



Brent
Together
Towards Zero



WE RESTART Charity

The Fast Fashion Project

Photo Exhibition

Brent residents become
models-for-a-day.

The True Cost Movie

Screening of the documentary by
Andrew Morgan, followed by a panel
discussion.

Free event

Sunday 23 April 2023
Lexi Cinema
194B Chamberlayne Road
Kensal Rise, London, NW10 3JU
All details on www.werest.art

April 2023

The Fast Fashion Project

When it comes to fashion, we all need to be part of the change

The Fast Fashion Project, funded by Brent Council through the Brent Together Toward Zero grant, is an initiative by WE RESTART charity which aims to make the members of our community active players in the fight to save our planet. The project, realized in April 2023, focuses on raising awareness on how our daily fashion choices and habits can have a seriously harmful impact on the environment, as well as contribute to human rights violations.

For the first part of the project, a group of Brent residents have been asked to wear garments bought in local charity shops, and become models for a day for a photographic shooting in the borough. The final exhibition is a collection of 13 posters that have been displayed on the windows of local charity shops and venues as a showcase of how we can all be protagonists of the change.

The second part of the project includes a community screening of "The True Cost" documentary at Lexi Cinema, followed by a panel discussion where residents can learn about and discuss possible solutions.

WE RESTART is a Brent-based charity, whose mission is to empower communities and improving well-being through paintings, photography, theatre, film, literature and other art forms. WE RESTART produces art and cultural projects and runs programmes for young people and immigrant and refugee artists.



A groundbreaking documentary produced in 2015, and directed by Andrew Morgan. The movie focuses on the Fast Fashion industry and how this is affecting both our planet and its population.

Exhibition

About Photographer, **Carolina Rapezzi**

Carolina Rapezzi is an Italian freelance photographer based in London who works on social, humanitarian and environmental issues. She is part of the National Union of Journalists UK and Women Photograph.



| "Alina"



| "Eri"



| "Nancy & Alfonso"



| "Marinalza"



| "Yuliya"



| "Alfonso"



| "Nancy"



| "Felipe & the boys"



| "Federica"



| "Suzannah"



| "Anna"



| "Luna & Luci"



| "Lisa"

Exposing Fast Fashion

Fast Fashion is “an approach to the design, creation, and marketing of clothing fashions that emphasizes making fashion trends quickly and cheaply available to consumers”



Driven by steady population growth, **clothing sales doubled from 100 to 200 billion units per year** since the early 2000s, while the **average number of times a garment is worn decreased by an overall 36%**.

We can trace this phenomenon back to the industrial revolution that took place during the 19th century: sewing and textile machines revolutionized how clothes were manufactured, drastically reducing the time of production. Since the end of World War II, the human population has experienced unprecedented growth, and the technologies developed has helped meet its needs, including the one for new clothes. The demand for any kind of good multiplied, and especially the youth population called for the necessity of affordable and trendy garments.

In order to meet this growing demand, the fashion industry had to adapt its offer.

In the world of ‘profit at all costs’, the increasing demand translated into finding new and cheaper ways to produce and distribute clothes. From the use of pesticides and GMO cotton, through the use of low-cost chemicals to dye textiles, to the delocalization of their factories, businesses have implemented questionable activities to accumulate as much profit as they could.

The question we need to ask ourselves is: **what is the cost of the ‘profit at all cost’?**



How Fast Fashion is polluting our environment

Fast Fashion is the facet of the fashion industry that produces cheap garments in high volume, based on sample ideas from the catwalk. Fast fashion is the second most polluting industry worldwide

The price of fast fashion is too high for both our environment and our society. A large amount of brands conduct their business (and governments allow them to) to maximize their profit, costing us our integrity, and impoverishing our planet. Carbon emissions are considerable in this particular industry. In fact, **10% of global CO2 emissions are caused by the textile industry, which is more than international aviation and shipping sectors combined.**

It has been estimated that just one t-shirt can produce up to 6.75 kg of carbon emissions during its entire production life cycle. These emissions are one of the leading causes of global warming and climate change. Also, to manufacture this very same **t-shirt, 2,700 litres of water** are used, which is the **amount of water a person needs to survive for 2.5 years.** Overall, **the fashion industry uses about 93 billion cubic meters of water annually, that is enough to fill 37 million Olympic swimming pools.**

Not only are we consuming one of the most precious resources on earth, but we are also polluting the remaining part of it

During the so-called 'finishing' process, chemicals and other toxic products are used to give the fabric the look desired. This includes: bleaching, softening, or making the garment water-resistant. All these chemicals are harmful to both the workers that use them on a daily basis, and humanity when they are discharged into our water supplies, such as rivers. The **production of jeans is the best example**. To give jeans a faded look, acids, enzymes, bleach and formaldehyde are used. The contaminated wastewater is then dumped into the nearest river, which is one of the principal reasons why production has been moved to **developing countries**. These countries welcome the incoming capital and investments over environmental protection, consequently, their legal frameworks are weak and full of loopholes. Today, the fast fashion industry is responsible for up to **one-fifth of water pollution**, freeing in the environment a mix of **carcinogenic chemicals, dyes, salts and heavy metals**.

Fast fashion pollution is not limited to water sources. Given the frequency with which we discard our clothes, **85% of all garments produced are dumped each year**. This number is even more dramatic when we consider that non-biodegradable fabrics can **sit in landfills for up to 200 years**. In addition to all these impressive consequences from an environmental point of view, the fast fashion industry is affecting the core of human rights developments. Numerous **human rights violations** occur in developing countries, where most fashion production has moved to over the last 30 years. These countries offer cheap labour, poor legal frameworks in the matter of workers' rights, low control and corrupted authorities.

Consequently, there is a gradual but total disconnection from the people who make our clothes and the people who wear them, as nowadays more than 90% of production takes place overseas.

Garment workers are among the **lowest-paid employees** in the world, and this is especially dramatic considering that **85% of them are women** and more **170 million are children**. Underpaid workers and child labour are not the only human rights violations of an ever-expanding industry. Factories in China, India, Pakistan, Bangladesh, Vietnam, Argentina, Turkey, Brazil and other countries, are decrepit and employees are left for hours to work in dark and unsafe workspaces.

Fast fashion and carbon footprint

Carbon footprint is defined as a "certain amount of gaseous emissions that are relevant to climate change and associated with human production or consumption activities". We can calculate the carbon footprint for any geographic region or specific industry activities.

In the fast fashion industry, the carbon footprint of a specific item is the combined calculation of production emissions and shipping emissions. Many brands are trying to introduce new rules to reduce their footprint, but most of the time this is only for shipping emissions. These poor attempts are part of the phenomenon of **greenwashing**, by which brands try to be more attractive to the new generations through the use of sustainability campaigns that are misleading.

However, as customers can always have an impact on this phenomenon through a change in our purchase habits, trying to choose sustainable brands over the cheapest ones. A little research on specific blogs and websites can help in this regard.

Choosing to **repair, modify or reinvent** our clothes rather than buying new ones can make a big difference. **Buying second-hand clothes**, for instance from **charity shops** (adding more social value to our purchase) is another valuable option.

WE RESTART Charity

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WE RESTART is a Registered Charity in England and Wales
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