

# Welcome to your Let's Fix Fashion Journey



# Let's Fix Fashion



## Welcome to Let's Fix Fashion!

We all love to buy clothes, to feel good in a new pair of jeans that fit you just right or to have the latest pair of trainers. Who doesn't love to watch a shopping haul on TikTok or YouTube! This programme is all about getting you to think twice about the clothes you wear and the impact they have on our world.

Through fun activities like social media takeovers, upcycling and circular economy webinars, and running your own swap shop, you'll explore how fashion can be both stylish and sustainable!

Plus, you might even get to show off your thrifted and upcycled outfits in our final catwalk event at Bru Boru in Cashel, Co.Tipperary! By taking part, you're not just learning new skills—you're also helping to reduce waste, protect the environment, and promote fair treatment for everyone involved in making our clothes.

So join us this school year to learn more about what you can do to take action.

On the next page there are some facts and figures about the fashion industry to get you started!

Let's Fix Fashion together!

## Your Let's Fix Fashion Timeline\*

### September

SDG Week - Registration opens  
Documentary screening in your school

Task 1: Communication  
Take-Over

### October

1st Webinar: Launch and Panel  
Discussion of documentary

Task 2: Upcycle a  
garment!

### December

2nd Webinar: Upcycling and  
repair of clothing

Task 3: Design your  
circular solution

### January

3rd Webinar: Circular Economy  
and fast fashion with circular  
designers / business owners

### February

4th Webinar:  
Clothes Sharing

Task 4: Your  
Swap Shop Event

Task 5: Charity shop haul-  
Create your catwalk outfits!

### April

Final Catwalk Event



# What is Fast Fashion?

Fast fashion is the term used to describe the mass production of cheap, poor quality clothing. These cheaply made, trendy pieces have resulted in overwhelming amounts of consumption and waste. All the elements of fast fashion - trend replication, rapid production, low quality, competitive pricing - add up to having a detrimental impact on the planet and people involved in garment production.

Throughout the **Let's Fix Fashion** year you'll dive deep into the world of fast fashion and learn about its true impact.



Through upcycling and repair webinars, you'll learn about giving old clothes a new life and reducing waste.



At the Circular economy webinar you will meet designers who design with the end in mind, ensuring materials are reused rather than discarded.



By running a swap shop, you'll experience how trading clothes can reduce demand for new items and help combat the fast fashion cycle.



Also, the final catwalk event will let you show off your creativity by styling thrifted or upcycled outfits, proving that sustainable fashion can be both cool and impactful!

# Fast Fashion Facts from Ireland

In Ireland, the current collection pathways for used clothes (textiles) include;

- Donations in-store to charity shops
- Donations to clothing banks
- Door-to-door bag drops
- Collections in communities / schools
- Collections through commercial retailer take back schemes.



Of the textiles collected by charity shops, **HALF** is sold locally for reuse.

The remainder (unusable / unsaleable stock) is sent as rag to commercial textile recyclers, mainly in Northern Ireland, which are then mainly exported. The textiles, collected by commercial recyclers are primarily exported. There is a limited amount of upcycling taking place through numerous small-scale projects.

Approximately **7,1700** tonnes

of textiles are discarded every year via recycling and residual waste bins at household level.

Around **57,000** tonnes

of textiles every year are collected separately through commercial textile banks and collections (24%) and direct donations to charity shops (10%)

We discard around **110,000** tones of textiles as waste every year and nearly all are processed via waste-to-energy plants or landfill.

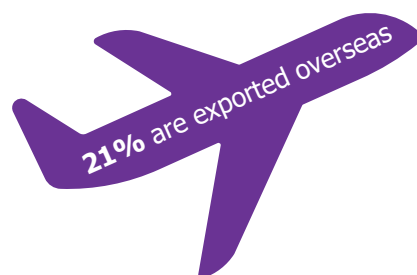
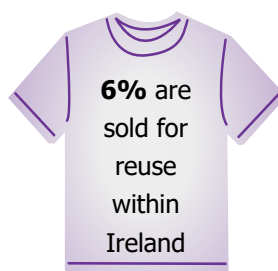
Of these textiles, around **64,000**

are discarded as household waste via kerbside collection with the majority of this waste (42,000 tonnes) being clothing.



This shows that the household bin is the single largest source of textile waste.

Of these collected textiles, 44,500 tonnes are sold for reuse:



Vintage and online reselling of clothes is around 1,500 tonnes each year. In terms of recycling, around 15,000 tonnes of collected textiles each year go for recycling as rags, fibre etc.

# Environmental Problems with Fast Fashion



**Litter & Waste:** The fashion industry creates over 92 million tonnes of waste globally, much of which ends up in landfill or is burnt.



