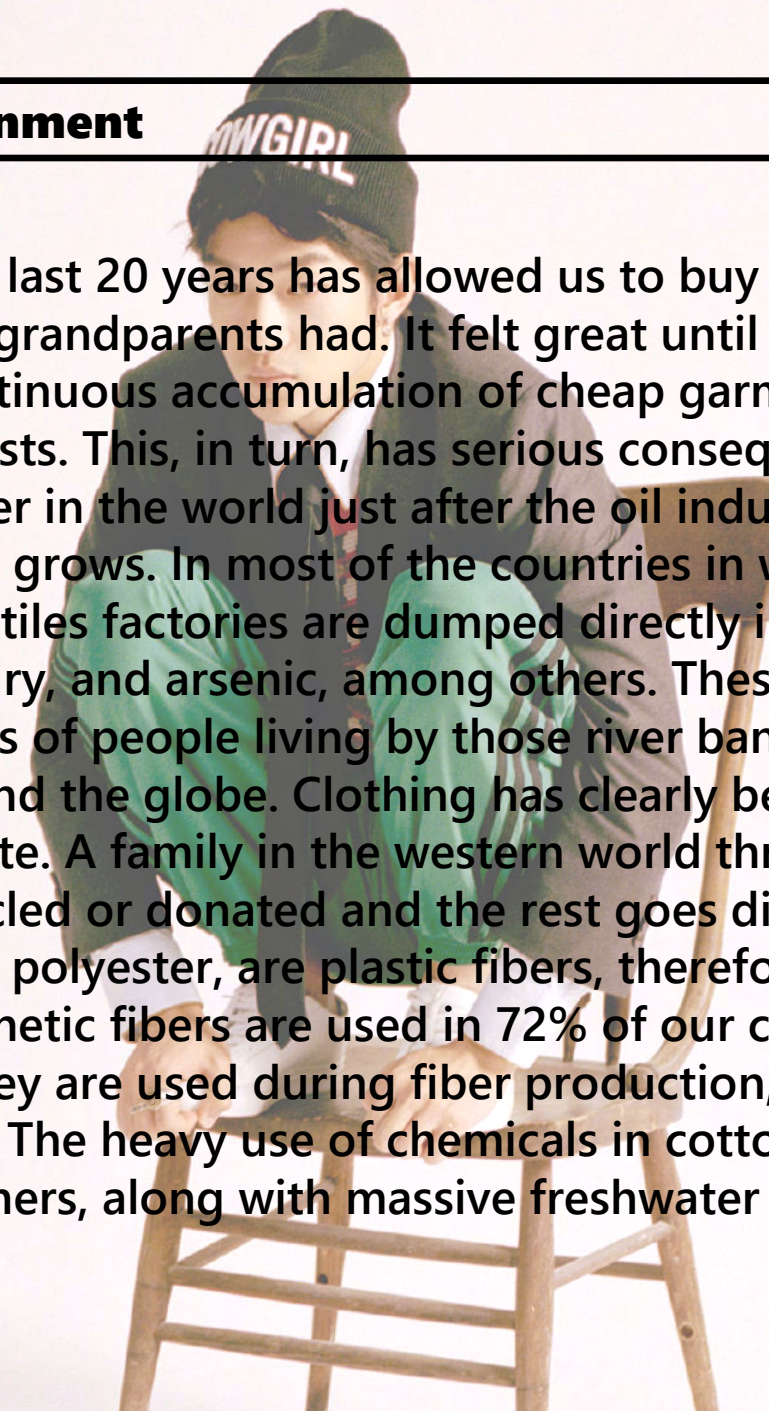
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What does it mean to buy clothes from brands that care about their employees and the environment?

