



FAST FASHION – WHY NOT!

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Here's the quick scoop on fast fashion: it's like a fast-food binge for your wardrobe, quick and cheap, but not so good for you, or for the environment. It churns out trendy clothes at lightning speed, but what's the real cost? Here's why skipping fast fashion is a good idea:

1. **Quality over quantity:** These items are often poorly made and do not last. Investing in higher quality clothing may cost more up front but saves you money in the long run.
2. **Ethical concerns:** Many fast fashion manufacturers exploit cheap labor in developing countries, paying low wages, and subjecting workers to unsafe conditions.
3. **Environmental damage:** Fast fashion contributes to pollution, from excessive water usage to toxic chemical run-off. In addition, those trendy duds often end up in landfills, contributing to the planet's waste problem. Worldwide, 87% of the materials and fibers used to make clothing will end up being discarded.

Choosing sustainable fashion (as well as other manufactured items) is supporting businesses that prioritize fair labor practices and eco-friendly production methods. So, the next time you're tempted by that cute, inexpensive top that will look great with your jeans, please stop and think about whether the real cost is actually greater than the low price you will pay.

I'On Eco Group – preserving I'On's beauty through sound environmental practices.

For more information, contact us at ionecogroup@gmail.com.

