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ENGL-1120-018

20 November 2024

Campaign Brief

Social media has made it so that trends are constantly evolving; because of this, clothes are more often only worn a handful of times before they are discarded (Bernard, 2023). Fast fashion can be described as “cheap, trendy clothing that samples ideas from the catwalk or celebrity culture and turns them into garments... at breakneck speed” (Hackett, 2019). Fast fashion involves the rapid design, production, distribution, and marketing of clothing. This allows retailers to provide a wide variety of products at a relatively low price (Maiti & Leong, 2024). Fast fashion is popular mainly due to social media, and is expected to only gain popularity. Social media use directly correlates to online shopping habits and trends. Microtrends have become more popular due to social media, as fast fashion companies typically release 50-100 seasons compared to the 4 that traditional fashion brands usually release (Bernard, 2023).

Fast fashion places an immense stress on the environment. The production of clothing alone takes up 10% of total global carbon emissions. On top of that, 85% of all textiles end up in landfills every year. 500,000 tons of microplastics are released into the ocean each year through the washing of synthetic materials. This is equivalent to 50 billion plastic water bottles, and accounts for 35% of all microplastics found in the ocean (Maiti & Leong, 2024). The fashion industry contributes to ninety-two million tons of waste worldwide each year. In the United States, the average person is responsible for about 75 pounds of this. Because the clothes cost so

little to make, companies often produce more clothes than they can sell, leading to a massive amount of unwanted clothing being thrown away. It is estimated that in 2018, 13 million tons of clothing produced, 2.2 million were incinerated and 9 million were landfilled. This is compared to 1.7 million that was recycled (Bernard, 2023). Companies purposely make low-quality products in order to ensure that the customer comes back and buys more of that product. This leads to a substantial increase in waste, as the items are not made to last and get thrown out after only a few wears (Hackett, 20219).

Fast fashion companies are also known to cut corners when it comes to sourcing their labor. This can include forcing workers to work in unfair conditions, as well as child labor. The short lived fashion trends lead to overconsumption, which causes the companies to put their profit margins above the welfare of the workers producing their clothing. One way that companies cut costs is to outsource their labor to countries with lower production costs (Bernard, 2023). In the United States, we only make about 3% of our clothing. The U.S. has laws in place that prevent the exploitation of workers, which are typically well enforced. In other, less developed countries, where most of our clothing comes from, there are little to no laws that protect workers, leaving them vulnerable to exploitation and unfair treatment. Around 170 million children across the globe are engaged in child labor. This is 11% of children in the world. An estimated 55 million children ages five through fourteen are either working full time or have been sold into unpaid child labor. (James, 2022). Argentina, Bangladesh, Brazil, China, India, Indonesia, Philippines, Turkey, Vietnam, are among some of the countries where evidence of forced and child labor has been found. Developing countries are often used for labor due to “cheap labor, tax breaks, and lenient laws and regulations”. Those developing nations also tend to not adhere to environmental regulations, such as China, a major fast fashion manufacturer

which is well known for producing a great amount of pollution (Maiti & Leong, 2024). The 2013 Rana Plaza disaster shows how far some companies in the fast fashion industry are willing to go to cut costs. Over a thousand garment workers were killed, and thousands of others were injured in a factory collapse after the owner forced the workers to go back to work knowing that the building had structural damage (James, 2022).

The stakeholders of this issue can be divided into four groups; the fast fashion companies, the consumers, the workers, and the general public. The fast fashion companies are the biggest stakeholders, as they are responsible for all of the waste produced and utilizing cheap and unfair labor to maximize profits. The consumers are the second main stakeholder, as they are the ones who are buying these unsustainable products. A lot of consumers are unaware of the unsustainable practice behind the products they purchase, but some are simply overlooking it. The workers are the biggest group directly affected, or the victims, as they are the ones who are subject to unfair treatment and are put in unsafe environments. The general public would be the biggest stakeholder in dealing with the fallout; everyone is affected by the environmental impacts that stem from fast fashion. My real audience, however, would be the consumers, as they are the ones who directly contribute to the sale, and therefore production of the garments. It is them who can change their shopping habits, thus limiting the practices used in the fast fashion industry. The consumers need to understand that the low prices that come with fast fashion are low for a reason; they are produced unsustainably. They might be most responsive to seeing how damaging fast fashion is to the environment and some of the sweatshop conditions that workers are subject to. This would be most effectively communicated using pictures, including children.

