



FROM PASSION TO ACTION:

MODELING THE REALITIES OF FAST FASHION TO HEIGHTEN ALTERNATIVE BUYING PRACTICES AMONG UNIVERSITY-AGE STUDENTS

BY

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LINKS TO CONTACT ME

THE PROBLEM



Many students consider the time it takes to source a piece of clothing at a reasonable condition and price (Botti et al., 2008; Behera Prakash and Mishra 2017; Shaw and Duff, 2002; Tomolillo and Shaw, 2003)



This analysis causes some university students to shop at “fast fashion” retailers that offer cheap, overly-produced, readily accessible clothing

However, for clothes to be cheaper and readily available, subcontractors—often sweatshops in developing countries—are hired by a clothing business to conduct **cheap labor** (Cornell Law). This results in **dangerous labor conditions** and **low wages** for garment workers. Coupled with **lower-quality materials**, these factors increase the company’s and subcontractor’s profit growth. (Catt, 2023 and Saxena, 2023)



The overproduction of new items provided by the fast fashion model sustains a cycle of overconsumption (India, 2023), leading to:

- **80 and 150 billion** garments bought a year (Robison 2023)
- **5 billion** products returned (Constable, n.d.) and
- **92 million tons** of clothes in landfills
- **100 pounds** of textile waste per person each year (Lundberg & Devoy, 2022)

92,218



92 millions tons= 92,218 Doak stadiums

OR



THE PROCESS

Student’s perceptions of their environmental and economic situation can alter the balance of their style and shopping options. This study investigates how and why FSU students consume the fashion they wear

HYPOTHESIS

A student's level of disposable income for clothing, the ease of accessing both online and in-person clothing outlets, and interest and rationales in purchasing more sustainably shapes their fashion consumption options

OBJECTIVE

I am exploring whether FSU students’ shopping habits and fashion retail agents’ perspectives can lead to less reliance upon “fast fashion” and promote sustainability through a future virtual thrift store for FSU students

METHODOLOGY

Participants

- 16 student consumers
- 4 retail agents of fashion



Intervention

- Recent clothing purchases, where clothes are sourced, and the reasons behind choices
- How one’s disposable income, accessibility of shopping options (online and in-person), and interest in sustainable fashion practices alter clothing consumption habits
- How a thrift store could impact current buying habits

THE PRODUCT

Findings will be presented in the format of a multi-channel fashion-inspired magazine and behind-the-scenes documentary

THE ISSUE



VOL.01 MODELING THE REALITIES OF FAST FASHION TO HEIGHTEN CONSUMER ADVOCACY AND AWARENESS AMONG UNIVERSITY-AGE STUDENTS
DA BE THE BEST YOU



Coming Soon

Photographs will be taken of my model colleagues in various creations of styles sourced sustainably, showing readers that it is possible to curate their style from alternative outlets

CREATIVE TEAM

Creative Supervisor/Magazine Director: Rafael Olivia
Videographer: Dakota Chester
Photographer, Model, Make-Up: It could be YOU! Scan the QR code to fill out the position survey

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DEDICATION

To myself, who chose to try and fail rather than fail to try. Keep your mind cold while the fire engulfs your heart. Look back on when others did not see your vision to remember why you must move forward.