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Background Research

“5 Truths the Fast Fashion Industry Doesn’t Want You to Know”

<http://www.huffingtonpost.com/shannon-whitehead/5-truths-the-fast-fashion_b_5690575.html>

Article on Tom Ford (former Gucci designer)

<http://fashion.telegraph.co.uk/news-features/TMG3345357/Ex-Gucci-guru-says-fashion-changes-too-quickly.html>

In the chapter two assigned reading of True Wealth by Juliet B. Schor, Schor argues that the amount of stuff that we consume has drastically increased because we want to fit in with the constant changes in fashion. We want to have the new phone, the new computer, the new clothes, and the new shoes not because we truly need them, but because we simply want to fit in. Schor talks a lot about constant changes in fashion and my question was, how often does fashion change? Monthly? Yearly? I decided to conduct more research on this topic and I found out that fashion doesn’t just change with every season, it changes every single day. There is always something new coming out! I found an article on Tom Ford, a former Gucci designer, who claims that he “didn’t have a life other than work” because he constantly had to come up with new designs to keep up with the constantly changing trends. Working in the fashion industry must be difficult because you have to come up with new ideas and just hope that they will make a statement and stick with people. Equally important, Schor makes the argument that this vast consumption of clothing and overproduction of goods is damaging our environment and I researched this idea and found an interesting article that supports Schor’s argument. This article is titled “5 Truths the Fast Fashion Industry Doesn’t Want You to Know,” and one of those five things is that there is lead and other chemicals that go into our clothing. The author of this article claims that “According to the Center for Environmental Health, Charlotte Russe, Wet Seal, Forever21 and other popular fast-fashion chains are still selling lead-contaminated purses, belts and shoes above the legal amount, years after signing a settlement agreeing to limit the use of heavy metals in their products.” Exposure to lead presents many health risks so why would we put it in our clothing and release the chemicals into our environment? Evidently fast production comes at a price and we are putting our health at risk all so that we can have the newest trends faster and at an affordable price.