

BENEFICIAL OR DETRIMENTAL? UNRAVELING THE ENVIRONMENTAL, SOCIAL AND ECONOMICAL EFFECTS OF FAST FASHION

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DOI: 10.5958/2249-7315.2023.00021.7

ABSTRACT

Today, consumers like affordable, fashionable and trendy clothes more than anything. Besides, celebrities and influencers on social media encourage them to buy such clothes often with little or no standards. This made fast fashion, characterized by its rapid production and affordability, to become a dominant force in the fashion industry. Fast Fashion is the business model that emphasizes on delivering new styles and affordable clothing options that are on trend to consumers immediately. There is a dark side to fast fashion's allure. Its trendy and affordable options may come at a cost. From environmental degradation to exploitative labor practices, the cons of fast fashion should not be overlooked. The present study explores the advantages and disadvantages of fast fashion from various perspectives. From economic accessibility and trendy options to the environmental impact and ethical concerns, the study delves into the complexities of this fast changing industry.

KEYWORDS: *Fast Fashion, Fashion Industry, Pollution, Ethical Concerns.*

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