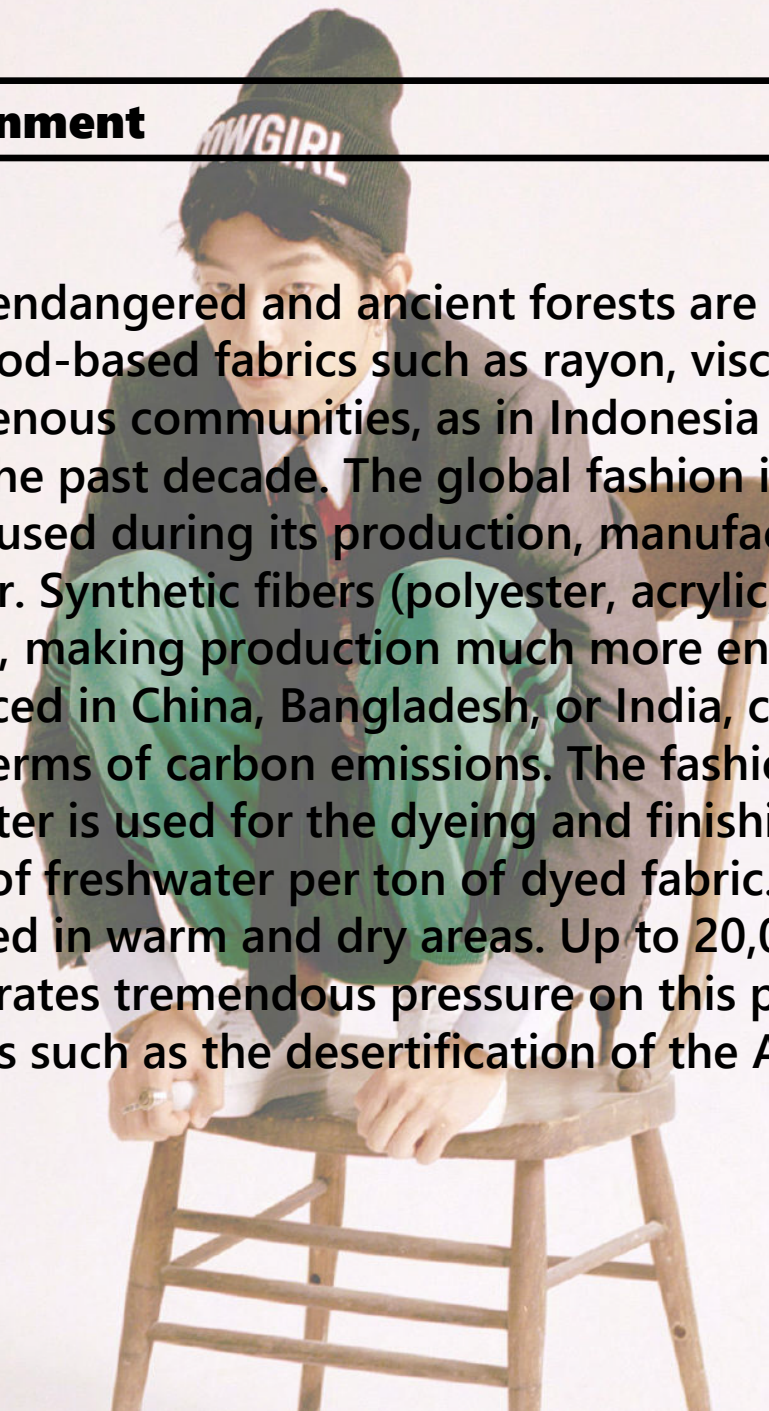
All of the elements of fast fashion add up to having a detrimental impact on the planet and the people involved in garment production. Brands like Boohoo, for example, use toxic chemicals, dangerous dyes, and synthetic fabrics that seep into water supplies, and, each year, 11 million tons of clothing is thrown out in the US alone. These garments—full of lead, pesticides, and countless other chemicals—rarely break down. Instead, they sit in landfills, releasing toxins into the air. Fast fashion's carbon footprint gives industries like air travel and oil a run for their money.

“Many of us are familiar with the news about Nike sweatshops, but they're just one of the many fast fashion brands violating human rights for the sake of fashion.”

In addition to environmental impact, fast fashion affects the health of consumers and garment workers. Harmful chemicals such as benzothiazole, which has been linked to several types of cancer and respiratory illnesses, have been found in apparel on the market today. As our skin is the largest organ of the body, wearing these poorly made clothes can be dangerous to our health. This danger only increases in factories, towns, and homes where fast fashion is made. For example, conventional textile dyeing often releases “heavy metals and other toxicants that can adversely impact the health of animals in addition to nearby residents” into local water systems, according to the Environmental Health Journal. The health of garment workers is always in jeopardy through exposure to these chemicals. And that doesn't even take into account the long hours, unfair wages, lack of resources, and even physical abuse. Many of us are familiar with the news about Nike sweatshops, but they're just one of the many fast fashion brands violating human rights for the sake of fashion. The people who make our clothes are underpaid, underfed, and pushed to their limits because there are few other options.



