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Part 1:General Analysis

Fast fashion is a very complex term only to be understood by those who have some knowledge within the industry. To put into simpler terms, fast fashion is the mass production of cheaply and unethically made clothing in order to catch up to the latest trends in the market. The fashion market is one to definitely tap into, as it produces an immense amount of money due to people seeing clothes as a simple necessity or other as a creative outlet. Whether it's one or the other, this is the market to be in because you are able to tap into the life of daily consumers who tend to live in high consuming urbanized cities. The fashion community is able to grow as marketing strategies include social media as a way to get people to consume more. The issue is that because we as a society are wrapped in ads and consumption we don't stop and question as to where,how and by who our clothes were made. The ones who run the biggest risk for simply producing unethical clothes in these hazardous sweatshops are the workers themselves.

I recall the unfamiliarity and confusion look I had on my face when I was first introduced to the word fast fashion. Recalling sitting in a lecture sophomore year learning about child labor and fashion being connected to it was a shocker. My passion for fashion was blooming and arising during that crucial period of my life. I thought that I was nevertheless cool for shopping at

Forever 21 and H&M the biggest fast fashion chain with trendy cheap clothing. I started to question furthermore why and how labor and fashion could be so beautiful but yet destructive together. How is it that the biggest fashion chains can't pay their workers a decent living wage but still somehow manage to profit double for the sales of these cheaply made clothing. As consumers we don't really tend to stop to question the injustice that fast fashion poses in our lives and how our consumption hurts others.

Anyone would question why learning of fast fashion and where it's origin comes from serves any kind of importance to their lives. The essential and watered down history of fast fashion is simply understanding its unethical sourcing and production. Before the Industrial Revolution we had slow fashion because everyone had to source their own materials and wait for its production till something could be made to then be hand sewn. When the industrial era came around it took the fashion world by storm providing it with the sources to make the production of clothing much faster and cheaper. It introduced the sewing machine and in a backhanded way it brought sweatshops into the game. Alongside with all these new sources being introduced the production for clothing became a higher demand so sweatshops began rising but with that safety issues arose as well. Stories of garment working incidents began to appear more the poor working conditions they had to be exposed to on a daily basis became more exposed. As technology advanced fast fashion chains benefited from this as they launched their online websites so now people had more accessibility to clothes more than ever.

Discourse Community:

There are many discourse communities connected to fast fashion but my sole focus is on the workers who produce the clothing. I decided to focus on the laborers themselves. My mother was

a laborer herself, she was a recent immigrant chasing ambitiously for work. She found herself like many others working in a factory in none other than New York's Garment District. Fast fashion has been big for hiring young female immigrants because they're easily manipulated and have really no choice but to settle with the bare minimum because there's just no other option. I interviewed my mother Alberta on her first hand experience working for the mass production of unethical clothing. How and why she found herself at this job is how we started of the conversation she kept it fairly simple by telling me that she had no choice it was the best she could find or was going to get she had little to no education didn't know the language and had to provide for herself and to add on she was a young woman. To the world that's all she could do was sew and cut threads of clothing. She amongst almost her all female colleagues communicated through sharing their house phone numbers or by just seeing each other the day of work. My mother and her colleagues outside the community were regular young girls who had passions and ambitions aside from working in the factory they had trouble maneuvering the outside world mostly because they were recent immigrants who didn't understand a word of English. The language used amongst this community was solely Spanish because they were all Latina's. As to joining this group it all came down to if the factory needed more workers and were understaffed they had to get more employees which was rare because factory owners didn't want to pay more they wouldn't even allow overtime with pay. My mother told me the amount she was paid just didn't cover anything she had to work another job and said that she felt like she was just gifting her work practically for free.

Many influential people have spoken out against fast fashion in order to help people understand the importance of seeing the dehumanization that people are put through. Emma Watson has

been known for speaking out on many occasions because she stands by her morals and beliefs and fast fashion is something she is just simply against. She has brought awareness by pairing up with brands that are sustainable and have regulations for their workers to ensure that they are not working in hazardous environments. Emma Watson has shine light on how the mass production of textiles harms not only people but the planet. As she once proceeded to say “Fashion helps shape our identities. What we wear signifies who we are and what we stand for. I support Good On You because I need to know my clothes do not harm our precious planet or its people”. Emma has used her platform to spread awareness on what seems like a unimportant washed away issue.

