Environmental Case Study:

The price of fast fashion

***Evaluate*** *the* ***impact*** *of business activity on the environment*

Watch the video: BBC The price of Fast Fashion <https://www.youtube.com/watch?v=GprVaAVPEI8>

Answer the following questions. Pay attention to the command words in the questions (where applicable) and ensure you answer fully. Boxes will expand as you type.

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| 1. What is “Fast Fashion”? Describe |
| 2. What is the goal of “Eco Fashion? |
| 3. Describe how fashion designers “upcycle” |
| 4. What is fashion designer Edeline Lee’s strategy for limiting her brand’s impact on the environment? |
| 5. Explain why it is difficult for small fashion firms to use sustainable materials/go green. |
| 6. Explain how cotton farming can be more sustainable. |

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| 7. Describe how new technology being used in cotton farming? |
| 8. What is the purpose of the Better Cotton Initiative? Include examples of what they do. |
| 9. What are the knock on effects to the environment of the use of synthetic dyes? |
| 10. How are firms in Turkey reducing the impact on the environment in the dying process? |
| 11. What were consumer’s attitudes towards buying clothes 40 years ago and how does that differ from today? Explain. |
| 12. How many tonnes of used textile waste is generated in the US each year? |
| 13. What happens to unwanted garments at the Oxfam recycling centre? |
| 14. Give examples of the new materials / ideas showcased at the Future Fabrics Expo and explain how they can help to make the Fashion industry more sustainable. |

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| 15. Discuss the view “it is possible to fashion conscious and green? [8 marks] |