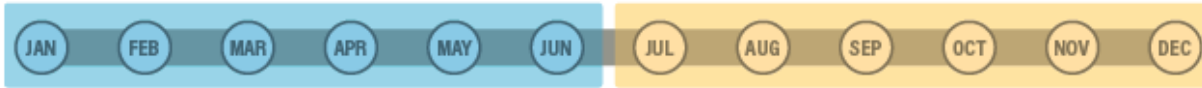


Traditional vs. "Fast" Fashion

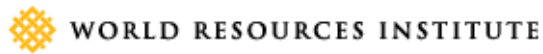
TRADITIONAL: 2 CYCLES PER YEAR



TYPICAL FAST FASHION: 50 CYCLES PER YEAR



Source: True Cost



The demand for new clothing is so high that cotton has been genetically modified to keep up with the demand. Chemicals that go into production of textiles on farms and in factories can be dangerous to the workers at those places when not handled properly. Some companies are aware of the damage to the environment and workers (take [Patagonia \(https://www.patagonia.com/home/\)](https://www.patagonia.com/home/) for example), but many are solely profit-focused.



Ultimately the takeaway from this film was how many different components go into the clothing we wear and how much we over consume. The true costs that should be considered as clothing consumers include not only the monetary costs, but also the environmental resources used in production. Luckily, there are things you can start doing today to reduce the environmental impact of your wardrobe.



Here are a few tips:

1. Shop your closet before you go out shopping. What can you repurpose, reuse, wear a different way, or simply FORGOT about in your closet?
2. Accessorize. Change things around, add a scarf, bag, etc.
3. Participate in a clothing swap and trade clothes with your friends
4. Shop second-hand clothing
 - Thrift shops like Goodwill, Savers , etc.
 - Consignment shops like Plato's Closet and The Loft

5. Think before you buy--Think long-term about your purchase

- Do I really need to follow the newest trend?
- How often will I wear this - for one event? One season? More?

6. Donate the items you no longer wear

- Some nonprofits take clothing to provide to people in need for FREE
 - [Damiano Center's Clothing Exchange \(https://www.damianocenter.org/programs\)](https://www.damianocenter.org/programs)
 - [Lutheran Social Services Teen Closet \(https://www.lssmn.org/services/youth-homelessness/duluth/teencloset\)](https://www.lssmn.org/services/youth-homelessness/duluth/teencloset)
- Other nonprofits re-sell donated items to the public
 - Goodwill, Savers, Salvation Army, etc.

Tags

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