

**THE IMPACT FACTOR OF FAST FASHION ON THE ENVIRONMENT:  
ECOLOGICAL AND SOCIAL APPROACHES***Islomova Farodisa-bonu Zafar kizi**2nd-year student, Costume Design**Tashkent Institute of Textile and Light Industry**Kodiriy Firdavskhon Nodirjon kizi**4th-year student, Costume Design**Tashkent Institute of Textile and Light Industry**Rakhmatullayeva Umida Saydazimovna**Professor, Department of Fashion Design**Tashkent Institute of Textile and Light Industry***ABSTRACT**

Fast fashion is a major industry that reflects the rapid production and consumption processes of modern fashion. This article analyzes the negative environmental impact of fast fashion due to its high-speed production, low prices, and large consumption volume, including waste generation, water and air pollution, and threats to biodiversity. Additionally, it discusses sustainable production and consumption practices, as well as opportunities for working with eco-friendly materials. Furthermore, solutions for promoting sustainable fashion and addressing environmental issues are proposed.

**Key words:** Fast fashion, sustainable fashion, environment, ecology, waste, water pollution, carbon dioxide, consumption.

**INTRODUCTION**

Today, the fashion industry is one of the fastest-growing sectors of the world economy. In particular, the concept of fast fashion has become very popular globally in recent years. Fast fashion is based on providing consumers with trendy and affordable clothing quickly. However, along with the economic achievements of this industry, the damage it causes to the environment cannot be ignored. One of the main problems of fast fashion is its negative impact on the environment and social issues. The ecological footprint of fast fashion is large because it creates cheap and low-quality raw materials, economical production methods, and short-lived clothing. Every year, billions of clothes are produced, and most of them become waste.

**LITERATURE ANALYSIS AND METHODOLOGY**

Fast fashion is a model of the fashion industry that produces cheap, fast, and trendy clothes. The concept of fast fashion began to develop in the mid-20th century. In the 1960s and 1970s, the speed of clothing production increased as a result of industrial development and the automation of production processes. In the 1990s, globalization spread fast fashion around the world. In the last decade, fast fashion has developed rapidly as a result of technological progress and the increase in demand for fashion among consumers. The essence of fast fashion is expressed in the rapid production of fashion trends and bringing them to markets at low prices. Its main features are:

**Rapid production:** The process from the design stage to the finished product is carried out in a very short time. Fast fashion brands produce new trends that appear at fashion shows or on social networks as soon as possible. This gives them the opportunity to gather customers in the market faster. Companies such as Zara, H&M, and Shein stand out among fast fashion brands. Thanks to fast fashion, new designs and trends reach the public faster.

**Cheap materials and labor:** The main factor of fast fashion is the cheapness of products. For this, they use low-quality raw materials (for example, synthetic fabrics) and cheap labor in developing countries. Production often takes place in developing countries, which allows the use of cheap

labor. The fast fashion industry provides millions of jobs worldwide. This has a significant impact on the economies of developing countries. But the development of fast fashion has brought the issue of cheap labor to the agenda. In many cases, workers in developing countries work for very low wages, and working conditions do not meet the requirements. In countries such as Bangladesh, India, and Vietnam, many factories do not take into account the safety of workers.

Frequently updated collections: Different seasonal collections are released throughout the year, which encourages consumers to shop frequently. Fast fashion brands release new collections frequently, encouraging consumers to buy. Companies such as Zara, H&M, and Forever 21 can release up to 20-30 new collections a year, which is a very large indicator for ordinary fashion brands.

Previously, fashionable clothes were only intended for wealthy people, but fast fashion has changed this trend. Now, everyone, regardless of their income, can follow fashion. Fast fashion products are often of poor quality, and they become unusable in a short time. This forces consumers to buy new clothes and increases waste. The fast fashion industry produces billions of clothes every year, and most of these clothes are thrown into landfills after being used for a short time. In many cases, these clothes are made of synthetic materials that do not decompose for years. For example, materials such as polyester or spandex remain in nature for hundreds of years.

One of the main problems of fast fashion is its disruption of the ecological balance. Every year, the fashion industry:

- produces 92 million tons of waste;
- generates 10 percent of global greenhouse gas emissions;
- wastes water resources (an average of 10,000 liters of water is spent to grow 1 kilogram of cotton).

