

# FAST FASHION magazine



# fast fashion

noun

inexpensive clothing produced rapidly by mass-market retailers in response to the latest trends.



# INDEX

## FAST FASHION - LEGAL APPROACH

Read in:

English

Македонски

Français

## FAST FASHION IN THE POST MODERN WORLD

Read in:

English

Español

## HOW FAST FASHION MANIPULATES US

Read in:

English

Hungarian



# FAST FASHION - LEGAL APPROACH

## KRISTINA CRENN

Fast Fashion is one of the intrinsic features of the modern world. The concepts of 'fast production -fast selling' constitute the general notion of FAST FASHION. The point is to follow a new fashion trend.

Thus, how 'Fast Fashion' is legally perceived is our main question of analysis. Generally, the country that produces the clothes determines the conditions for the quantity and the quality.

For example, Turkey exports clothes in the Balkan region on a massive scale. Therefore, Turkey as a vendor in the Balkan region reflects the necessary requirements for the sale process. It is widely noticed that the same pair of cloth might cost cheaper in Turkey. However, in Macedonia the price will be slightly increased in order the buyer to earn some profit.

The ethical side of law is against the frequent consumption and massive exploitation of natural resources such as cotton for instance.

The usage of fur is regularly condemned by the international community and most notably by the organisation PETA (People for the Ethical Treatment of Animals).

The cotton is widely exported from African countries. The workers on the fields are working more than twelve hours per day for a low salary.

Therefore, many companies recruit thousands of workers that receive low-wages regularly. The profits of such companies have significantly increased. The owners of such companies easily become wealthy.





# Брза Мода - Правна основа

Христина Цренн

Брзата мода е една од главните одлики на современиот свет. Поимите "брза мода - брзапродажба" го сочинуваат основниот концепт "БРЗА МОДА (FAST FASHION)".

Целта е да се следи нов моден тренд. Како правнички се третира "Брзата мода" е нашето прашање за анализа. Општо земено, државата што ја произведува облеката ги одредува условите за количината и квалитетот. На пример, Турција извезува облека на масовно ниво на Балканот.

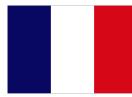
Затоа, Турција како продавач ги одредува потребните услови во процесот на продажба. Едно парче облека може да чини поевтино доколку се купи во Турција. Сепак, цената на истото парче облека може да биде малку зголемена во Македонија за купувачот да заработи профит или да оствари добивка.

Етичката страна на законот е против зачестената потрошувачка и масовната експлоатација на природните ресурси, како што е памукот на пример. Користењето на животинско крзно строго се осудува од меѓународната заедница, посебно од страна на организацијата ПETA која се грижи за обезбедување етички третман за животните. Памукот се извезува најчесто од африканските земји.

Работниците на нивите работат повеќе од дванаесет часа на ден за ниска плата. Многу компании вработија илјадници работници кои редовно добиваат релативно ниски плати. Добивката на ваквите компании значително се зголемува.

Сопствениците на такви компании лесно стануваат богати.





# Fast Fashion (Mode Rapide) - Approche juridique

## CHRISTINA CRENN

La 'Fast Fashion (la Mode Rapide)' est l'une des caractéristiques intrinsèques du monde moderne.

Les concepts de « production rapide - vente rapide » forment la notion générale de FAST FASHION. L'objectif est de suivre la nouvelle tendance de la mode. Ainsi, la perception juridique de la mode rapide (fast fashion) est notre principale question d'analyse. Généralement, le pays qui produit les vêtements détermine les conditions de quantité et de qualité. Par exemple, la Turquie exporte massivement des vêtements dans la région des Balkans. Par conséquent, la Turquie en tant que vendeur dans la région des Balkans détermine les exigences et conditions nécessaires pour la vente des vêtements.

Par ailleurs, le même vêtement peut coûter moins cher en Turquie. Cependant, en Macédoine, le prix sera légèrement augmenté afin que l'acheteur puisse gagner du profit.

