

## **THE IMPACT OF FAST FASHION AND THE PROBLEMS IT CAUSES**

Many modern researches show that the majority of people on the planet have started to buy several times more clothes compared to previous decades. In surveys, people admit that they buy a lot of things, some of which they have never even worn. The reason for this is fast fashion. Its influence has increased significantly due to modern influencers, who only encourage people to make impulsive purchases.

We live in industrial era and this doesn't pass without consequences. Fashion industry is developing rapidly but its negative influence on nature increases annually. Amount of greenhouse gas emissions is 5-8% of all global, about a third of micro plastic in the world's ocean is a result of using fast fashion [1].

But what is fast fashion? This is relatively new concept that has become widespread in society. Problem of fast fashion concludes in massive, cheap and usually low-quality production. Cheap labor force, terrible work conditions, colossal pollution of planet this is only the top of the iceberg. Materials used by such industries, for example, polyester allocates microfiber during laundry. It is very toxic for human organism and seeps into the world's ocean without any obstacles [2]. Polyester takes about 20-30 years to completely decompose under natural conditions, while cotton decomposes in half of a year [3].

Fast fashion products are usually disposable and end up in landfills in less than a year. Mass environmental pollution causes the formation of trash islands in the world's ocean. 40% of clothes donated to charity in low-income countries are unfit for consumption and end up in the garbage. An example of such waste is the garbage hills in Accra. Every week 15 million pieces of used clothes are delivered to Ghana's capital, that creating a "new trash landscape" on top of which cattle graze [4].

An alternative to fast fashion is sustainable fashion. Its principles are based on environmental friendliness and sustainability of clothing. For production manufacturers use recycled clothes materials. Customers are offered to buy not only high-quality but also more environmentally friendly products. This movement implies long-term use of clothing. Another way is to use natural materials, but it is not suitable for everyone because of the high cost. Sustainable fashion allows us not only to take care of nature, but also to develop the industry itself [5].

At the moment, humanity cannot quickly get rid of this problem, but inaction will only worsen the situation. You should get in the habit of making reasonable purchases. You should also pay attention to the materials from which the clothes are made. If you have financial difficulties and can't afford to buy high-quality clothes, you should try second-hand stores. Plan the purchase of new clothes in advance and determine the quantity. Try not to exceed the number mentioned in the plan. It's always hard to start somewhere, and it's even harder to get rid of some habits, but this will certainly be a big benefit in our lives.

## REFERENCES

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