The public awareness campaign's goal is to inform the public about the environmental and humanitarian impacts of fast fashion. This would hopefully encourage consumers to

purchase their clothing from more sustainable sources, such as thrift stores and other second-hand stores, sustainable brands, and small businesses. The campaign also aims to encourage people to recycle or donate their old clothes, rather than just throwing them away. This can greatly reduce the environmental consequences of fast fashion. The objectives will be measured by looking at sales trends of fast fashion brands, as well as those of second-hand stores. The measurable objectives would be achieved once people start shopping more environmentally friendly, or when brands and companies start to become more transparent about where and how they source their labor, and their environmental practices.

My campaign message is “Trends Fade, Waste Remains.” This is a simple, straightforward, message that emphasizes the fact that even though trends come and go, the waste and environmental impacts that result from these styles stay. Many people simply don’t realize the effects that fast fashion truly has, and this message is a great way to get the point across.

I am credible about this issue, as I have been doing plenty of research through scholarly, academic sources that provide valuable insight into the real effects of fast fashion. My mom has always been environmentally conscious, whether she was recycling everything, or looking for sustainably sourced meat, eggs, and other groceries while shopping. Growing up, she would always donate our unwanted or unused clothes to charities or thrift stores. She has always taught me that quality is better than quantity, and to look for products from trustworthy and more sustainable brands. Being environmentally friendly has always been important to me, however, after doing a deeper dive into the reality behind fast fashion, I have become so much more passionate about it.

Campaign Kit

In all of my genre examples, I include the same typefaces and color schemes, and include the logo. On the website, I include the usernames to all of the social media, and on the other materials I include a link to the website. This helps to tie all of the materials together and ensures a cohesive campaign.

Genre #1: Website

The website will be the main focus of the campaign, as it will contain the greatest amount of information. All of the other genres will be promoting the website and spreading awareness, but the website will be where you can actually do a deep dive and educate yourself.

Genre #2: Instagram Post

The Instagram post will be a big part of the campaign, as Instagram is a huge platform that greatly contributes to the popularity of fast fashion. Also, a good portion of fast fashion's target market, women aged 12-27 are also users of social media apps, like Instagram. These posts will be mainly including facts and quick information, rather than the deep dive that the website would go into.

Genre #3: Fact Sheet

The fact sheets would be a good way to ensure that people in these age groups would be exposed to the content of my campaign. By asking schools, colleges, workplaces, and community areas if they could be hung up throughout their spaces, it would be a relatively

inexpensive and easy way to spread shocking statistics that make the audience want to learn more.

Genre #4: Billboard

The billboard would be a way to ensure that everyone of all ages is able to be exposed to the campaign. A vast majority of people travel on main roads and highways that contain billboards, so this would ensure that people who may not see the fact sheets could get another opportunity to be exposed to the campaign. It would provide more of a graphic angle to the campaign than a fact sheet, which would contain more words and statistics.

Genre #5: Stickers / Pins

When thinking of a wearable piece to go with the campaign, I thought that a tshirt, hat, sweatshirt, or other types of similar clothing or accessory would go against the main purpose of the campaign. Instead, a sticker or pin would be an inexpensive and less wasteful way to spread the message.

Campaign Materials

Website:



Instagram Post:



trendsfadecampaign



trendsfadecampaign This is where your clothes end up. Shop sustainably. [#trendsfadecampaign](#)

Fact Sheet:

trends
fade,
waste
remains.

fast fashion fact sheet.

13 million tons of clothing was produced in 2018, of those, **2.2 million** were incinerated and **9 million** were landfilled. Only **1.7 million tons** were recycled.

500,000 tons of microplastics are released into the ocean each year by washing clothing made of synthetic materials.

Around 170 million children across the globe are engaged in child labor. This is **11% of the children in the world.**

85% of all textiles end up being thrown in landfills every year. The average American is responsible for about **75 pounds** of this.

The fashion industry is directly responsible for 20% of global wastewater.

An estimated 55 million children ages five through fourteen are either working full time or have been sold into unpaid child labor.

 @trendsfadecampaign
 @trendsfadecampaign
 @trendsfadecampaign

trendsfadecampaign.org



Billboard:



trends
fade,
waste
remains.

visit www.trendsfadecampaign.org to learn more
about the devastating impacts of fast fashion.

Sticker / Pin:



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