L'approche éthique du droit est contre la consommation fréquente et l'exploitation massive et abusive des ressources naturelles comme le coton par exemple. L'usage de la fourrure est régulièrement condamné par la communauté internationale et notamment par l'organisation PETA

qui se bat contre le traitement abusif des animaux. Le coton est largement exporté des pays africains. Les ouvriers des champs travaillent plus de douze

heures par jour et reçoivent un salaire trop bas. Par conséquent, cela permet aux nombreuses entreprises de recruter des milliers de travailleurs. Le profit gagné par ces entreprises augmente considérablement. Les propriétaires de telles entreprises deviennent facilement riches.







# FAST FASHION IN THE POST MODERN WORLD

Adrián Dorey Santana Santana

It could be argued that, since the establishment of fordism and until today, it might seem that clothes' main purpose has become almost secondary. In fact, according to Hokkanen (2014), "people purchase products for their symbolic qualities and not merely for their utility functions" (p.1). Brands and clothes play a huge role in the way we construct and shape our sense of "self" in the postmodern world.

People, unwillingly and automatically, use possessions to express their identity in terms of who they are or would like to be.

In other words, social interactions are directly influenced by clothes, as they are used to make social statements by wearing them: this is me or that is not me.

As a direct response to the aforementioned statements, brands collect massive quantities of data regarding consumers' insight in order to answer three questions:

- 1.What do consumers like?
- 2.What do consumers dislike?
- 3.What are the consumers looking for?



Once brands' marketers have gathered such vital information, their main goal is to foresee what comes next. And with all of it comes a toxic mindset. The philosophy that clothing needs to be fast and cheaply produced, and that consumers must move onto the latest fad as soon as it is released. Simply put: clothes are not meant to last more than a season.

As a matter of fact, fast fashion has rapidly become a huge contributor to the appearance of fashion-related mental health problems, affecting both its producers and consumers.

For instance, given the fashion industry's highly critical and competitive nature, pressure on the designers to be innovative, original and ahead of the rest puts them at serious risk of suffering from mental illnesses. On the consumers' side, people are prone to making shopping a way to deal with other mental illnesses as fast fashion and bargain shopping are often used as a way of getting a dopamine rush. What starts as a mechanism to evade their problems ends up as an obsession.



# LA FAST FASHION EN EL MUNDO POSTMODERNO

Adrián Dorey Santana Santana

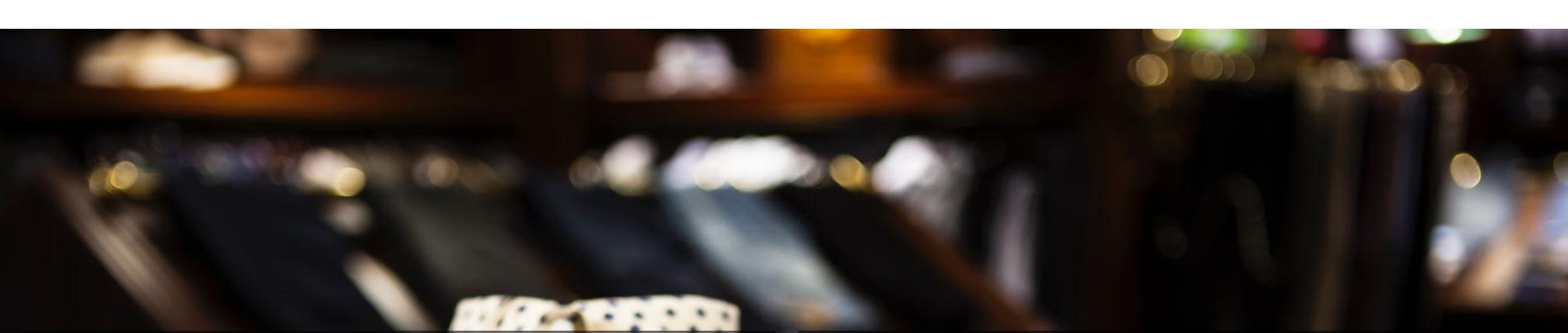
Se podría argumentar que, desde el establecimiento del fordismo y hasta hoy, podría parecer que el propósito principal de la ropa se ha vuelto casi secundario. De hecho, según Hokkanen (2014), "la gente compra productos por sus cualidades simbólicas y no sólo por sus funciones de utilidad" (p.1).

