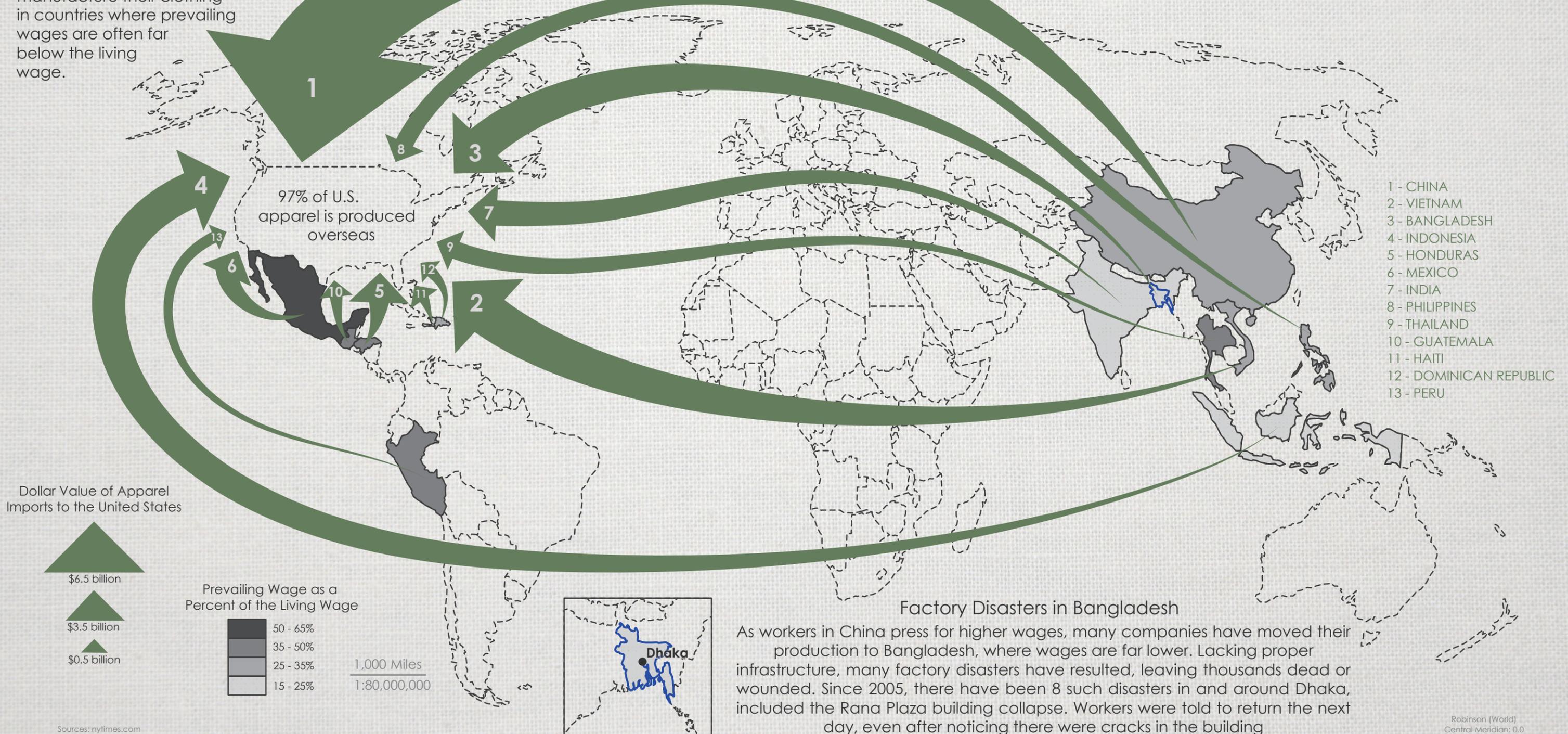


# THE FAST FASHION INDUSTRY: ARE INEXPENSIVE CLOTHES WORTH THEIR ETHICAL COSTS?

Fast fashion is based on appealing to consumers' demand for novelty and affordability by rapidly cycling through 52 "micro-seasons" per year. Fast Fashion companies, like H&M are enormously profitable due to the high volume of clothing they churn out each week, but these profits come with environmental and ethical costs. Clothing from these companies, though very inexpensive, is made to be worn once, earning it the name "landfill fashion". To keep prices alluringly low for consumers, fast fashion companies manufacture their clothing in countries where prevailing wages are often far below the living wage.



## Factory Disasters in Bangladesh

As workers in China press for higher wages, many companies have moved their production to Bangladesh, where wages are far lower. Lacking proper infrastructure, many factory disasters have resulted, leaving thousands dead or wounded. Since 2005, there have been 8 such disasters in and around Dhaka, included the Rana Plaza building collapse. Workers were told to return the next day, even after noticing there were cracks in the building

Sources: nytimes.com  
noun project: pants by Factor Vier, briefs by Creative Stall, blazer by Creative Stall  
Free2Work, CBC News, Huffington Post, National Public Radio  
Office of Textiles & Apparel, U.S. Department of Commerce

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Central Meridian: 0.0  
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