

# A Statement Against Fast-Fashion

The USG Sustainability Committee

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*"More than 60 percent of fabric fibers are now synthetics, derived from fossil fuels, so if and when our clothing ends up in a landfill (about 85 percent of textile waste in the United States goes to landfills or is incinerated), it will not decay. Nor will the synthetic microfibers that end up in the sea, freshwater and elsewhere, including the deepest parts of the oceans and the highest glacier peaks, Future archaeologists may look at landfills taken over by nature and discover evidence of Zara".<sup>1</sup>*

To the members of the Fordham community,

We the members of the Sustainability Committee, as members of the United Student Government at Rose Hill, condemn the fast-fashion industry and aim to warn and educate the Fordham community of the dangerous effects of supporting fast-fashion retailers.

Fast-fashion is defined as "an approach to the design, creation, and marketing of clothing fashions that emphasize making fashion trends quickly and cheaply available to consumers."<sup>2</sup> As an industry that aims to produce on-trend clothing *fast*, it is also responsible for the 12.8 million tons of clothing that are sent to landfills in the United States every year. Every person, including every member of Fordham's student body, produces approximately 75 pounds of textile waste per year.<sup>3</sup>

Yet, there are tangible ways to renounce this industry.

1. **Reject** known fast-fashion labels. Fast-fashion retailers include, but are not limited to, Forever 21, Urban Outfitters, H&M, Zara, Fashion Nova, Pretty Little Thing, Misguided, Uniqlo, Victoria's Secret, ASOS, Boohoo.com, Gap, Guess, Mango, Nasty Gal, River Island, Topshop, and Zaful.
2. **Embrace** sustainable clothing brands and buy fewer, long-lasting items. Ethical and sustainable clothing brands include, but are not limited to, [Pact](#), [Alternative Apparel](#), [Kotn](#), [ABLE](#), [Everlane](#), [People Tree](#), [Thought Clothing](#), [Los Angeles Apparel](#), [Krochet Kids Intl.](#), [Fair Trade Winds](#), [Patagonia](#), [Outdoor Voices](#), [United By Blue](#), [Tonle](#), [Fair Indigo](#), [Encircled](#), [Indigenous](#), [Monsoon](#), [Outerknown](#), [Matter](#), [Back Beat Co.](#), [Whimsy + Row](#), [Boden](#), [Nisolo](#), [Tradlands](#),

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<sup>1</sup> Schlossberg, Tatiana. "How Fast Fashion Is Destroying the Planet." *The New York Times*, The New York Times, 3 Sept. 2019. [www.nytimes.com/2019/09/03/books/review/how-fast-fashion-is-destroying-the-planet.html](http://www.nytimes.com/2019/09/03/books/review/how-fast-fashion-is-destroying-the-planet.html).

<sup>2</sup> "Fast Fashion." Merriam-Webster, Merriam-Webster, [www.merriam-webster.com/dictionary/fast%20ofashion](http://www.merriam-webster.com/dictionary/fast%20ofashion).

<sup>3</sup> Pierre-louis, Kendra. "How to Buy Clothes That Are Built to Last." *The New York Times*, The New York Times, 25 Sept. 2019. [www.nytimes.com/interactive/2019/climate/sustainable-clothing.html?auth-login-email&login=email](http://www.nytimes.com/interactive/2019/climate/sustainable-clothing.html?auth-login-email&login=email).

[Reformation](#), [Vetta](#), [Elizabeth Suzann](#), [Sezane](#), [Jenni Kayne](#), [Sotela](#), [Cuyana](#), [Hackwith Design House](#), [EILEEN FISHER](#), [Mara Hoffman](#).<sup>4</sup>

3. **Support** buying and selling second-hand clothing:
  - a. *Support* local thrift, bargain, and vintage stores.
  - b. *Support* Fordham Flea. Fordham Flea is a program run through the Sustainability Committee that allows students to buy, sell, and donate clothing on campus.
    - i. *Buy*: Fordham Flea takes place in McGinley multiple times per semester. Each pop-up is announced through instagram (@usgsustainability).
    - ii. *Donate*: Donation tabling takes place a week prior to every Fordham Flea event, or clothing donations can be taken by contacting the chair of sustainability committee (usgsustainability@fordham.edu).
    - iii. *Buy and Sell* through Online Fordham Flea. Online Fordham Flea is a platform that launched in January of 2020 on Instagram. For students that are interested in selling and buying gently-used, high-quality clothing, direct message submissions to the Online Fordham Flea instagram (@fordham.flea).
  - c. *Support* online thrift shops. Online shops include, but are not limited to, ThredUp, Depop, and Poshmark.

Our community is contributing to the over-consumption and mass disposal of clothing. Join the Sustainability Committee in combating the destructive and detrimental effects of the fast-fashion industry.

Respectfully,  
The Sustainability Committee

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<sup>4</sup> Guide, Staff. "35 Ethical & Sustainable Clothing Brands Betting Against Fast Fashion." *The Good Trade*, The Good Trade, 20 Nov. 2019, [www.thegoodtrade.com/features/fair-trade-clothing](http://www.thegoodtrade.com/features/fair-trade-clothing).