

# Problems with the Fashion Industry and Finding Ways to Reduce Environmental Impact

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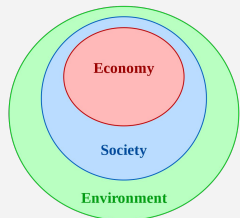
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## What is Sustainability?

- Having the ability to meet our own needs without compromising the ability of future generations to meet their own needs.
- Seeks out to protect our natural environment, human, and ecological health.
- Tries to avoid compromising our way of life.

## What is the Fashion Industry?

- We have 5 times more clothes than our grandparents had.
- There is an immense drop in garment prices over the last 20 years, leading to more consumption of clothes.
- Garment quality has been declining each year.
- Fast fashion is full of cheap, disposable clothing with mass production.



## What are the Environmental Impacts?

- Most countries have untreated toxic wastewaters from textile factories.
- Waste consumption is another big factor as fresh water is used in mass amounts for dyeing and finishing processes.
- Tons of microfibers are being produced through washing processes and lead to a plastic food chain cycle.
- We generate more and more textile waste.



## How Do We Reduce This?

- Buy less clothes!
- Buy clothes from sustainable brands (e.g., smaller brands that are handcrafted).
- Buy better quality clothes (e.g., improvement of garment quality to make it long lasting and safer).
- Recycle or donate!
- Buy second hand, swap, and rent clothing!
- Be mindful of washing (e.g., think about how much water is being used)!



## Reference

<https://www.sustainyourstyle.org/en/reducing-our-impact>