The drop in garment prices over the last 20 years has allowed us to buy more and more clothes. We now have 5 times more clothes than our grandparents had. It felt great until we found out what was hiding behind this trend. In reality, this continuous accumulation of cheap garments is only possible because of a constant reduction of production costs. This, in turn, has serious consequences on our planet. The fashion industry is the second largest polluter in the world just after the oil industry. And the environmental damage is increasing as the industry grows. In most of the countries in which garments are produced, untreated toxic wastewater from textiles factories are dumped directly into the rivers. Wastewater contains toxic substances such as lead, mercury, and arsenic, among others. These are extremely harmful to the aquatic life and the health of millions of people living by those river banks. The contamination also reaches the sea and eventually spreads around the globe. Clothing has clearly become disposable. As a result, we generate more and more textile waste. A family in the western world throws away an average of 30kg of clothing each year. Only 15% is recycled or donated and the rest goes directly to the landfill or is incinerated. Synthetic fibers, such as polyester, are plastic fibers, therefore non-biodegradable and can take up to 200 years to decompose. Synthetic fibers are used in 72% of our clothing. Chemicals are one of the main components in our clothes. They are used during fiber production, dyeing, bleaching, and wet processing of each of our garments. The heavy use of chemicals in cotton farming is causing diseases and premature death among cotton farmers, along with massive freshwater and ocean water pollution and soil degradation.



Every year, thousands of hectares of endangered and ancient forests are cut down and replaced by plantations of trees used to make wood-based fabrics such as rayon, viscose, and modal. This loss of forest is threatening the ecosystem and indigenous communities, as in Indonesia where large-scale deforestation of the rainforests has taken place over the past decade. The global fashion industry is generating a lot of greenhouse gases due to the energy used during its production, manufacturing, and transportation of the million garments purchased each year. Synthetic fibers (polyester, acrylic, nylon, etc.), used in the majority of our clothes, are made from fossil fuel, making production much more energy-intensive than with natural fibers. Most of our clothes are produced in China, Bangladesh, or India, countries essentially powered by coal. This is the dirtiest type of energy in terms of carbon emissions. The fashion industry is a major water consumer. Huge quantity of fresh water is used for the dyeing and finishing process for all of our clothes. As reference, it can take up to 200 tons of freshwater per ton of dyed fabric. Also, cotton needs a lot of water to grow and heat, but is usually cultivated in warm and dry areas. Up to 20,000 liters of water are needed to produce just 1kg of cotton. This generates tremendous pressure on this precious resource, already scarce, and has dramatic ecological consequences such as the desertification of the Aral Sea, where cotton production has entirely drained the water.

Why, as consumers, we have a lot of power to tell retailers what we will and not buy?

Retailing has a tremendous impact on the economy. It involves high annual sales and employment. As a major source of employment retailing offers a wide range of career opportunities including; store management, merchandising and owning a retail business.

Consumers benefit from retailing is that, retailers perform marketing functions that makes it possible for customers to have access to a broad variety of products and services. Retailing also helps to create place, time and possession utilities. A retailer's service also helps to enhance a product's image.

Retailers participate in the sorting process by collecting an assortment of goods and services from a wide variety of suppliers and offering them for sale. The width and depth of assortment depend upon the individual retailer's strategy.

They provide information to consumers through advertising, displays and signs and sales personnel. Marketing research support is given to other channels, members.

They store merchandise, mark prices on it, place items on the selling floor and otherwise handle products; usually they pay suppliers for items before selling ,,them to final customers. They complete transactions by using appropriate locations, and timings, credit policies, and other services e.g. delivery.

Retailing in a way, is the final stage in marketing channels for consumer products. Retailers provide the vital link between producers and ultimate consumers.

Holding Inventory : A major value-providing activity performed by retailers is holding inventory so that the products will be available when consumers want them. Thus, consumers can keep a smaller inventory of products at home because they know local retailers will have the products available when they need more. This activity is particularly important to consumers with limited storage space.

