PHASE TWO PRESENT

Clueless

Fast fashion became popular as a result of cheaper, faster manufacturing and delivery technologies, an increase in consumers' appetite for current patterns, and an increase in consumer spending power—particularly among young people—to fulfill these instant-gratification desires. Because of all this, fast fashion is challenging the established clothing labels' tradition of introducing new collections and lines on an orderly, seasonal basis. In fact, it's not uncommon for fast-fashion retailers to introduce new products multiple times in one week to stay on trend. the most dangerous message portrayed by fast-fashion retailers is that clothes are disposable.

the environment is at stake.

In the 21st century, the fashion industry has been been found to be the cause of increase of global greenhouse gas emissions (GHG) for atleast 10 percent. Young consumers in the industrialized world has embraced luxury fashion even as it creates unsustainability.

Hidden costs of Fast Fashion are actually happening.
Global warming is focused on temperature increases and climate change involves other changes such as sea level rise, precipitation changes, ocean ice extent, and others over time.