

Portland State University

PDXScholar

Student Research Symposium

Student Research Symposium 2017

May 10th, 11:00 AM - 1:00 PM

Is Fast Fashion a Concern of the Everyday Teen?

Mariah N. Cruz

Portland State University

Follow this and additional works at: <https://pdxscholar.library.pdx.edu/studentsymposium>



Part of the [Fashion Business Commons](#), and the [Fashion Design Commons](#)

Let us know how access to this document benefits you.

Cruz, Mariah N., "Is Fast Fashion a Concern of the Everyday Teen?" (2017). *Student Research Symposium*. 8.

<https://pdxscholar.library.pdx.edu/studentsymposium/2017/posters/8>

This Poster is brought to you for free and open access. It has been accepted for inclusion in Student Research Symposium by an authorized administrator of PDXScholar. Please contact us if we can make this document more accessible: pdxscholar@pdx.edu.

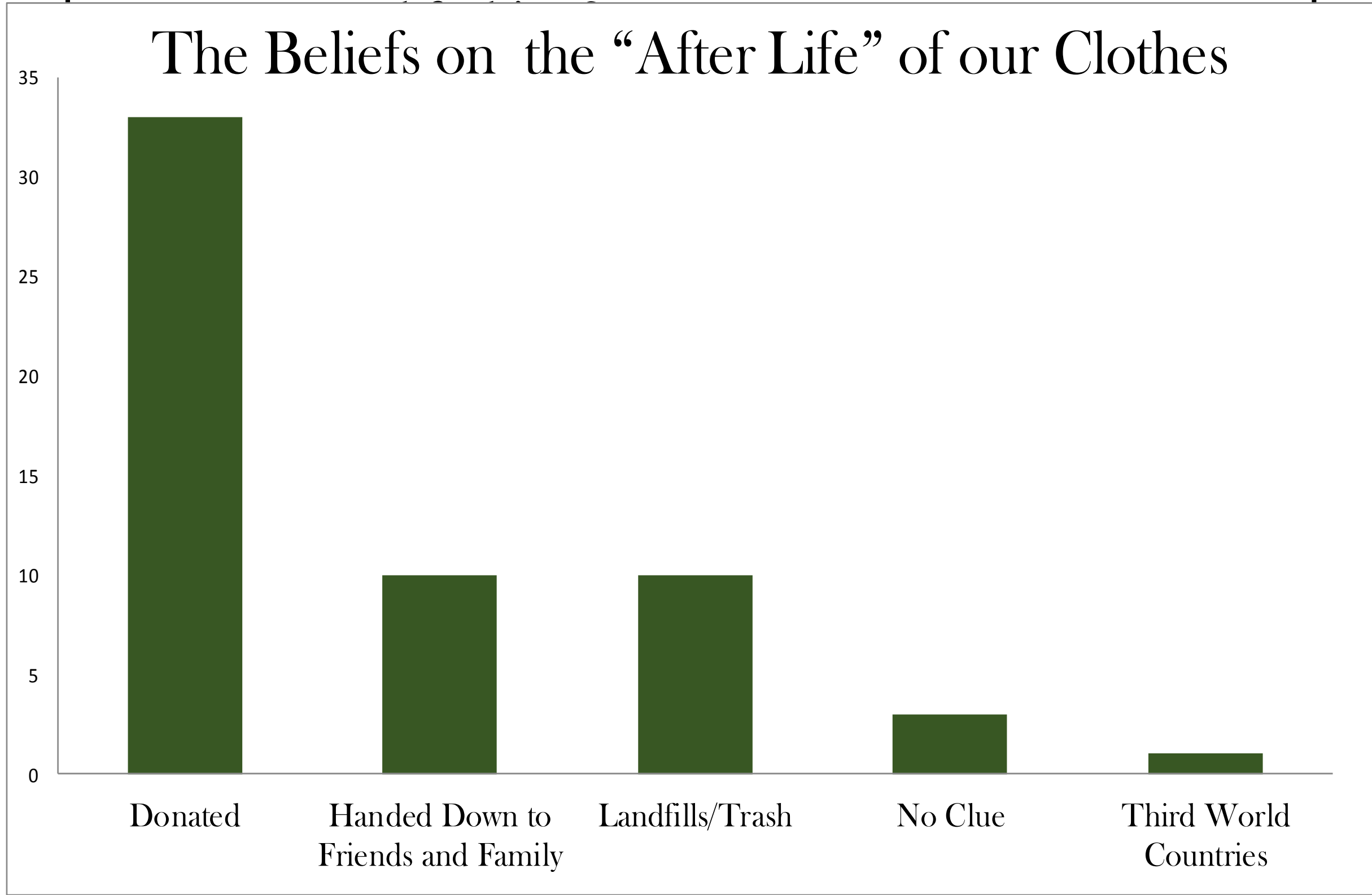
Introduction

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 caught being patrons who constantly feel the pressure to buy new items. This paper questioned how many people actually knew the true cost of their clothing and where they believe their clothing goes after they dispose of them.



Materials and Methods

For my survey I did a convenience sample and asked everyone in my Senior Inquiry class the five following questions.
How important are clothes to you personally on a scale from one to ten, ten being they are very important.
Do you feel the need to keep up with trends?
Where do you believe your clothes goes after you get rid of them?
How can we bring the “cool” factor to promote



Acknowledgments

Blah, blah, blah. This file from <http://colinpurrington.com/tips/academic/posterdesign>. You can erase that URL, of course.

Second Picture retrieved from: cadwell.com

By: Mariah Cruz

Results

Out of the forty seven students I surveyed, 80% of students rated their clothing to be important to them higher than a six.

Thirty four people said they do not feel the need to keep up with trends, while thirteen students said they do. Majority of the students who claim to know the hidden cost, yet only three people in my survey claim to not shop at fast fashion corporations. If 60% of the students who claim to know the hidden costs of their clothing, why are they continuing to purchase from these retail companies.

Multiple people said social media plays a huge role in today's society, it could be the biggest promoter of fashion. One student said “Trends are typically made by popular people and what some celebrities wear. If they were to wear repurposed clothing then I'm sure it would be considered “cool”.”

One idea another student had was to have companies manufacture upcycled clothing and make stores out of that, some kind of one of a kind store.

There were some students who claimed to know the hidden cost, but justify that buying from these stores is “better quality”. We have lowered our standards for clothing just to get clothing for extremely low prices, so now the “better quality” clothing are from fast fashion corporations.