It also pollutes rivers and land layers with the chemicals used in production. Pesticides and fertilizers used in fast fashion production reduce soil fertility and harm plants and animals. Also, as a result of waste, aquatic animals in oceans and seas are seriously harmed. The fashion industry is one of the leading sectors in the world in terms of water consumption. Millions of liters of water are spent on growing cotton. Also, chemicals are used in the process of dyeing clothes, which pollutes water resources. For example, wastewater from many factories located in India and Bangladesh poisons rivers. The fashion industry, especially fast fashion, makes a significant contribution to carbon dioxide emissions. According to international data, the fashion industry accounts for 10 percent of global carbon dioxide emissions. The fuel used in transportation and production processes releases a large amount of harmful substances into the air. The transport system and energy sources used in the fast fashion industry release a large amount of carbon dioxide into the air. As a result, it accelerates the global warming process.

## **DISCUSSION AND RESULTS**

To understand the negative impact of fast fashion on the environment, it is necessary to deeply analyze its production process. The biggest negative impact of fast fashion is the problem of waste. The habit of buying clothes frequently increases waste, because many clothes wear out in a short time and are thrown away. The cheap prices of fast fashion allow consumers to buy more clothes, but these clothes become unusable in a short period of time, and their recycling is rarely carried out. For this reason, the issues of reducing waste and saving resources in the clothing industry remain urgent. To reduce the negative impact of fast fashion, it is necessary to develop the habit of recycling clothes and using them a second time. For example, old clothes can be donated, restored, or turned into new designs. People should switch to choosing fewer, but high-quality and long-lasting clothes. Instead of fast fashion, it is necessary to focus on classic style clothes and manage your wardrobe wisely. To reduce the harm of fast fashion, consumers can do the following:

- buy less, but quality clothes: Instead of buying clothes often, choose products that will last a long time;
- reuse and restore: Instead of throwing away old clothes, restore them or give them to others;
- focus on sustainable brands: Support companies that produce environmentally responsible clothing.

Fast fashion companies turn to manufacturers in developing countries to produce their products quickly and at low prices. Many of these manufacturers carry out processes with low working conditions and environmental hazards. This puts labor conditions and workers' rights at risk in production. Women and children working in developing countries often work in poor conditions and agree to low wages. Studies show that poor working conditions, violations of labor laws, and safety issues of workers used by fast fashion manufacturers cause the biggest ethical and moral problems. A large amount of water is spent during the clothing production process: an average of 10,000 liters of water is required to produce one kilogram of cotton. Also, synthetic materials, such as polyester and nylon, harm natural resources, because they harm natural monuments and environments. The introduction of technological innovations in the fashion industry helps to reduce environmental impact. For example, approaches such as water-saving dyeing technologies, biodegradable materials, and the use of solar energy are important. The results show that the transition to sustainable fashion is one of the effective ways to reduce the environmental impact of fast fashion. It is very important to use natural materials, introduce recycling technologies, and call consumers to environmental responsibility. Sustainable fashion is an approach aimed at producing environmentally and socially responsible clothing. Sustainable fashion brands use natural materials, pay attention to recycling processes, and try to reduce waste. Sustainable fashion has emerged as an alternative to fast fashion. It is based on the following principles:

- using natural and ecological materials;
- reducing waste during the production process;
- ensuring fair working conditions for workers.

For example, brands such as Stella McCartney or Patagonia are known for their innovative solutions aimed at developing sustainable fashion.

### CONCLUSION

Serious measures are needed to solve problems such as the ecological footprint of clothing production, increasing waste, and workers working in poor conditions. Although fast fashion is one of the fastest-growing sectors of modern fashion, its negative impact on the environment and society is increasing. It is important to introduce approaches such as sustainable fashion, recycling, and changing consumption culture to solve problems such as waste, water and air pollution. Sustainable fashion and responsible consumption trends can be an effective way to reduce the negative impacts of fast fashion. The transition to sustainable production, recycling, and environmentally friendly materials are important steps to improve the future of fast fashion. Consumers, producers, and governments can help ensure sustainability in the fashion industry by working together. Also, consumers should contribute to the ecological balance by choosing less, but quality clothes.

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