Las marcas y la ropa desempeñan un papel importante en la manera en la que construimos y damos forma a nuestro sentido del "yo" en el mundo postmoderno. La gente, de forma involuntaria y automática, utiliza las posesiones para expresar su identidad en términos de lo que son o lo que les gustaría ser.

En otras palabras, las interacciones sociales están directamente influenciadas por la ropa, ya que ésta se utiliza para hacer declaraciones sociales al llevarla puesta: este soy yo o ese no soy yo.

Como respuesta directa a lo mencionado en los párrafos anteriores, las marcas recogen cantidades masivas de datos sobre la percepción de los consumidores para responder a tres preguntas:

- 1.¿Qué les gusta a los consumidores?
- 2.¿Qué es lo que no les gusta a los consumidores?
- 3.¿Qué buscan los consumidores?



Una vez que los marketers de las marcas han reunido esta información vital, su principal objetivo es prever lo que viene después. Y con todo esto se promueve una mentalidad tóxica. La filosofía de que la ropa tiene que ser rápida y barata de producir, y que los consumidores deben estar a la última moda tan pronto como se lanza. En pocas palabras: la ropa no está destinada a durar más de una temporada.

De hecho, la “fast fashion” se ha convertido rápidamente en un gran contribuyente a la aparición de problemas de salud mental relacionados con la moda, que afectan tanto a sus productores como a los consumidores.

Por ejemplo, dada la naturaleza altamente crítica y competitiva de la industria de la moda, la presión que se ejerce sobre los diseñadores para que sean innovadores, originales y se adelanten al resto los pone en grave riesgo de sufrir enfermedades mentales. Por parte de los consumidores, las personas son propensas a hacer de la compra una forma de tratar otras enfermedades mentales, ya que la fast fashion y las rebajas se utilizan a menudo como forma de conseguir un chute de dopamina. Lo que comienza como un mecanismo para evadir sus problemas termina convirtiéndose en una obsesión.



# **How fast fashion manipulates us**

Gerőfy Dzsener



Since the term fast fashion is becoming mainstream, companies try to show how „woke” they are by greenwashing themselves. This phenomenon attracts customers, who try to live a more conscious life. Basically, companies market themselves as being way more green than they actually are. They like to use words, that can catch one’s attention, such as; Eco-friendly, Ethical, Responsibly-made, Ecologically grown cotton-which does not even exist, like smartwater. You may have even heard about these conscious lines. The two biggest fast fashion stores like to advertise themselves using this method. H&M has a line, called Conscious and Zara named it Join Life. They advertise themselves with celebrities to get more popularity. H&M also convinces people about their ethicalness with boxes in their stores, where you can just throw your unwanted clothes, no matter how bad their condition is and they reuse the materials to make new clothes. These clothes just end up on landfills and being burnt.



# **Hogy manipulál minket az idénydivat**

Gerőfy Dzsenifer



Ahogy a kifejezés "idénydivat" egyre ismertebb lesz, minél több cég próbálja megmutatni a "zöld álcával", hogy mennyire tudatosak. Ez a jelenség azokat a vásárlókat próbálja megcélozni, akik egyre tudatosabbak szeretnének lenni vásárlásaikkal. Lényegében a cégek sokkal öko-barátabbnak reklámozzák magukat, mint amilyenek. Hogy megragadják az emberek figyelmét, szeretnek olyan szavakat használni, mint például; öko-barát, etikus, felelősséggel-gyártott, ökológiailag-növesztett-ami nem is létezik, mint a Smartwater. Talán már ti is hallottátok ezeket a kifejezéseket. A két legnagyobb ilyen cég is szereti ezzel a módszerrel reklámozni magát. A H&M-nek a conscious vonala, a Zarának pedig a Join Life vonala ez. Hírességekkel próbálják magukat populárisabbá tenni. A H&M üzleteiben dobozokat is kiraknak, ahova bármilyen minőségű anyagot be lehet dobni és abból készítenek új ruhákat. Ezek általában szemétdombon végezik, ahol később elégetik.

# **Virtual Youth Summer Camp 2020**

This project was made by the participants of the VYSC2020.

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