

## **The effect of "fast fashion" on ecology**

"Being in trend" has a negative impact on the household budget and on the ecology.

Research around the world shows that "fast fashion" (the production of cheap goods that follows trends) is becoming more of an environmental problem. Clothing production consumes large amounts of water, energy, raw materials, pollutes the environment and uses cheap labor.

That is why it is important to treat fashion responsibly, to turn to "slow fashion", which implies buying quality clothes, with neutral patterns and colors, which can be easily combined.

Clothes that we do not wear should be properly disposed of through second hand stores, platforms for exchanging clothes. We can also donate clothes to the needy. Damaged clothes should not be thrown away, they can be creatively used to make jewelry, carpets, cushions or simple cleaning cloths.

Research conducted in our county on a sample of 155 respondents showed that the people of this region are well aware of the problems of "fast fashion". Over 70% of them are aware that this industry consumes a lot of water, energy and raw materials. The majority are well aware of ways to dispose of surplus clothing, 72% give away usable clothing to relatives and friends. Only 14% of the respondents dispose of their clothes in mixed waste.

Our region has numerous adequate opportunities for disposal and that contributes to a large percentage of high-quality clothing disposal.

When buying clothes 51% of respondents pay attention to the quality of clothes, 33% of young people still choose clothes that are attractive in design, regardless of quality.

Considering the results, there is a need to educate young people about the problem of "fast fashion", related to the purchase of quality clothes. This could be achieved through forum-type "youth for youth" education, influencer education, actions in the form of flea markets,

brochures, posters, organization of sewing courses for young people and education of designers.

**Leaders:**

Jasna Majić, Vanja Kusturin

**Students:**

Luka Samaržija, Eva Bregovac, Rea Matovina, Una Antonina, Rea Kujundžić, Nina Vojvodić