

Dear Champions of Waste,

First of all, congratulations. You've made it easier than ever for me to get myself an outfit in less than thirty seconds. You've turned the cycle of "need it, buy it, forget it" into a dopamine-hit hobby that somehow feels normal now. Click after click, scroll after scroll, I easily learn that I'm able to update my closet with one button: "checkout".

But something you don't realize is how easily you make your products to be forgotten and tossed into the bin without giving it a second thought.

Fast fashion, as many say, has coined this nickname due to its involvement in rapid design, production, and distribution. It was first termed by the New York Times, when Zara landed in the fashion industry to allow fashion garments to go from designer stores to large retail stores in just the span of 15 days. According to Greenpeace, fast fashion produces 100 billion clothes annually. It's astonishing how so many pieces of fabric are able to be distributed across the world. But what many don't notice, including you, is that 92 million tonnes out of the 100 billion is discarded, finding its way to the landfill.

Just imagine:

How can a \$19.60 basic tee sold by Zara simply cover the cost of materials, labor fees, global shipping, and delivery to the doorsteps of consumers – not to mention refund costs if a person decides the hastily synthesized polyester tee isn't worth it?

Polyester takes as much as two centuries to biodegrade. In the landfills, your not only t-shirts but all types of garments are being tossed just to harm the Earth. For you and your consumers, it may be as easy as removing the tag, deciding not to wear it, then throwing it away.

I don't blame you for caring for my budget in spending money on clothes. But we all expect you to do better than simply synthesizing clothes that are considered waste just after merely 10 wears, and even worse, aren't worth creating.

Sure, you may be a business worth 1.7 trillion – according to McKinsey; but it's not like that money is going to those who are making what you just advertise and sell. Essentially, you are evading human rights for your own profit. As Greenpeace states, garment workers, who, by the way, are young women aged between 18 and 24, work 16 hours, 10 days a week, just to earn three times less than their country's average living wage.

What you're doing definitely makes life easier with a wardrobe change done in under a minute. But what you're doing also definitely does not make life easier for the future.

Fashion shouldn't be pursued at the cost of the future. The next time you try to attach a price tag onto a piece of garment that's going into the landfills, I would try to consider implementing sustainable paradigms.

Sincerely,
A Once-Fast Fashion Supporter