Fast Fashion is known for how quickly and efficiently new clothing and accesories become mass produced. However, with such large numbers being produced there are negative impacts as well. Compared to 2000, clothing is being purchased 60% more than it used to be. Statistics have even said that there are at least twenty garments being made, per person in the world per year.

Fast fashion has already been proven to be taking a toll on the environment. According to Nature.com, not only is the textile production business, one of the most polluting, but it produces 1.2 billion tonnes of carbon emissions. And with these numbers, 60% of all the textiles that are being made annually, go into the clothing business, mainly fast fashion. The emissions that are being created come from creating new and synthetic fibers. Unlike a natural fiber, synthetic fibers such as polyester or modal, are man made. Polyester for example sheds out micro pieces of plastic when it is washed, and then the plastic ends up in the oceans. And, being man made they are not biodegradable and end up harming the oceanic ecosystems.

When they use natural products, and want to increase agricultural growth they end up using products that harm those who harvest them. However, when that happens it creates more pressure. Cotton, for example needs water and pesticides to grow. In third world countries there is more likely to be cotton harvesting- but they are also more likely to face droughts. Without a consistent water supply there is the possibility that the cotton orders will be unfulfilled.

Sustainability is definitely something that should be looked for when creating new clothing. However, not everyone seems to agree with that. Recently, the CEO of one of the leading fast fashion brands H&M believe that it is just not something that is achievable.  This is believed because although global warming is something very real, jobs are being created in this business and it is a fight against poverty. According to Fastcompany.com, different companies are not even taking sustainability as seriously as they seem. The larger the company, the less change they make. Any particular change seems to be coming from start up companies, or smaller companies whose revenue is under $100 million.

With all the new fast fashion that is continuously produced, there is also this issue of where to store it. The products are now much more accessible, with lower prices. Consumers are now shopping more often. But, then what do they do with their clothes when they no longer want them? Clothing either gets donated, repurposed, or simply thrown out. In California state, Goodwill spends $7 million yearly disposing clothing donations into landfills. The best option that is available as of late, is recyclable clothing. Different brands such as Patagonia, and Nothing New have become companies that will make their merchandise off of already recycled pieces, such as plastic.

If the fast fashion trend continues to increase as projected, it will continue to have harmful effects on the environment. As consumers, we have more power than it seems. The power is within our wallets.