



## **Fatal Conveniences™: Fast Fashion**

**[00:00:00]**

Darin: For the past 60 years, a trend that is moving at dizzying speeds. That is fast fashion. Rampant consumerism, buying, buying, buying, an open loop that is making a very dizzying term of fast fashion contributing to not only toxins that are impacting your body, pollution impacting the planet, and slavery of people making this fast fashion. This needs to stop. In this episode, you will uncover what fast fashion is, how these clothes are made, where they go, and how we can stop this fast fashion and slow things down.

**[00:00:49] Fatal Convenience Intro**

Darin: Welcome to fatal conveniences where we address the things we may be doing in our daily lives that are actually harming us, and in some cases, slowly killing us. Tap water, Teflon, caffeine, blue light, food additives, you name it, we dive into it. We take a critical look at everyday products that really are affecting us and our bodies and the environment and how we can avoid them and find a solution. So, let's dive in.

**[00:01:27] What is “fast fashion”?**

Darin: The dictionary definition of fast fashion is an approach to the design creation and marketing of clothing fashions that emphasize making fashion trends quickly and cheaply available to consumers. If you just listen to that statement, and you use a little common sense, you know that that is not creating fair trade health for the individual buying or the individual creating. And certainly, when you start to understand the fashion industry, it is one of the biggest polluters on the planet. Essentially, fast fashion benefits mainstream consumers as they have access to all the trends and clothing and move quickly from catwalks to stores at affordable prices. Affordable prices do not mean a good thing. You don't have to buy 700 T-shirts, you don't have to buy the new trends all the time. Get creative, go vintage, go upcycling, but we'll get more into that later.

**[00:02:38] The origin story of fast fashion**

Darin: In the 1960s, this is where fashion started to pick up because clearly through polyester, which is plastic, through the '60s and '70s, the disco suits, that is plastic, that's PET. That started to accelerate because it was super cheap. It's petroleum that you're wearing, that's the weird thing. But these trends started to fire up because it became so cheap and new designs and then the whole consumerism just started to go and then say buy this, feel better, buy this, feel better, and that whole thing became this massive conversion of just you're not good unless you consume. In the 1990s to 2000s, popular fast-fashion brands such as Zara, H&M, Topshop, Primark further expanded in the American market sometime in the 1990s. This rapid growth then defines these brands today goes hand in hand with cost-cutting measures. This is a sweatshop at its worst. In the present time, we have come a long way in 200 years for sure, we can create a lot of things for very cheap does not mean



that that is good because it's usually profit-centered. Profit-centered automatically has a detriment to the consumer, and it also has a detriment to the planet. We are learning that with every fatal convenience we uncover.

### **[00:04:16] Buying clothes you don't need**

Darin: In 2019, the studies showed that the average person is buying 60% more items of clothing than they actually need compared to 15 years ago. 93% of the brands surveyed by the fashion checker aren't paying garment workers a living wage. 93% of the brands surveyed, that is shocking. Clothing production is the third biggest manufacturing industry after the automotive and tech industries. Textile production contributes more to climate change destruction than international aviation and shipping combined. That is crazy? The average American throws away around 81 pounds of clothing every year. Do you hear that? 81 pounds of clothes are thrown away every year. Guess what? With all the petroleum and spandex and all that stuff, it's unrecyclable and sits in the landfill for up to 200 years. That's not okay. Did you guys know about this fast fashion?

### **[00:05:29] What fast fashion is doing to our planet**

Darin: Are you now getting it that buying clothes is detrimental in so many ways? For starters, again, it's causing huge pollution. Oil industry, it's involved in destroying the water, using thousands of volatile chemicals that are largely mostly untested, phthalates, formaldehyde, gnarly dyes, you name it. Keep in mind, you don't think clothing, you can get your head around water bottles and plastic-wrapped in food. If you're not understanding that now that you have off-gassing, you have endocrine-disrupting, you have cancer-causing compounds, guess what's all over in your clothes? These chemicals. These chemicals that you're buying over and over again are neurotoxic. They have liver toxicity, propensity, kidney, lung disorders, cancer, you name it. All of these things are showing up, azo dyes, dimethylformamide, phthalates, and not to mention the water consumption. Did you know that 7,500 liters of water is used to create one pair of jeans? How many jeans do you have? Is that sustainable? I don't think so. Roughly 93 billion cubic meters of water are used each year. That would quench the thirst of 5 million people. Are we lopsided or what? It is estimated that roughly half of a million tons of microfiber end up in the ocean annually at the hands of fast fashion. Your washing machine, every time you wash a pair of jeans, I did a fatal convenience on that, 50,000 bits of microplastic for each wash of blue jeans. That's not okay.

### **[00:07:27] How to break the fast fashion cycle**

Darin: So what can we do? Stop buying all these clothes. Make sure that you're buying from organic hemp, bamboo, organic cotton, companies that have your best interest and are reliable, and not trying to force you to buy all these things, buy less, opt out, buy more durable, buy a sewing machine. I'm actually looking for a sewing machine. I have clothes, people give me clothes all the time even if they're sustainable. Sometimes I wear them out and I don't want to throw them away. I want to use them around the property and all of that stuff. Buying consignment, upcycling, there are some incredible vintage stores that you can upcycle and you can donate your clothes to instead of them going to a landfill. People can upcycle them and design new things from them. Keep in mind, companies and celebrities



largely are the main culprits in producing this fast fashion empire. It shouldn't be an empire because celebrities you never see them wearing the same thing, so it gets in your head, well, I got to be different, and I can't wear the same thing all the time. I live in a yurt. I have all my clothes in one little closet. For the most part, man, I'm not running around. I'm just wearing my normal clothes all the time, and it feels good and comforting and knowing that I'm not buying all these clothes that are off-gassing and not supporting my health and my body. So let's slow down this fashion, shall we? Let's do this. Buy older clothes, they've already off-gassed if they need to at all. Buy clothes for more sustainable companies. Again, we have some great suggestions in the show notes. Let's stop fast fashion. Let's slow it down. Let's be eyes wide open. Stop putting toxic clothes on your skin that goes in your body into your kidney and liver and causes all kinds of problems. Fast fashion, no more. Slow fashion, yes.

### **[00:09:34] Podcast Outro**

Darin: That's it for today's fatal conveniences. Thank you so much for tuning in. If you want this valuable information in email form, you can sign up for my fatal conveniences newsletter at [fatalconveniences.com](https://fatalconveniences.com). I send out an in-depth breakdown of what we covered in each episode every Monday after an episode airs. If you make any changes in your life or home from these episodes, I want to see them. Tag me in your Instagram posts and show me how you're avoiding these harmful products and making better choices. It's awesome to see the impacts these episodes have, and I love seeing how creative my audience is. Remember, small changes can have a big impact. Oh, and if you haven't had a chance to check out the interview I released earlier in the week, here's what you missed.

### **[00:10:35] Snippet - Raising Superstars and Fighting Food Insecurity**

Maggie: People do not get what the cost of food is because our government subsidizes meat and dairy, but it doesn't really subsidize having a farmers market in a community with no grocery store. That has been a real eye-opener and a challenge for us to have a nonprofit that is paying a fair wage for a meal, to begin with and that is a delicious chef-created meal. So that has been very eye-opening and a bit of a hurdle for us because there are a lot of great food programs in the world that if you're leaving out that dignity and fair wage and the climate. If you're feeding millions and millions and millions of meals, and you have no plant-based meals, you're missing this massive opportunity to address climate and to enlighten and to give people healthier food.