

THE WORLD IN 30 MINUTES

THE RISE OF SLOW FASHION

30' (GER, ENG subs)

The fashion industry is going through a major transformation. What will the future hold?

Europe is in a clothing frenzy. A daunting estimate of 100 billion new clothing pieces are produced every year. The term "fast fashion" is being used to describe the trend of buying a new collection of clothing every week. Always more, always faster, and always cheaper. The production process of so much clothing requires an enormous amount of resources like water and energy. Shockingly, most consumers dispose of more than half of the clothes they buy within a year. The "slow fashion" movement is fighting against this overexploitation, and it is gaining a strong following. The movement emphasizes the importance of having appreciation for what someone already owns, along with sacrifice and new ideas. Eco-designers present numerous new, innovative solutions to fix this problem of overconsumption. One of which can turn plastic bottles into beautiful, silky dresses. "Slow fashion" is long gone from the alternative corner and is regarded as a future market. The pressure is growing on manufacturers who mercilessly profit from the fast fashion trend. Do we have to rethink fashion?

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