

The environmental costs of fast fashion

*It's tough to love our clothes and keep wearing them for longer when we are faced with a **tempting array** of newness on offer in the shops. But before you **head out** into the January sales for those irresistible deals, **spare** a thought for the **impact** of fast fashion on the environment.*

*Fast fashion focuses on speed and low costs in order to deliver frequent new collections inspired by **catwalk** looks or celebrity styles. But it is particularly bad for the environment, as pressure to reduce cost and the time it takes to get a product from design to shop floor means that environmental corners are more likely to be cut. Criticisms of fast fashion include its negative environmental impact, water pollution, the use of toxic chemicals and increasing levels of **textile** waste.*

*Vibrant colours, prints and fabric finishes are appealing features of fashion **garments**, but many of these are achieved with toxic chemicals. Textile dyeing is the second largest polluter of clean water globally, after **agriculture**. Greenpeace's recent Detox campaign has been **instrumental** in **pressuring** fashion **brands** to take action to remove toxic chemicals from their supply chains, after it tested a number of brands' products and confirmed the presence of **hazardous** chemicals. Many of these are banned or strictly **regulated** in various countries because they are toxic, bio-accumulative (meaning the substance builds up in an organism faster than the organism can excrete or metabolise it), **disruptive** to hormones and carcinogenic.*