

# IVYTON GAZETTE

YOUR LOCAL PAPER

## FASHION FUELS THROWAWAY FURY

BY FARHAT ZAMAN

The days of people buying clothes with the intention of keeping and wearing them for years have gone. With the growth of social media, more and more people simply throw away their clothes after being pictured in them online. A study of 2,000 people found that one in ten would do this, and that they would prefer to throw their clothes in the bin rather than give them to charity.

Does this matter? Well, recent reports suggest that the growth of throwaway fashion is adding to global warming. The Environmental Audit Commission's findings show that:

- 235 million items of clothing were sent to landfill last year
- 1.2 billion tonnes of carbon emissions were produced by the global fashion industry in 2015
- the UK has the highest consumption of new clothing per head in Europe
- people are buying twice as many clothes as a decade ago.

Spokesperson Victoria Hunter said, "MPs are now citing the fashion industry as one of the major causes of greenhouse gases". However, sectors of the retail industry point to the fact that fashion is one of the biggest contributors to a growth in GDP\*.

Not only that, but the wide availability of cheap, fashionable clothing has meant that people from all social backgrounds, not just the very rich, are able to enjoy wearing different styles and follow the latest trends.

Fashion guru Sara Reilly said, "Fast fashion has enabled new retailers to enjoy tremendous growth and avoid losses – if a product isn't working, then they quickly launch a new one and make a swift recovery. Without fast fashion, thousands of jobs would be lost in both retailing and production. Can we really afford that? It's also more environmentally friendly to dispose of clothes rather than keep washing them or dry cleaning them. Did you know that 700,000 fibres are released into the watercourse by a single domestic wash?" Whatever the impact on the economy and on the environment, it would seem unlikely that throwaway fashion is going to disappear soon.

*\*GDP (Gross Domestic Product) is the total value of all the goods and services produced by a country over a specific period of time, usually annually or quarterly. It is used as a measure to compare the economic performance of different countries, or to compare economic performance over time*

## Document 2

12 Broadway  
Ivyton  
IV8 1XB

1 February 2019

The Editor  
Ivyton Gazette  
Main Street  
IV1 1IG

Dear Sir,

I was shocked when I read your article on throwaway fashion. Do people really throw clothes away after wearing them just once or twice? How utterly ridiculous! I still have clothes I bought when my son was a baby and he's 35 now!

What's the point in spending all that money? And all the time it takes going shopping? What's the point in buying something you don't really like in the first place? And what about the quality? Why pay £3 for a jumper that will shrink in the first wash? So it gets thrown away and where does it end up? Probably spilling out of a black bag down my street, like that one I had to step over this morning! It makes me sad to see such waste.

And what about the people making all this stuff? I have a knitting machine and, believe me, it takes days to knit a nice jumper. Even with professional machines, which are much quicker, if something's selling for £3 and the shop's making a profit and the factory's making a profit, how much is the poor person actually making it being paid? 20p an hour? I've seen these sweatshops on the TV and I don't want to have a new jumper every week on the back of unethical practice.

So come on everyone. Stop making silly purchases. Save your money, save the environment and save exploited workers. Buy something decent and keep it for a few years – nobody will remember what you wore last week anyway!

Yours faithfully

Mrs Doris Harper

## Document 3

**IVYTON GAZETTE** – online discussion forum\**Where our readers get the chance to have their say***Shefali**

I don't know where all this fuss has come from. I've worked at Main Street Fashions for nearly 10 years now. We've always had cheap but good quality clothing, and I've had a job! I think some of your readers want me to be unemployed. If nobody buys clothes and they all keep them for years, I soon would be!

**Jack**

I think it's about getting a balance. Sometimes we fancy a new coat or something and why not? That doesn't mean you go and buy something every week. Some of the cheap tat you see looks as if it's going to fall to pieces any minute but some of it's OK. It's whatever you want, I suppose!

**Anna**

Whether it's cheap or expensive, it all needs washing some time so I don't see what all this environmental fuss is about. But I don't know why people just throw things away. Why not give to a charity shop? That's where I get most of my stuff from anyway!

**FashionQueen**

What people forget is the pressure young people like me are under. In the old days there wasn't any social media so people didn't remember what you wore last week. But now they do. Or at least they don't remember but they go on social media and check. I wore the same outfit to two of my mates' birthday parties last year and you wouldn't believe the abuse I got! I did it cos I really liked the dress and I don't have much money, but apparently it meant that I didn't respect my friends when I re-wore it / I was 'tight' etc. Now I make sure I have something new on every time I go out – not because I want to but because I have to. I think social media is what's making us all turn to fast fashion – so we can throw it away and not be criticised!

**Desmond**

Don't feel guilty, **FashionQueen!** It's what we all do. And there's nothing wrong with it. If I want to go out at the weekend wearing something fresh and new, looking good, why not? Things have moved on from our parents' days when only rich people could afford to do that! Now we all can and that's good if you ask me.

\* Founded in 1888. Discussion forum set up 2010.