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 to 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.”.

the fashion industry uses propaganda to make us think we need the newest fashion trend. Although trends aren’t a written rule that everyone has to follow, it’s still going against social norms if we don’t. Social media stars also have a part in this propaganda, using different platforms like YouTube and Instagram. By making haul videos and posting outfits that celebrities are wearing, which lures us to make purchases to fit in because they have that power.. When we don’t think about the negative aspects of where our clothes come from there’s nothing to worry about. We can choose to become more of a minimalistic person or by recycling rather than giving in to big fashion chains. case money; and have third world countries make their clothes because the developing countries offer cheap labor and raw materials. The well known companies have the power to make their items dirt cheap at the expense of human lives just to have their company flourish.. With the rate that fast fashion industries are moving, big businesses are able to cut corners in order to make the most profit. These known companies demand more, so the businesses that make the clothing have to

es
Cor
ar

the fashion industry uses propaganda to make us think we need the newest fashion trend. Although trends aren’t a written rule that everyone has to follow, it’s still going against social norms if we don’t. Social media stars also have a part in this propaganda, using different platforms like YouTube and Instagram. By making haul videos and posting outfits that celebrities are wearing, which lures us to make purchases to fit in because they have that power.. When we don't think about the negative aspects of where our clothes come from there's nothing to worry about. We can choose to become more of a minimalistic person or by recycling rather than giving in to big fashion chains. case money; and have third world countries make their clothes because the developing countries offer cheap labor and raw materials. The well known companies have the power to make their items dirt cheap at the expense of human lives just to have their company flourish.. With the rate that fast fashion industries are moving, big businesses are able to cut corners in order to make the most profit. These known companies demand more, so the businesses that make the clothing have to lower their prices due to other competing companies who may use cheap material to keep up with the fast pace trends that are constantly changing. Companies have their employees work in horrible conditions and end up being paid less than a dollar an hour.

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 accumulated which is affecting our earth in great ways. It’s all about the pursuit of possession nowadays. We need to start being accountable for our purchases.



Picture retrieved from:
<http://www.goodvsevil.co/blog/2015/8/10/ceacqkqpsckf08vz1a711wrus674xt>