

Brands Guilty of Fast Fashion



ZARA

Designers of Zara put out 12,000 designs yearly. There has been a report that the designers take up to five weeks to design towards retail style, in comparison, most companies take six months. This represents the excessive amount of clothing being produced. There Brazil factories are known for one of the worst working conditions.

H&M

This brand is known for being one of the biggest fashion polluters, with roughly 3,500 stores. It was found in 2018, that workers in India and in Turkey earned about one third of the expected living wage. In Cambodia, workers earned less than one half of the average livable wages.



Shein

Shein is known for being the biggest contributor towards over-consumption and clothing waste. Everyday, they add thousands of designs. Additionally, they have faced copyright infringement of stolen designs and have even stolen from indie brands. Lastly, even though there is zero information disclosed about factory conditions, they have been accused of child labor.



Pretty Little Thing

This brand is part of ultra-rise fast fashion. Similar to shein, they use social media platforms to target the younger generation to grow into the empire of fast fashion they are today.



Brands Guilty of FAST FASHION



Nike

Nike is known for paying their workers low wages and not being treated fairly. They have been accused of sweatshops.

Forever 21

This brand uses synthetic fabrics, which are extremely harmful to the environment. They also refused to sign the Bangladesh Accord, ensuring their garment workers have proper safety and rights. The Department of Labor sued in 2012 for violations of US and overseas workers for improper payment.

The Forever 21 logo, featuring the brand name in a bold, black, sans-serif font centered on a bright yellow rectangular background.

Urban Outfitters

Aside from being accused of running sweatshops and employing children, staff face underpayment. Over the last few years, they used the pandemic as an excuse to not pay workers.

GAP

GAP has gone through many scandals including unsafe working conditions, not paying employees for overtime, and subjecting employees to forced abortion.

The Gap logo, consisting of the word "GAP" in a white, serif font centered on a dark blue rectangular background.