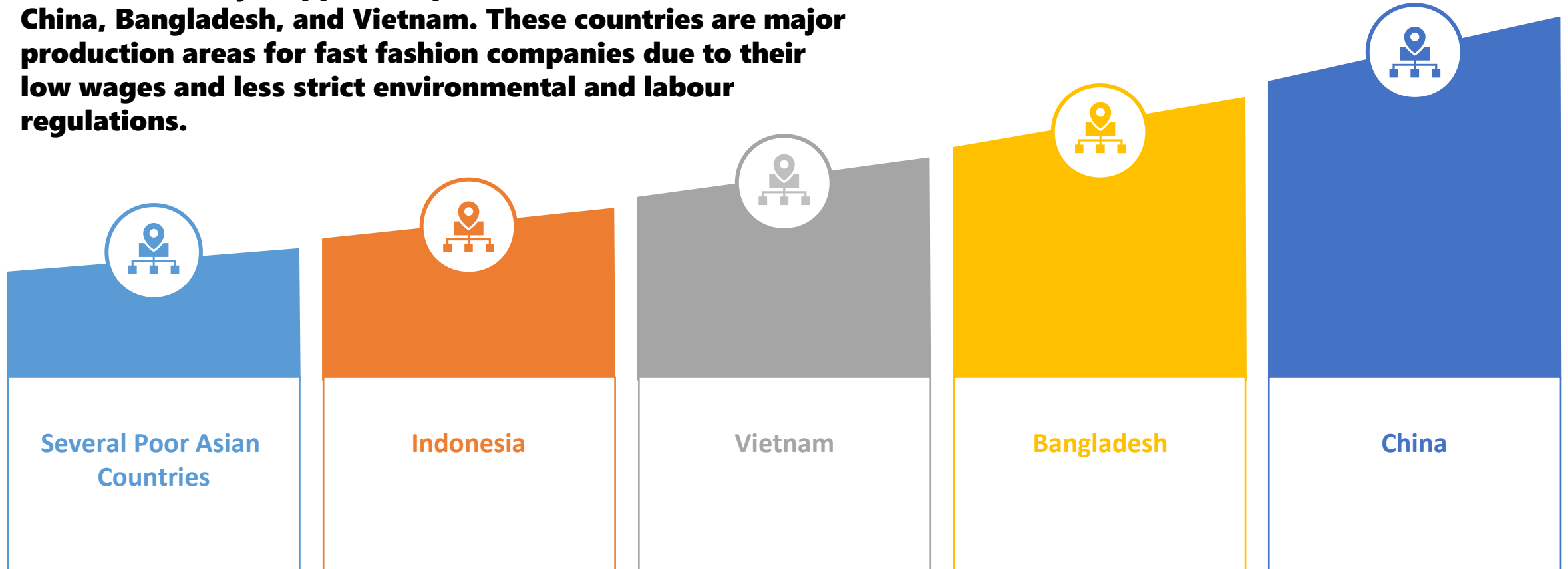
Providing Services : Retailers provide services that make it easier for customers to buy and use products. For example, retailers offer credit so that consumers can have a product now and pay for it later. They display products so that consumers can see and test them before buying. Some retailers employ salespeople in stores or maintain Web sites to answer questions and provide additional information about products.

Companies are reducing prices because they believe that will boost their perceived value to consumers. As pressure intensifies to reduce prices, either by cutting the list price or offering a discount, managers may act hastily, without the same rigor they apply to investments elsewhere, such as capital deployment or product enhancements. But when managers reduce prices, a fundamental question sometimes goes unasked: Will customers notice and respond as expected? All too often they don't. That's because how customers perceive the price is as important as the price itself. Even if customers fail to notice specific price moves in isolation, companies should make sure customers have a good sense of how the firm's prices compare to those of competitors. And most companies—luxury purveyors aside—want to be perceived by consumers as having lower prices, relative to competitors, than they in fact do. A store with the same prices as a competitor's would like to be seen as having lower prices; and a retailer with average prices that are 10% higher than a key competitor's would love to be perceived as being only 5% higher. The intense competition on pricing that pervades many industries makes consumer perception more important than ever. Aggregator and comparison websites have brought greater price visibility and ease of product comparison to banking, insurance, hotels and other consumer markets. It's also easier for consumers to split their spending among different providers, depending on which firms offer the best perceived price-value equation. Bain's grocery survey shows that half of consumers' monthly spending goes to stores that are not the consumer's primary store.



Which countries produce the most fast fashion?

Some of the major apparel exporters in the world are China, Bangladesh, and Vietnam. These countries are major production areas for fast fashion companies due to their low wages and less strict environmental and labour regulations.





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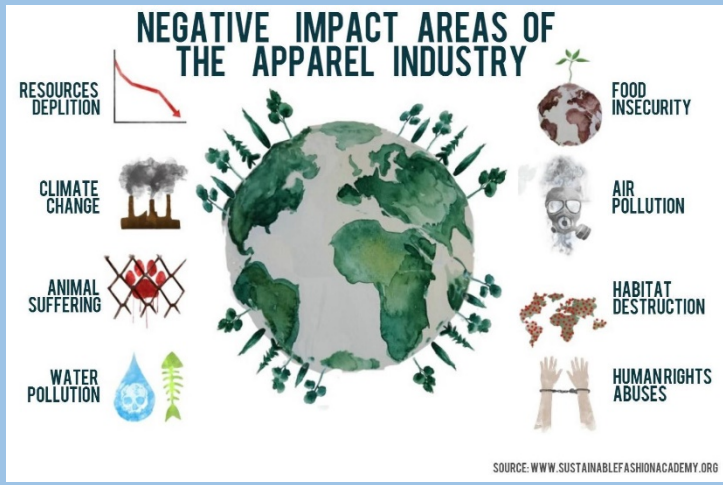
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FAST FASHION PICTURES





THANK YOU!

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