**Energy:** Fibre production, spinning, weaving, dyeing and finishing fabrics, as well as clothing manufacture, and transport, all consume high levels of energy. It is estimated the fashion industry produces up to 10% of global CO2 emissions. By 2030, on current trends, emissions from production are set to rise 60 per cent, reaching an estimated 2.8 billion tonnes of CO2.



**Water:** The fashion Industry is the 2nd largest consumer of water and is responsible for 20% of global clean water pollution. The water footprint network calculates that approx. 2500 litres of water are required to produce just one cotton shirt. A pair of jeans require 7,000-10,000 litres



**Travel:** 21% of global fashion retail sales are now online. When factoring in the entire lifecycle of a garment, from manufacturing to transportation to, ultimately, ending up in landfill, in total, 1.2 billion tonnes of carbon emissions are released by the fashion industry every year.



**Biodiversity:** The most damaging stage of the creation of a garment is at the raw material extraction stage. More than 150 million trees are chopped down each year to make certain fabrics like viscos, 30% of which come from endangered forests. Animals are also impacted by fast fashion, by the toxic dyes that are released in waterways and the microfibres that are often ingested by ocean life. When animal products such as leather and fur are used, animal welfare is put at risk.



**Marine:** Toxic chemicals from pesticides and insecticides used in cotton production during the growing process, as well as the 8,000-plus different chemicals used to dye, manufacture, and finish the garments, all release huge amounts of discharge into fresh and oceanic waterways. Synthetics like polyester now account for 70% of all materials. It is derived from fossil fuels, contributes to global warming, and can shed microfibres that add to the increasing levels of plastic in our oceans when it's put through the wash. 1,900 fibres can be released from a typical garment.



**Case-Study:** The Aral Sea in Central Asia has shrunk to just 10 per cent of its former volume, largely due to irrigation for cotton farming.

# Social Problems with Fast Fashion



**Poor working conditions:** The Global Slavery Index estimates that 45.8 49.6 million people are living in modern slavery or forced labour. Many of those people are working in the supply chains of many well-known fast fashion online and high-street retailers.



**Health and Safety:** There are many potential hazards when working in the garment industry, e.g., carrying heavy cotton loads, inhalation of dust or fibres, exposure to harmful chemicals, excessive noise and heat. Many factory buildings fail to adhere to safety regulations. In April 2013, 1,134 Bangladeshi garment workers were killed in a factory fire.



**Living wage:** Most of the world's garments are made in Asia and most of the workers who make the clothes are not paid enough to live. Majority of the workers are women. More than 80% of the workforce in Cambodia garment industry are women aged 18-35.



**Harassment and Abuse:** This often goes unreported or is not addressed because workers, especially women, feel unable to speak up for fear of further harassment. In Bangladesh, 68 per cent of women garment workers in one survey reported verbal harassment.



**Case-Study:** These poor working conditions may be a lot closer to home than you think. Leicester, in the UK, is home to a hub of approximately 1,500 factories supplying the well known online fast fashion retailers. Investigations showed many of these factories had locked fire doors, filthy toilets, no clean drinking water and deplorable conditions, all while paying their workers as little as £3-£4 an hour.



Learn how fast fashion affects each of the Global Goals in our resource '**Let's Fix Fashion and the Global Goals: Stitching Sustainability into our future**'.

# Further Learning



## Watch

- **A True Cost** <https://www.youtube.com/watch?v=5-0zHqYGnlo>
- **Textile Mountain** <https://www.youtube.com/watch?v=UC4oFmX8tHw&t=912s>
- **Fashion Reimagined** - Streaming on Sky Documentaries and NOW
- **Inside the Shein Machine** <https://www.channel4.com/programmes/inside-the-shein-machine-untold>
- **River Blue** - <https://riverbluethemovie.eco/>



## Read

- **Garment Goddess** by Laura Debarra
- **How To Break Up With Fast Fashion: A guilt-free guide to changing the way you shop – for good** by Lauren Bravo
- **To Die For: Is Fashion Wearing Out the World?** by Lucy Siegle
- **Fashionopolis** by [Dana Thomas](#)
- **Less** by Patrick Grant



## Listen

- **Wardrobe Crisis Podcast:** Wardrobe Crisis is a fashion podcast about sustainability, ethical fashion and making a difference in the world.
- **Fashion Revolution Podcast:** Through investigations and interviews, non-profit organisation Fashion Revolution's podcast "explores the hidden stories behind the clothing we wear" through the lens of transparency. Their three-part podcast series **Who Made My Clothes?** takes a closer look at the living and working conditions of garment makers, and explores ways of improving these conditions.
- <http://sdgsforall.ie/wardrobe-change/>
- **Ted Talks-Biofabrication**