Part 2:Focused Analysis

A text that I found extremely resonated with not only my chosen discourse community but with my topic in general is “Fashion Nova’s Secret:Underpaid Workers in Los Angeles Factories” written by Natalie Kitroeff the writer presents of with introducing the name of one of the newest but trendiest online shopping chain. Kitroeff continues on to further explain the marketing behind celebrities promoting these products only helps grow the production of cheaply made clothing. The social platform Instagram has become a way of promoting clothing and anyone can do it. Giving offers and discounts is always the way to get consumers to purchase more because who doesn’t like a good deal a tactic well often used is signing up to a company’s newsletter so you can constantly see their promotions. Technology has made the fashion industry bigger and better. Sometimes it's nearly impossible to not be reminded that new articles of clothing are out in the market for fairly low prices. We often forget that behind our clothes there's someone who made that garment. Kitroeff goes on to explain that Mercedes Cortes a sewer for Fashion

Nova, her pay varied and depended on how quickly she could produce a garment. Ms. Cortes noticed that the brand was charging more for the shirt that she had made for cents. Those who choose to be interviewed by Kitroeff recalled Fashion Nova pushing the lowest price for each garment. So the real issue here the issue that has always been standing is that these chains do not mind hurting their workers or whether these workers can survive with the wages being given to them as long as their supply demand is met that is all that matters. These companies will push their lowest price and most are assured that these workers will ultimately take them solely because they truly need the money and they'll take whatever they can get.

The truth only gets worse not only does fast fashion hurt people it also hurts our environment. Most fast fashion companies have been reported due to the use of sweatshops as I said previously but while using these unethical environments there also comes the price of how Fashion hurts our environment. Fast fashion leads to high levels of textile waste not only because consumers buy so much usually these fast fashion markets make sure that clothes aren't made to last so you can continue to buy more. This leads to massive textile waste that ends up in our landfills and to add to it most of these textiles aren't biodegradable because the cheaper the better so most times it's all man made not sourced from nature. The use of toxic dyes in clothing leads to no option but to decompose the residue into the water which leads to the pollution of water. In the article "The Good, The Bad, The Ugly Side of Fast Fashion" written by Lara Hamdan, Hamdan explains that we have been fed into this endless cycle of buying and we don't stop to slow down and think why were wearing it or if you're even going to preserve that item once you stop liking it because all these new things and styles are being thrown your way there's no real moment to stop and question. It's exactly what companies want for the consumer to not question how the shirt their

wearing was made and the really negative consequences that piece of shirt has made to the environment. Fashion is the second most polluting factor in the world there's so much textile that we no longer know what to do with it companies are aware of this and when they begin to see that their consumers begin to see the bigger picture they take immediate action not by suggesting they cut back but by suggesting they donate while still buying more to replace what is leaving. In no way does this close the never ending production of textile but it gives companies a good look as they are made to seem like the problem is being addressed while still keeping the most important part the consumers.

Fashion is a complex world, the one I've tried to understand since I was a sophomore in high school. I felt like I didn't have the time to bother to know where my clothes were coming from.

It felt like a distant world that I didn't have to worry about. I always felt as if clothes were a safety blanket without knowing what it took to make the clothes I had on my back or the correlation it had to the environment and some might even say the abuse workers go through.

Fashion wasn't always like this, some fashion isn't what fast fashion is, there's still slow fashion but it's like a never ending war . Fast fashion is always ten steps ahead creating knock offs that are half the price of a couture piece. Everyone has the right to feel as if clothes are their form of expression and their safety blanket but one must stop to think at what cost. Consumers must think of workers safety and their working conditions and explore ethical forms of buying.

Supporting local businesses, donating clothing to a shelter, trying to avoid big company chains, recycling and repurposing pieces. If we become one we can go to a moderate pace of fashion one step at a time.

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