Is Fast Fashion a Concern of the Everyday Teen?

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Introduction
The phrase “fast fashion” refers to getting clothes at extremely low costs to keep up with the newest fashion trends. When we purchase items, we don’t put much thought into where our clothing goes after we “get rid” of them. The saying “Out of sight, out of mind” is apparent when it comes down to consumers and letting go of old clothes. Our only concern as consumers is the next big thing. The fashion industry has drastically changed over the past two decades and trends play a huge role in this push for mass production. We as a society are taught to believe that logos and brands are the way to go. If a particular brand is not being worn, people feel as though they do not look good. Is this the future we want to see? The fast fashion industry has become rather popular for various reasons, and we as a society need to start thinking about how this affects the world. The fashion industry has so much power and yet uses it in their interest because all people care about is money. Land is the basis of life and the more we consume, the more waste accumulates which is affecting our earth in great ways. It’s all about the pursuit of possessions nowadays. We need to start being accountable for our purchases.

Materials and Methods
For my survey I did a convenience sample and asked everyone in my Senior Inquiry class the five following questions:

1. Do you know the hidden cost of cheap clothing?
2. Do you feel the need to keep up with trends?
3. How important are clothes to you personally on a scale from one to ten, ten being very important.
4. Do you mean to have to keep up with trends? Where do you believe your clothes go after you get rid of them?
5. How can we bring the “cool” factor to promote

The Beliefs on the “Affect Life” of our Clothes

<table>
<thead>
<tr>
<th>Belief</th>
<th>Rated</th>
</tr>
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<tbody>
<tr>
<td>Bearded</td>
<td>3.2</td>
</tr>
<tr>
<td>Most Fashion</td>
<td>2.7</td>
</tr>
<tr>
<td>Landfills/Trash</td>
<td>2.1</td>
</tr>
<tr>
<td>No One</td>
<td>1.5</td>
</tr>
<tr>
<td>Third World Countries</td>
<td>1.0</td>
</tr>
</tbody>
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For the item “Do you feel the need to keep up with trends?”

- Thirty four people said they do not feel the need to keep up with trends.
- Thirteen students said they do.

Results
Out of the forty seven students I surveyed, 80% of students rated their clothing to be important to them higher than a six. Eighty percent of students rated clothing being personally important to them higher than a five. One being a low and ten being very important.

In the 1960’s the United States made 95% of our clothes, today it makes 3% of the clothes (Ross & Morgan, 2015). We now have clothes from third world countries make our clothes for dirt cheap and send them over to the states. In the documentary The Real Cost, it said 3 out of the 4 worst tragedies in fashion history happened in 2014. The most known tragedy was in Dhaka, Bangladesh when the building collapsed killing 1,130 workers and injuring 2,500 (Ross & Morgan, 2015). These people make less than two dollars a day and were forced to go back to work even though they brought to the attention of the boss that there were problems with the building. What kind of quality of life is that? They put their life at risk with terrible working conditions in order for us Americans can have the latest fashion trend. As Michael Scott said “Nobody should have to go to work thinking, “Oh, this is the place that I might die today.” That’s what a hospital is for.”

Conclusions
Fashion has been around for over 5000 years, loved and has evolved throughout the years. Americans need to start thinking of clothes in a conscious way because getting clothing at cheap prices has a higher cost on human lives and the environment. The fashion industry has so much power and yet uses it in their interest because all people care about is money. Land is the basis of life and the more we consume, the more waste accumulates which is affecting our earth in great ways. It’s all about the pursuit of possessions nowadays. We need to start being accountable for our purchases.

Acknowledgments
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