A Study on the Impacts of Fast Fashion on Sustainability in the Women’s Wear Design Field

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Abstract
Technological development, globalization, and a change in the purchasing behavior of the consumer have led to the emergence of a production method called fast fashion, and this method depends on the speed of copying everything that the major international fashion houses offer from designs and manufacture as quickly as possible at the lowest cost and providing the latest fashion trends to the consumer in large numbers and at the lowest prices; However, this had many negative effects on the environment, society, employment and even the consumer, who have overlooked the quality of the commodity in order to acquire modern fashions in particular, and this method of production is totally counter to sustainability, which depends primarily on commitment to the ethics of design, and preservation of the environment and the rights of labor.

The research aims to shed light on the negative effects of the fast fashion style. Defining ethics and sustainability standards in the field of fashion design and production. And highlighting the wrong practices of fast fashion companies. And provide suggestions for the application of sustainability standards in the fast fashion fashion. The research problem is determined in the following questions:
- What is the possibility of identifying fast fashion, and its impact on sustainability in the field of fashion design?
- What are the foundations of sustainability in fashion design and clothing production? What is the possibility of providing business models for fast fashion companies in the field of fashion design and production? What is the possibility of introducing sustainability methods in the fast fashion industry for clothes? The study followed the analytical approach to an analysis of the impact of rapid fashion on fashion on sustainability, and the applied approach by providing design proposals for the design and production of different clothing parts that meet the needs of sustainability. And conducting interviews with experts and decision makers in local garment factories and companies to solicit their opinions through a scale to measure their direction towards the proposed study and reach the results. The results of the study found that there are statistically significant differences between the average degrees of the trend scale for the opinions of the proposed study sample, and that there is a correlation between the average scores of the axis items in the trend scale with the proposed study and regarding the possibility of applying standards to work in fast fashion companies in the sustainability method for clothing.

Keywords
Fast Fashion
Sustainability
Fashion Design

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