



Journey of a Wild Fig

Yara Bhaloo



Fast Fashion Today

As consumers, we are no strangers to the world of fast fashion. We easily get pulled into trends and fads, and the crisis of fast fashion is far too pressing to be overlooked. People's lives are at the expense of our careless purchases, and those people deserve justice. In order to minimize labour costs, manufacturers export their production overseas. Unfortunately, the working regulations in these places are not sufficient, nor do they prioritize fair wages for their employees. The average wage in Bangladesh for a garment worker is \$2 daily. Supporting a family with this is nearly impossible. This results in over forty million garment workers worldwide facing extreme poverty.



The fast fashion crisis also has a detrimental impact on our earth. To put things in perspective, it takes ten thousand liters of water to produce one kilogram of cotton. This water is then hard to reuse, and this process often results in wasted materials. Back in 2019, a report was published that revealed sixty-two metric tons of apparel was consumed globally. Over time, this has not failed to increase. As consumers, we are all responsible and need to hold ourselves accountable for our actions. Keep reading to see how you can actively create change!



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The Crisis

At one point or another, it is likely you have contributed to fast fashion. This holds us all accountable for our actions, and we must improve. The fashion industry is worth \$1.2 trillion USD, worldwide, annually. However, this is at the cost of people's lives. It is vital to recognize that our role as consumers has a tremendous impact on the continuation of this industry. The reliance on global supply chains aims to outsource work and reduce costs for companies. However, what can be found behind closed doors is truly shocking. The disregard for safety in the workplace, worker satisfaction and human rights is a product of careless consumers. This can be combated by not giving into typical consumer behaviour, not purchasing new trends every season, but instead ethically sourcing staples for your wardrobe.



Taking Action

Wondering how you can help? I have just the solution! In an attempt to help this crisis, I started my own sustainable clothing brand. My brand, Wild Fig works to provide unique, authentic clothing to those wanting to stand out and make a difference.

I source all clothing from rag houses, vintage markets and make trades with other sustainable businesses. With this, all clothing is cleaned and in some cases revamped to give my customers the best quality possible. Check it out on Instagram @wildfig.goods and contact me with any inquiries!



Of course, this is not the only way to help the crisis. Overall, buying less clothing is the most impactful change you can make as a consumer. With this, visiting your local thrift shop or consignment shop is a great way to sustainably shop! Always think twice about your purchases, and make an effort to donate clothes you no longer utilize. If we work together, we can help eradicate fast fashion!

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