



Fast Fashion

Fast fashion is a contemporary term used by fashion retailers to express that designs move from catwalk quickly to capture current fashion trends. Fast fashion clothing collections are based on the most recent fashion trends presented at Fashion Week in both the spring and the autumn of every year. Emphasis is on optimising certain aspects of the supply chain for these trends to be designed and manufactured quickly and inexpensively to allow the mainstream consumer to buy current clothing styles at a lower price. This philosophy of quick manufacturing at an affordable price is used in large retailers such as H&M, Zara, Target, GAP, ASOS and Topshop.



Source: <https://shenglufashion.com/2014/03/30/behind-the-scenes-of-fast-fashion/>

This has developed from a product-driven concept based on a manufacturing model referred to as "quick response" developed in the U.S. in the 1980s and moved to a market-based model of "fast fashion" in the late 1990s and first part of the 21st century. Zara has been at the forefront of this fashion retail revolution and their brand has almost become synonymous with the term, but there were other retailers who worked with the concept before the label was applied, such as Benetton. Fast fashion has also become associated with disposable fashion because it has delivered designer product to a mass market at relatively low prices.

Fast fashion products have increasingly made their way into consumers' wardrobes over the past five years. The Fast Fashion industry's revenue is expected to grow at an annualised 19.5% over the five years through 2017-18, to \$1.8 billion. The rising popularity of social media and online shopping has exposed more consumers to the latest designer fashions, fuelling their desire for new styles on demand and contributing to a projected 6.3% in rise in current year industry revenue. Many consumers, particularly teenagers and women in their 20s look for cheaper clothing alternatives. This trend has contributed to the popularity of fast fashion stores, due to their ability to offer low prices and constantly updated product ranges.

Source: <https://www.thegoodtrade.com/features/what-is-fast-fashion>





ACTIVITIES:

1. Read Timeout for Fast Fashion from Greenpeace available at:
<https://www.greenpeace.org/international/press-release/7566/black-friday-greenpeace-calls-timeout-for-fast-fashion/>
 - a) Identify five key statistics that demonstrates the rise of production and consumption of fast fashion.
 - b) Construct a PMI chart on the positives, minuses and interesting aspects of fast fashion.
2. Watch the following videos on the real costs associated with Fast Fashion.
[The true cost of fast fashion | The Economist](#)
[Fashion Waste - Behind the News](#)
[The Business of Fast Fashion](#)
 - a) Create a concept map that highlights the various arguments presented on the concerns around fast fashion.

Extension:

Class Debate

“Transnational corporations must take responsibility for the social, environmental and economic impact they have on less economically developed countries.”

Debate Guidelines

For each debate, there will be:

- 3 speakers on each team
- 4 panellists judging the quality of each team’s argument

You will have one lesson to prepare your arguments.





Teacher Notes

Purpose

This 'bite' aims to show how participants in the global economy are dependent on each other, including the activities of transnational corporations in the supply chains and the impact of global events on the Australian economy

Prior knowledge

From the K-10 Western Australian Curriculum – Year 9 Economics and Business

Knowledge and Understanding

Why and how participants in the global economy are dependent on each other, including the activities of transnational corporations in the supply chains and the impact of global events on the Australian economy.

Skills

Draw evidence-based conclusions by evaluating information and/or data, taking into account ambiguities and multiple perspectives; to negotiate and resolve contentious issues; to propose individual and collective action in response to contemporary events, challenges, developments, issues, problems and/or phenomena.

